
Reach Guidelines

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What is Reach?

Through Reach, Arts & Business invests in mutually beneficial partnerships between business, the arts and the public sector. We aim to increase private sector investment into the arts by supporting arts organisations in developing sustainable relationships with business.

How does the programme work?

Arts & Business will invest in projects that meet the eligibility criteria (Appendix 1) and investment limits for Reach.

You should read the information on how to apply prior to submitting an application.

Reach application forms (downloadable from www.artsandbusiness.org.uk) will be assessed against the programme criteria and scored accordingly.

Projects not meeting the criteria will be rejected.

Where a project is successful, the partners will be required to sign an agreement with Arts & Business.

Arts & Business Project Managers will also require:

- an evaluation plan - guidelines are downloadable from www.artsandbusiness.org.uk
- agreement to credit Arts & Business on project marketing, PR, web and advertising materials (Appendix 2)
- financial reports (Appendix 3)
- Project partners to be made aware of the restrictions on the validity of an offer of investment

Reach payments will be made in instalments to the lead arts partner.

Criteria

Reach projects in 09/10 must meet the following minimum criteria:

Leverage

To lever business resources into the arts, with a minimum **national average** leverage of 2:1, Arts & Business will contribute up to a maximum of £1 for every £2 levered from business.

In order to meet the required leverage for a Reach project, the business must contribute, in cash, at least twice the amount that Arts & Business will invest. This means that the minimum cash investment from your business partner must match the amount that you are applying for.

Additional leverage can be made up in the form of in-kind support (see Appendix 1) and/or further business cash contributions into a project.

Money from public sources, or trust and foundations can be included in a project, but will not be calculated as business leverage.

See business partner restrictions in Appendix 1 for further details on investments from charitable trusts/foundations set up by business.

Please contact the Arts Manager in Arts & Business Northern Ireland to discuss the leverage for your Reach project and the breakdown of your cash/in-kind contributions.

New Money

Arts & Business aims to draw new money and support from business into the arts.

New money can be levered from multiple stakeholders with aligned business objectives.

The term 'new money', does not mean that the business has to be a first time investor in the arts, but that the money that they are investing in the Reach project would not have come into the arts without the additional leverage from Arts & Business.

Business investment cannot be used to make an application through the Reach investment programme, which will be used to fund core costs.

Business Benefits

Reach projects should demonstrate strong benefits to business, and delivery of business objectives through working with the arts.

New Activity or Embed Arts Activity

Reach projects should:

- Enable a business partner to develop a new area of activity with the arts

or

- Enable business partners to deepen and enhance an existing area of activity with the arts

Money can be invested in the following ways:

- **New** – the business partner invests in the arts to deliver business objectives for the first time
- **Deeper** - an arts activity that worked in one part of a business is extended to another area of the company, embedding arts activity within the business and its strategy

Applicants need to demonstrate that their proposal fits one of the above categories.

Additional Criteria:

All Reach projects must demonstrate:

- potential to develop a clear sustainable relationship between both parties
- value for money
- ability to manage and deliver a partnership
- focus on delivering business objectives
- appropriate plans for project evaluation

Investment Limits

The maximum investment we will make is £25,000 per project.

The minimum investment we will make is £500 per project.

Where more than one business is investing in a project the minimum investment per business is £500.

No more than £25,000 will be awarded across both the Reach and Invest programmes to an artist or arts partner in any one financial year.

Information on How to Apply

Reach has a straightforward application process.

This guidance document will answer most of your questions. However, if you need help, please contact Arts & Business NI on 028 9073 5150.

- Quarterly panel dates and proposal deadline are available on line at www.artsandbusiness.org.uk
- Please read this Guidance document and the information on project evaluation prior to submitting your application
- Consult with your partner and ensure that your business partner is fully supportive and committed to your project(s)
- Complete the Reach Project Proposal form
- Send the completed form to your local A&B office by email
- After the panel A&B will contact you with the result of your application

Validity of Offer

- Reach projects must begin within three months of Arts & Business issuing the schedule agreement
- On receipt of an email confirming business investment **from the business partner** you will be sent a Final Schedule and Letter of Offer

- Schedules should be agreed and signed Letters of Offer returned within one month
- Projects not starting within this timeframe will forfeit their investment, unless otherwise agreed with your regional Arts & Business Project Manager
- Reach projects must be completed within a 12-month maximum time frame. Failure to adhere to this time frame will forfeit further instalments
- Reach projects must end within three months of their agreed end date or have a revised end date agreed with your regional Arts & Business Project Manager. Projects not finishing within agreed timeframes will forfeit their final investments, unless otherwise agreed with your regional Arts & Business Project Manager
- Evaluation reports must be returned to Arts & Business within 1 month of project end to receive final payment
- Payment will normally be made within 2 weeks of receipt of the Letter of Offer

APPENDIX 1 - ELIGIBILITY, EXCLUSIONS AND INVESTMENT LIMITS FROM ARTS & BUSINESS INVESTMENT PROGRAMMES

General Restrictions

Investment Limits

The upper limit that you can apply for through Reach is £25,000 per project. The lower limit for Reach is £500 per project.

Criteria and Assessment

Any project supported through Reach must meet the programme criteria. Arts & Business panel will review projects on a case by case basis. The Regional Director/Review Meeting decision is final. There is no process for appeal.

Leverage

Any project supported through Reach must contribute to the required leverage target. See page 2 for details of minimum and maximum requirements in relation to cash and in-kind support from business.

Additional leverage can be made against in-kind investment and/or further business cash contributions into a project.

Money from public sources, or trust and foundations is not eligible for inclusion in a Reach application.

See [business partner restrictions](#) for further details.

Business Benefits

Projects must provide benefit to business. We will not fund projects that are based on charitable donations without any business benefit. We will not fund projects that are primarily social events or parties, even where this benefits business.

New Investment

Eligible projects must identify new business money over and above any existing commercial relationship between arts organisation/business; provide benefit to business; and develop partnerships between businesses operating in the UK and arts organisations based in the UK.

Continued Investment to Embed Arts Activity

Further investment by a business in an arts activity that has worked in one area of a business and which, by extending it to another area of the company, embeds the arts activity within the business and its strategy.

N.B. Applicants should be aware that Reach is a competitive application process – funding is not guaranteed on application.

Organisation Restrictions and Geographic Restriction

There are no restrictions on the type of arts organisations that can apply for an Arts & Business investment. However, the Arts & Business Investment Programme can only invest in projects between businesses operating in the UK and arts organisations based in the UK.

Businesses not operating in the UK and arts organisations based outside the UK are not eligible for an investment.

Arts partner restrictions

It is likely that successful arts organisations will be either a registered charity or legally constituted as a non-profit distributing company.

Art organisations/charities can apply through their commercial trading divisions, where their profits are used to support the charitable organisation, and their aims meet the needs of the investment programme.

Other commercial arts organisations may be eligible, please check with Arts & Business prior to putting forward proposals.

Individual artists may be eligible where they are members of relevant professional associations and/or able to submit the names of two referees.

Arts & Business may also seek the recommendation of Arts Councils or Regional Arts Boards.

Business partner restrictions

Organisations, which are publicly funded and/or have charitable status, are excluded from applying to Arts & Business investment programmes **as business partners**.

Investment from a business' charitable trust or foundation may be considered **ONLY** where a project can demonstrate strong benefits to the profit-making business. However, we cannot accept investment from business trusts or foundations as core cash investment.

Evaluation

All evaluation and financial reporting must be completed.

Arts & Business will not look favourably on organisations/individuals that have previously received an investment from Arts & Business and have failed to produce an evaluation and financial reports.

Where this is the case, projects will only receive investment in exceptional circumstances and must be agreed with the Regional Director.

Programme Limits

In Northern Ireland, where our funding partner is the Arts Council of Northern Ireland, no more than £25,000 will be awarded to an artist or arts partner across both the Reach and Invest programmes in any one financial year.

Simultaneous Applications

No organisation (business or arts) can apply for Arts & Business investment programmes as both the arts and business partner simultaneously.

VAT

Where the Arts & Business investment is made to a third party recipient this amount is inclusive of any VAT deemed payable by the recipient. If the recipient provides services that are subject to input VAT no additional funds will be provided by Arts & Business.

Where a business receives sponsorship benefits for their investment this is deemed an exchange of services and so VAT is payable by the business. Arts & Business shall not be liable to pay this amount.

The Arts & Business Investment is a government grant which is not subject to output VAT.

Publicly funded organisations and charities

Publicly funded organisations and charities may apply to Arts & Business Investment Programmes through their commercial profit making trading divisions. Arts & Business may require evidence of the commercial function of these organisations.

Publicly funded organisations excluded from being business partners:

- Universities (and other educational establishments)/Public Funded Initiatives (PFIs)
- Housing Associations
- Local Authorities
- Government Departments
- Police Service
- Prison Service
- General Practitioners, Surgeries or Health Initiatives
- Embassies
- Hospitals/Public Funded Initiatives (PFI)
- BBC

Organisations not listed will need to be considered on a case by case basis. Please consult Arts & Business NI if you need further guidance.

Business investment restrictions

Restrictions on business partner money:

- Funds must come from the business' own funds and not those of a third party
- Where payments are split, the total will be considered in deciding the level of investment
- Marketing, public relations or advertising spend will be considered where it is specifically paid to support the project and not general marketing, public relations or advertising budget.
- Arts & Business will require evidence to demonstrate how this budget has been spent.

Exclusions from business investment

Retrospective Sponsorship

The contribution from the business must be made to the project with which you are applying to Arts & Business Investment Programmes.

Arts & Business investments cannot be accessed against money invested by a business into a previous project.

Cost Price Goods

Where tickets are being purchased for a project, Arts & Business will require evidence of ticket receipts/box office data before releasing funding towards tickets.

In-kind investment

In-kind included within a project as an element of the business contribution will be assessed for inclusion on a case by case basis.

Section 106 agreements between local authorities and developers will also be assessed on a case by case basis.

Arts & Business require evidence of the value of the in-kind support. This value must be:

- provided with the initial application
- agreed in the business confirmation
- documented at the evaluation stage
- be based on cost to business

The following guidelines are provided as examples for your reference.

Included

- Professional services provided to assist the project
- Products given or loan of goods provided to assist the project at cost price (not retail)
- Revenue lost as a result of contributions made to the project e.g. rented spaces
- The fit-out of buildings and rented space within buildings provided
- Provision of educational/community cultural spaces or facilities within developments
- Involvement of an artist to work with the architect/design/landscaping firms on the development planning/design

Excluded

- Costs that would have been incurred during normal working practice
- Staff time, or staff contribution, to a project, or to attend a project, except where this time is the business partners giving time to do their job (e.g. an accountant giving up time to do the books for an arts organisation)
- Loss of earnings due to loss of staff time/staff contribution towards the running of the project
- Gift of products, where the product is not being used to help deliver the project

APPENDIX 2 - CREDITING GUIDELINES

Why we need you to acknowledge Arts & Business

Your Arts & Business Investment is designed to strengthen and develop the relationship between business and the arts by giving real benefits to both partners.

We want to promote the investment so that other arts organisations and businesses can learn about this programme and the other ways in which we can help. Therefore, it is a condition of our investment that all recipients undertake to publicly acknowledge our involvement.

Please ensure that all crediting of Arts & Business is approved by your Project Manager.

The Arts & Business logo

Arts & Business branding is strong, powerful and easily recognisable. In order to protect its integrity you must not redraw, distort or modify the logo in any way.

All recipients of an A&B investment must use the logo on all printed and electronic publicity material such as:

- press releases
- websites
- promotional flyers and e-flyers
- brochures, programmes and posters
- development site hoardings

The A&B logo must appear next to your business sponsor's logos wherever they appear.

If you are not producing publicity material, your Project Manager will discuss with you how best to acknowledge the investment.

Logo Size

The A&B logo should appear prominently in your material and at an appropriate size alongside other funders' and sponsors' logos.

The A&B logo is available as eps or jpeg - please use the appropriate version to reproduce at the correct resolution.

Please note that the logo should not normally be reproduced smaller than 20mm wide unless agreed in advance with your Project Manager.

Proofs

Recipients must submit examples of the all materials illustrating how they have acknowledged the A&B investment. These should be sent to the A&B Project Manager who has been your main point of contact.

We are always happy to give advice on lay out and accreditation. In case of any query, do not hesitate to contact your local A&B office.

APPENDIX 3 - GUIDELINES FOR FINANCIAL REPORTING OF INVESTMENTS

The terms and conditions of your investment state that the recipient of the investment shall be required in all cases to keep full and accurate books of account in relation to the expenditure of the investment.

Arts & Business shall have the right to audit these books of account on reasonable notice during business hours, or request that the recipient has the books of account audited, or provides such other financial reports with respect to the project as Arts & Business may request.

After the project has taken place, the recipient, in conjunction with the other partner(s), shall prepare a detailed evaluation and financial report.

The financial report must:

- include a **bank remittance** as proof of business investment
- state how the investment was used
- provide other information as Arts & Business may reasonably request

If the project is to take place over a period of time exceeding six months, Arts & Business may request that the recipient prepares interim reports during the period in which the project is to take place.

Income and expenditure statement

We require a detailed income and expenditure statement showing the investment received and the associated expenditure incurred. The statement can be based on your budget for the proposed use of the investment.

The statement can be for whichever of the following is more appropriate:

- the use of the investment (if it is easy to treat this separately)
- the project as a whole (if our contribution is not for a specific element of the project)

The statement must be certified by a person within the recipient organisation with signing authority for financial matters.

As well as the signature, the statement should state clearly that person's name and position and should be dated, unless submitted electronically, where a signature is not required.

Arts & Business may request that this statement be audited (as noted above). If this is needed, we will advise you in writing.

ONLY once satisfactory evaluation and financial reporting are submitted to your A&B Project Manager final payment will be made. If you are not able to provide this, please speak to your Arts & Business project manager.

Please note that failure to provide satisfactory financial reporting of your investment constitutes a breach of the terms and conditions of your investment and, as such, may render you ineligible for future investments and/or liable to repay investments previously given.