

## GPLD: Funding Guidelines

Great Place: Lakes and Dales (GPLD) aims to help revitalise the rural creative economy in Craven and South Lakeland and change perceptions of the place so that younger people see it as a more attractive place to live and work.

Four key themes have been identified which will support the future of creative industries in the GPLD area.

1. **Attracting talent and young creatives** – reversing the net migration of young creative people to cultural centres outside the area
2. **Work space provision** – increasing availability of infrastructure and affordable usable work spaces for different creative businesses
3. **Business support** – improving accessibility/visibility of information and guidance for creative businesses
4. **Raising profile** – aiding representation of small scale productions and businesses to funders, decision makers and audiences

---

We have two strands of funding available to support these themes – the Branching Out Fund and the Acorn Fund. Priority will be given to applicants...

1. Who are under 35 years old and/or provide significant roles and/or employment and experience for younger people
2. Who live or are based within the GPLD Skipton to Grasmere corridor, roughly in post code areas BD23, BD24, LA2, LA6, LA10, LA8, LA9, LA23, LA22.
3. Who are working in collaboration with other creative practitioners, businesses or organisations who also fit criteria 1 and 2
4. Who show a similar ethos to GPLD in regard to [equality, diversity and sustainability](#)
5. Who can show how this project/activity can contribute to the long-term legacy of GPLD

---

**Funding is available to help emerging talent, start-up businesses and collaborative projects try-out and pilot new innovative work which contributes to delivering and enhancing the cultural offer and economy for younger people in the GPLD area.**

## **Branching out Fund – up to £5,000**

This fund is available to cultural practitioners and businesses who want to diversify their work by expanding their knowledge.

This could be by attending training, employing experts to mentor and train you and/or others or by travelling to experience different creative practice and work models.

To apply for this fund, you'll need to tell us...

- How your activity will support the future of creative industries in the GPLD area
- What experience you already have of this work area
- What you'll get out of this activity
- How your work or business will be different following this activity
- How you'll share your new knowledge and learning with the wider creative community and others in the GPLD area
- Applications should be sent to [funding@lakesanddales.org](mailto:funding@lakesanddales.org)

---

## **Acorn Fund – up to £10,000**

This fund is available to cultural practitioners, organisers and collaborative projects who want to diversify the creative offer in their area to appeal more to a younger audience.

This could be by enhancing an existing event or activity, by working differently to promote and grow a suitable event or by trying out a new experience for the area by making new collaborations possible.

To apply for this fund, you'll need to tell us...

- How your activity will support the future of creative industries in the GPLD area
- How this activity is exciting and different to existing offers in your area
- How you know that this different or new activity will appeal to younger people
- Who you'll be collaborating with and what opportunities there are for other practitioners and businesses to collaborate with you
- Which permissions or licenses will need to be obtained for the activity to go ahead
- Who will have ultimate responsibility for the management and delivery of this activity
- How will high quality production standards and management be ensured
- Who we can contact to get a reference
- How you'll evaluate the success of the activity
- How you'll share your learning with the wider creative community and others in the GPLD area
- Applications should be sent to [funding@lakesanddales.org](mailto:funding@lakesanddales.org)

---

**Deadline for the first round of applications for the Branching Out and Acorn funding streams is 12pm on 25<sup>th</sup> January 2019.**

**Deadline for second round for both streams is 12pm on 29<sup>th</sup> March 2019.**

---

### Take note...

We accept applications from people who are under 18 as long as you apply with an adult mentor who will provide a reference. The minimum age you must be is 16 years old.

We define a collaborative project as a project involving 3 or more independent creative practitioners, businesses or organisations working towards a shared goal.

We define [creative industries](#) as those identified by the DCMS

Before making an application, apply this thought to your project – try not to focus on what GPLD can do for you as a creative practitioner, but rather on what you and GPLD can do for under 35s in the Lakes and Dales. This should steer you to the kinds of project that will be successful.

All activity funded either through Branching Out or Acorn has to be completed by 1<sup>st</sup> March 2020. Receipts for remuneration will need to be received by 20<sup>th</sup> March 2020.

You should expect to hear whether you have been successful within a month of the deadline.

If you excite and inspire the awarding panel in your application, you may be asked to prepare an additional piece of work to aid the panel's final decision.

We do not accept applications from full time students when the project is part of their student work.

Useful links regarding licensing and permission can be found at [www.lakesanddales.org/funding](http://www.lakesanddales.org/funding)

Successful applicants may be expected to be involved with marketing and promotion of GPLD until March 2020 which may include providing quotes, being interviewed for media or press coverage, being photographed, writing blogs, promoting the activity and the project's messages via social media etc.

An appropriate payment schedule, outputs and outcomes for evaluation will be agreed following announcement of successful application.

Successful applicants will be required to provide additional paperwork such as Public Liability Insurance certificates and budget breakdown.