



## **Andrew Lloyd Webber Foundation**

### Guidance for Grant Applicants

Andrew Lloyd Webber Foundation's key objectives are to promote the arts, culture and heritage for the public benefit.

This Foundation was founded by Andrew Lloyd Webber in 1992 and is a Registered Charity Number 1015648.

#### **Mission Statement**

Championing access, participation and engagement in the arts and heritage to improve skills, change behaviour, increase confidence, achieve success.

#### **Vision and Current Priorities**

##### **We believe**

- engagement in the arts and heritage enriches lives, unlocks creative potential, improves skills, changes behaviour, increases confidence, achieves success and should be available to all
- in order to maintain vibrancy in the arts, it is critical that the next generation of diverse artists is nurtured and encouraged

##### **We will**

- champion wider access to the arts and heritage by supporting organisations that reach diverse communities and those who would not otherwise be able to participate
- prioritise funding to organisations that enable people to develop their abilities and careers, by providing professional education, training, apprenticeships and work place experience in all areas of the arts, from stone masonry to youth orchestras and stage electricians
- promote excellence in all areas of the arts, culture and heritage
- continue our role as high profile champion of the benefits of engagement in the arts and heritage and the importance of diversity in the sectors

**We will have particular regard to the following criteria when considering your application:**

- Your work aligns with Andrew Lloyd Webber Foundation's charitable objectives.
- Your work directly benefits those who would not otherwise be able to participate in arts, culture and heritage, either due to lack of funding or access to the provision in other identifiable ways.
- The extent to which your work makes a real difference to people's lives.
- The ongoing benefit that will be achieved.
- The quality of the activity in relation to the arts, culture or heritage.
- The quality of the skills that will be taught.
- Your organisation is well managed and the work is delivered by qualified and experienced professionals.
- Your organisation has a creditable history of being successful in its objectives.
- It can be demonstrated that the project is viable and sustainable.
- The budget provided shows a realistic outcome.

We will support project costs, including staff salaries and overheads. We can provide unrestricted funding to registered charities.

Please note that if your application is for a heritage project, we would expect it to be defined to a particular part of that project.

### **Who We Fund**

- 1 Registered Charities, or not-for-profits e.g. Companies Limited by Guarantee, constituted community groups. Companies limited by shares are only eligible to apply if the grant is treated as restricted and will not make a profit for the organisation.
- 2 Organisations that can be validated and provide their most recent set of accounts no more than 18 months old
- 3 Organisations that comply with all statutory laws and regulations relating to the work they will deliver and have Employers and Public Liability insurance in place

All our giving is published on [360Giving](#) and detailed examples of projects funded can be found on our website [www.andrewlloydwebberfoundation.com](http://www.andrewlloydwebberfoundation.com)

## **Arts and Culture**

The Foundation recognises the power of arts to raise aspiration, build communities and provide a vibrant and fulfilling culture in which to live. We want to support the diversity and financial sustainability of the arts and ensure the widest range of people can participate.

### Funding Priorities

#### **Performing Arts (music, theatre, dance)**

##### **We support work that:**

- Provides, enhances and enriches education in the arts
- Unlocks creative potential and develops skills to access a career in the performing arts
- Uses the arts to develop life skills
- Equips the next generation to manage a sustainable career
- Introduces young people to the arts and provides opportunities for progression
- Provides professional training or development
- Breaks new ground to solve the problem or uses tried and tested models to drive positive social change in a new way

##### **Applicants Must:**

- Demonstrate professional training/development
- Have an accessible recruitment or engagement process that works to encourage participation and breakdown potential barriers for participants
- Demonstrate the pathway for progression and any wider social impact of the project

## **Heritage**

The Foundation wants to support the heritage sector to be sustainable and diverse, we want to support the sector to make sure that the widest range of people can participate and learn skills to ensure that traditional heritage skills continue to be developed and retained for future generations.

### Funding Priorities

## **Heritage**

### **We support work that:**

- Provides, enhances and enriches education in heritage skills
- Develops skills to unlock access to a career in the heritage sector.
- Supports development within a career in the heritage sector
- Equips the next generation to manage a sustainable career
- Introduces young people to heritage and the opportunities for progression
- Provides professional training or development
- Breaks new ground to solve the problem or uses tried and tested models to drive positive social change in a new way

### **Applicants Must:**

- Demonstrate professional training/development
- Have an accessible recruitment or engagement process that works to encourage participation and breakdown potential barriers for participants
- Demonstrate the pathway for progression and any wider social impact of the project

## Preparing your application

We will prioritise applications focusing on one of these three key areas	1) Organisations and projects increasing diversity in the arts and heritage by breaking down social, economic and geographical barriers, encouraging engagement and providing high quality training to young people aged under 25, eg youth theatres, youth orchestras, side-by-side music initiatives, music therapy groups, music in prisons, heritage skill training.  2) Organisations and projects providing specialist training and work-place experience and apprenticeships for emerging artists and newly graduated professionals, eg theatre director schemes, actor mentoring and training, heritage building craft apprentices and training schemes, young composer schemes, writers' workshops.  3) Organisations and projects unlocking access to high quality arts and heritage education and training for a significant number of people		
Amounts that can be applied for	Up to £5,000 per year	Up to £10,000 per year	Up to £25,000 per year
Grant Duration	Up to 3 years		
Outcomes	Outcomes should be specific, measurable, achievable, relevant and time specific		
Match Funding	The trustees encourage applicants to have secured some additional funding for the project		
Funding agreement restrictions	Only one Andrew Lloyd Webber Foundation grant can be held by any one organisation at any time		
Repeat Funding	Repeat finding to the same organisation will not be considered until at least 24 months from the last grant payment		
Reporting	We will require an update at end of project and after each year for repeat funding. This can be on an ALWF standard report or a report on activity prepared for another funder or for internal purposes.		

## **How to Apply**

Read the application guidance and complete our preliminary questions on the website to make sure you are eligible for funding

- 1) If you are eligible, you will be asked to complete a short Stage 1 online application telling us about your organisation and the work you would like us to fund  
If your work is a potential fit, we will arrange a conversation to learn more about how we can help
- 2) If your work is a good fit, we will invite you to submit a Stage 2 online application where you will be asked for further details of your work.

This funding round opens on 6 December 2021 and the deadline for all Stage 1 applications to be received is midnight on 15 February 2022. We encourage you to submit your Stage 1 application as soon as possible and not wait until the deadline. The deadline for Stage 2 applications will be 31 March 2022 and funding decisions will be made in May 2022.

### **Before Applying:**

Make sure your project is focused on the arts, culture or heritage.

Make sure you have read all the guidance and reviewed examples of previous grants awarded on our website to make sure your project fits our criteria for funding.

**To make your online application go to: [www.andrewlloydwebberfoundation.com/application](http://www.andrewlloydwebberfoundation.com/application)**

### **If you are invited to make a Stage 2 application**

#### **We will ask you for:**

- More information about your project including information on why the project is needed
- A clear plan of the activities and what they will achieve
- Information about the participants
- Details of the relevant leaders who will manage and run the project
- Your plans to make the work last beyond the lifespan of the project
- Evidence of previous success of the project
- Details of any other funding obtained towards the project

#### **Other information required:**

Project Budget

Latest audited annual accounts

Confirmation of your policies on Equity, Diversity and Inclusion (EDI), Safeguarding and managing your carbon footprint

## **Application tips**

Please write in clear simple English – avoid jargon

Make sure the application is fact based – with evidence to support your claims

Don't take up lots of space explaining the general issues that lie behind your work. Assume we have a basic understanding of the context in which you operate

Explain the track record of your organisation and why it is qualified to deliver the project

Ask someone who doesn't know the project to read the application to see if they understand what you are proposing

## **Why we turn down applications**

Each year we receive hundreds of applications and whilst we consider every application carefully, it is just not possible to support every worthy cause. We have compiled this guidance in order to explain our priorities and we hope by being clearer about what we turn down this will help to reduce the wasted time and effort for those projects that don't fit our current criteria.

We appreciate the huge amount of work that goes into a making a funding application. Please check the guidance before investing your time in applying. In particular you should consider:

Does your work closely match the Foundations priorities?

What is the potential impact and reach of your work?

Can you provide information on the difference your organisation has made so far?

Can you demonstrate you have a track record to successfully deliver the project?

## **The Foundation is unlikely to fund**

- Commercial organisations (we need to ensure your organisation works in the not-for-profit sector)
- Grants to Individuals, including individual scholarships, student grants and bursaries (please note our performing arts scholarship programme is managed directly by the schools and colleges providing the training and is separate to our grant application process)
- Capital Costs including building work, renovations, refurbishment/repair and equipment
- One off Events such as a festival or the production of a play (we can support longer projects that are connected to a festival)
- Projects where the ultimate aim is not connected with the arts, culture or heritage (for example, putting on a play to raise funds for a medical charity)
- General rehearsal, touring, production or staging costs for performances or exhibitions.
- One off productions/performances or tours
- After School clubs
- Music technology equipment or musical instruments where the organisation doesn't provide lessons or professional training
- Church choirs
- Competitions
- Repair, restoration or renewal of church bells or church organs