

Wales Cultural Recovery Fund – Guidance Document



Llywodraeth Cymru
Welsh Government

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1.1 Aims of the fund

The aim of the fund is to help protect sustainable organisations and as many jobs in the culture sector as possible in order to ensure the sector survives the Covid-19 crisis and remains vibrant, viable and sustainable in 2021 and beyond. Whilst this is primarily a rescue and recovery package it presents a unique opportunity to deliver transformational change within the sector. The parts of the sector eligible for this fund includes music venues, heritage organisations and sites, museums, archives, libraries, independent cinemas and events.

1.2 Support for cultural organisations

Welsh Government funding of £18.5m is available to organisations within the following areas:

- Creative – music venues, recording and rehearsal studios, TV and Film post production, TV and Film VFX, independent cinemas, comedy venues, publishing organisations;
- Culture – local independent museums, libraries, and archives;
- Events – events organisations and their technical support suppliers;
- Heritage - heritage organisations and heritage sites;
- Cultural Service Fund for local government. *

*As part of this Welsh Government funding package there is a Culture Service Fund for local government. This will be available for local authority-run or managed local museums, archives, libraries, heritage sites or cinemas. The Welsh Government will manage a separate application process simultaneously for local authorities.

1.3 Support for arts organisations

Arts organisations operating in the disciplines of music, dance, theatre, literature, visual and applied arts, combined arts, digital art are outside the scope of this particular fund and were advised to apply through the Arts Council of Wales.

The Arts Council of Wales will be managing funds for:

- theatres, arts centres and concert halls;
- galleries;
- organisations producing and touring arts activity; and
- organisations providing participatory arts activity.

Please visit the Arts Council's website for more details and application information. The deadline for this funding closed on September 9 2020. More information is available [here](#).

1.4 Support for freelancer practitioners in the cultural sector

There will be a £7m fund for freelancers to support individuals in the sector who have been impacted by the pandemic. This component of the package will be managed by the Welsh Government. More details on this scheme will be available shortly. Please keep checking the online eligibility checker for an update.

1.5 Funding

A £18.5m fund is being delivered by the Welsh Government to support cultural organisations. This is one component within the £53m funding package announced in July. A non-repayable grant of up to £150,000 (up to 100% of eligible costs) per organisation will be available via two application entry points:

- Up to £10k: quick process for smaller organisations based on eligible costs; or
- Between £10k and £150k: a more detailed process based on eligible costs.

The triage system will indicate the appropriate route for the applicant to follow. This will signpost to either the £10k fund or one for applications up to £150k.

In exceptional circumstances organisations can request permission to apply for a higher figure of up to £500k. Please send this request with a clear rationale and associated budget to: WalesCulturalRecoveryFund@gov.wales. This must be done at least five working days before the fund deadline.

The funds aim is to try to ensure that organisations that are viable, are not at risk of failure before 31 March 2021. You can apply for funding to cover a funding gap that you anticipate happening before that date. Applications must represent good value for money and not entail financial risk. Funding is to cover the period from 1 April 2020 to 31 March 2021.

The fund will support revenue costs only. Costs which you would capitalise in your accounts are not eligible for support however, you can request funding for the costs of small items of capital equipment including consumables (such a PPE or protective screens) and include small scale works of a revenue nature in your application for our consideration.

All funding from this Fund is discretionary with competition likely for the available funds. Submitting an application does not guarantee all, or some, of the money you apply for.

1.6 Timescale

The system will open for applications week commencing 14 September and will close at 5pm on 2 October.

1.7 The Cultural Contract

The funding award will be aligned to support the wider policy context of Welsh Government, with a proposal to develop 'Cultural Contract Pledges', with applicants encouraged to sign up to a 'menu' of commitments to ensure public investment is deployed with a social purpose. This will be part of the 'Economic Contract' and include areas such as:

- Fair Work
- Sector Board diversity and inclusion – gender, Welsh language, BAME representation etc.
- Retained staff to support wider initiatives e.g. contact tracing to support Test, Trace, Protect
- Social prescribing
- Supporting health & arts initiatives
- Climate Resilience

Those applying for under £10k will be expected to sign up to the principles of the Cultural Contract. Those applying for over £10k will be required to sign up to a commitment to complete a full Cultural Contract template within 12 months of the offer.

More details and additional support will be provided to support organisations develop their contracts. Further information can be found [here](#):

1.8 Outputs and outcomes

The funding will focus on a number of key outputs and outcomes, including:

- No. of organisations rescued (reviewed in 12 months)
- No. jobs safeguarded
- No. of individuals / freelancers supported
- No. of reopening plans delivered
- 'Cultural Contract' offers delivered after 12 months

1.9 Key criteria for applicants

- Applicants must be a recognised organisation within the culture sector;
- Applicants must be an organisation operating and employing in Wales;
- Applicants must be able to produce at least one year's full independently certified or audited financial statement but does not need to be VAT registered if total turnover is below the registration threshold;
- Applicants need to demonstrate they were operating sustainably before March 2020;
- Applicants must demonstrate they have experienced a significant reduction in turnover or income since 1 March 2020 as a result of the pandemic;
- Any previous support e.g. ERF from Welsh Government in final offer will not be deducted, but must be declared as part of your claim; and
- The fund will not cover costs which have been previously supported via other grant funding such as Economic Resilience Fund or which are supported by other public funds.

1.10 Eligibility

Creative:

We are accepting applications from the following organisations:

- Grassroots Music venues who programme original music as the majority of their shows;
- Music Recording and rehearsal studios, a space where its main purpose is for the rehearsing or recording of commercial music;
- Independent Cinemas - a building-based operation that provides a year-round programme that ordinarily includes a weekly film offer. Ownership can take a variety of forms including charities, private, community, local authority or higher education ownership. Venues that have corporate shareholders or are listed on any stock exchange are excluded. Venues should operate from no more than 5 sites in Wales (maximum of 15 across the UK) and focus solely on providing a

film programme. Those that provide film as part of a broader mixed arts offer can be considered if they have been unable to access support via Arts Council of Wales;

- Comedy venues who programme original comedy as the majority of their shows;
- TV & Film post production (those companies who work on the editing of visual and audio materials, cutting raw footage, assembling that footage, adding music, dubbing, sound effects into a finished product for a film or TV production);
- TV & Film VFX - those companies who use imagery created, manipulated, or enhanced for any film or TV programme that cannot take place during live-action shooting;
- Publishers (books and magazines) who have their head office in Wales. Publishers must prove to be active and have published at least one publication since October 2019 (book or magazine), with the main source of income coming from sales or / and advertising.

Culture:

We are accepting applications from the following organisations:

- Independent museums that are Accredited or have Working Towards Accreditation (Eligibility) status;
- Independent archives (those not run by a local authority) that are Accredited or have Working Towards Accreditation Status;
- Community libraries, who are independently funded; and
- Independent libraries.

Events:

We are accepting applications from the following organisations:

- Businesses and individuals who are able to show a track record (within the last three years) of organising cultural, sporting or business events which are socially, culturally, or economically significant to Wales, in alignment with Event Wales' [published strategy](#) and [funding criteria](#) and Welsh Government Wellbeing Goals or are wholly, or mainly, engaged in the provision of technical support for the delivery of such events. The organisation, staging and delivery of, or to, events must be the primary source of income for the business

Heritage:

We are accepting applications from the following organisations:

- Organisations that care for heritage attractions in Wales;
- Not for profit organisations / private owners who care for historic buildings and sites that open their doors to visitors more than 28 days a year, such as historic places of worship;
- Heritage businesses that generate the majority or a substantial portion of their turnover from heritage work – including archaeological organisations, conservators, conservation specialists, built heritage specialists, architectural

consultancies specialising in conservation repair and maintenance of historic buildings and ancient monuments;

- Organisations delivering participatory heritage events and activities;
- Other organisations that provide significant services to the heritage sector.

1.11 Costs

Eligible costs include:

- Operating costs up to 31 March 2021 (e.g. rent);
- Costs of maintaining staff and preventing redundancies;
- Organisation review and realisation costs;
- Removing the threat of insolvency that is otherwise likely to occur before April 2021;
- Re-opening costs – costs associated with the preparation for reopening;
- Costs involved in mothballing venues;
- Other activity intended to build up sustainability and resilience;
- Support enhanced digital offerings;
- Support for events that will enable them to recover.

The fund will support revenue costs only. Costs which you would capitalise in your accounts are not eligible for support however, you can request funding for the costs of small items of capital equipment including consumables (such as PPE or protective screens) and include small scale works of a revenue nature in your application for our consideration.

Application cost headings

Operating costs from 1 April 2020 up to 31 March 2021

- overheads (utilities, admin costs, IT, insurance, service contracts)
- salaries, including the cost of bringing staff back from furlough
- budget allocation for essential collections care and display costs
- increases to operating costs necessary to comply with Covid-19 restrictions including Health & Safety
- building/historic property maintenance and management including security and repairs to maintain access to your historic asset
- costs to ensure that collections/items in the care of organisations are managed and maintained (for example emergency conservation, condition surveys, specialist equipment to manage and monitor environmental conditions)
- Storage or leases for event staging and production equipment such as AV, temporary staging and seating or other event utilities, accreditation or ticketing systems.
- Contractual financial loss costs
- Legal & Professional
- Marketing and Promotion
- Travel and Transport

Re-opening costs

You can apply for funds to cover costs required to re-open and resume income generation activities, for the end of the year and until 31 March 2021.

Costs that can be supported could include;

- Adaptations and essential equipment to enable return to work and/or your premises to open such as PPE, screens, signage, introduction of contactless payment methods, shelters for queues, adaptations to toilets.
- Activities to enable you to operate within social distancing requirements as set out by Welsh Government. This could include additional staff to help you to manage queues, training, additional cleaning, implementing digital activities to enable your business to interact with your participants, audiences or customers and associated staff training costs
- Cost of employing temporary or freelance or contract staff for essential work if your organisation normally

	<p>depends on volunteers, where volunteer capacity is compromised.</p> <ul style="list-style-type: none"> • Up-front costs for preparing to restart activities that will drive future income such as marketing and promotion or deposits for hire of event staging equipment • Programming of events/activities etc. that complies with current Welsh Government Covid-19 restrictions • Where necessary, you may apply to cover costs to temporarily mothball your organisation, venue or historic property until reopening is financially viable.
<p>Organisation review and realisation costs</p>	<p>The challenges during this pandemic, both financial and operational, have brought to light the need for some to review their organisational models and plans, with changes needed in operational priorities. We would like to support organisations to see this as an opportunity to investigate and embrace more sustainable organisational models that will help you to face challenges ahead and develop greater resilience.</p> <p>This may include costs to:</p> <ul style="list-style-type: none"> • re-configure business operations including plans and changes to governance and staffing to help safeguard the future of the organisation for the long term e.g. business planning, relocation. • organisational restructuring, training and skills development, • professional advice in the areas of organisational planning and sustainability, financial planning, risk and safety management, workforce development, partnership working, • steps to open up new income streams and increase environmental sustainability.
<p>Other activity to build up sustainability and resilience</p>	<p>You may identify other ways in which you can build up resilience to cope with future challenges. This could include;</p> <ul style="list-style-type: none"> • Developing digital systems, activity and engagement to enable you to work more flexibly and responsively in future. This includes costs to purchase essential IT equipment and connectivity costs to support homeworking, as well as activities to enable your organisation to put information online and to interact with your community/customers. • Activities that promote re-engagement with communities including development of digital

	<p>resources; digital developments must meet relevant standards to ensure their long-term sustainability, such as by sharing content through People’s Collection Wales (PCW). Requests to digitise should specify what material will be digitised and how this will meet user needs.</p>
<p>Activity to support and develop community engagement</p>	<p>Your community based organisations play a vital role, delivering social impacts in education, health and wellbeing, in line with the Wellbeing of Future Generations Act. At this is time, it is now more important than ever. The fund will support activity that will help your organisation expand your work within your local communities in response to new circumstances brought about by the pandemic.</p> <p>Such activity will not necessarily require you to be fully re-opened to customers/visitors. Often relying on volunteers is crucial to your function, so related activity will be suitable for this fund. You will need to say how such activity will strengthen your relationship with your community in a sustainable way and the value it will bring both to the community and the organisation. You will need to provide evidence of this.</p>

1.12 What we won’t fund

- Costs that are currently eligible to be covered by the Job Retention Scheme, or Government support (furloughing), or any additional salary costs above the furloughing cap;
- Any capital costs such as large scale building developments or renovations;
- Costs that are avoidable in the short term, for example upgrades to equipment or buildings which could be deferred. We will let you know if we think this is the case and remove these from your grant request;
- Overhead costs you will incur beyond 31 March 2021. We may consider some recovery costs that are slightly longer term if that makes sense for your organisation (for example, business plan reviews may need more time to understand the impact of COVID-19);
- Redundancy costs;
- An organisation that was considered unsustainable before COVID-19;
- Any activity that contravenes the Welsh Government’s legislation or advice on COVID-19;
- Recoverable VAT;
- Any activity that is about simply resuming things planned prior to the pandemic that have not been reframed and refocused on building sustainability and resilience in the context of the challenges brought about by the pandemic;
- The purchase of new artefacts or the extension of collections;

- Costs for staging new events. There is an existing, separate, funding scheme available for new event applications which can be accessed [here](#)
- Significant historic debt (prior to 1 April 2020);
- Costs related to promoting the cause of beliefs of political or faith organisations;
- Costs funded from other sources of public funding.

1.13 Reporting

At the end of the year you will be required to submit a short completion report confirming how the funds were used. You will also be required to report on how you have met the 'Cultural Contract' later in 2021. Organisations in receipt of over £10k will be expected to complete a 'Cultural Contract' template.

The Welsh Government is committed to evaluating the success of this grant and intends to undertake an independent evaluation of the Cultural Recovery Fund. It is anticipated that this research will examine the implementation and impact of the activities that have been delivered. It will assess the extent to which the outputs and outcomes can be attributed directly to the scheme activities and examine whether wider anticipated or unanticipated effects have been realised.

The Welsh Government or a third party acting on behalf of Welsh Government may contact you for the purpose of research and evaluation and/or to give feedback on your experience of the scheme. This information will be analysed and presented anonymously in line with the Privacy Notice.

2.0 Sector Guidance

2.1 Heritage: Application Guidance

How will the Cultural Recovery Fund help the heritage sector?

Heritage sites and attractions in Wales and heritage organisations operating or employing staff in Wales that are being adversely affected by the COVID-19 pandemic can bid for support from the fund. Its aim is to help your organisation recover from the economic impact of COVID-19 and become financially viable in the future so that you can continue to support the management of the heritage of Wales.

We would like to see applications focus on using this funding opportunity to enable you to plan and build a more resilient and sustainable future, rather than solely returning to 'business as usual'. We will need to understand what difference the funding is going to make for your organisation with regard to its ongoing operation, building resilience and sustainability, and for your community.

General information

This guidance explains the scheme as it applies to the heritage sector – who can apply and what you can apply for.

Who can apply

This fund is designed to support heritage organisations operating or employing staff in Wales that are being adversely affected by the COVID-19 pandemic. We are accepting applications from the following:

- Organisations that care for heritage attractions in Wales
- Not-for-profit organisations / private owners who care for historic buildings and sites that normally open their doors to visitors more than 28 days a year, such as historic places of worship
- Heritage businesses that generate the majority or a substantial portion of their turnover from heritage work — including archaeological organisations, conservators, conservation specialists, built heritage specialists, and architectural consultancies specialising in conservation, repair and maintenance of historic buildings and ancient monuments
- Organisations delivering participatory heritage events and activities
- Other organisations that provide significant services to the heritage sector.

Under this programme we are **not** accepting applications for:

- Costs relating to heritage sites or operations not located in Wales. If your organisation is based in England, Northern Ireland or Scotland and you manage heritage in Wales, you can apply for a proportion of your organisation's costs related to heritage in Wales.

What you can apply for

You can apply for support towards the costs that will help your heritage organisation recover from the economic impact of COVID-19 and become financially viable in the future. You will need to consider the most effective route to future sustainability for your organisation, and the public benefit it provides as part of the heritage of Wales.

For organisations managing heritage attractions, this may include a combination of reopening, partial reopening and mothballing, based on best value for money.

For organisations providing heritage services, this may include undertaking adaptations to your premises, restructuring your operations, improving your digital services and support for homeworking.

As part of your planning, you will need to factor in requirements for social distancing and any other COVID-related measures required by Welsh Government. Please follow the Welsh Government's Guidance — [Culture and heritage Destinations and venues: guidance](#) for a phased return.

You should ensure that any proposed activities for which you are requesting funding will not represent significant risks should the situation worsen.

The costs you apply for should cover costs incurred since 1 April 2020 which have not already been covered by other funds and the remainder of the financial year from 1 October 2020 to 31 March 2021 only.

To help you plan your application, here are some examples of the types of costs you may want to include.

Costs to help your organisation adapt and recover

You could include:

- Essential overheads from 1 April 2020 to 31 March 2021, for example rent, rates and insurance. You must exclude any costs which are already met by existing sources of public funding.
- Salaries, including the cost of bringing staff back from furlough
- Increases to operating costs necessary to comply with Covid-19 restrictions
- Costs to help your organisation be more resilient in the future, for example, adapting business plans, organisational risk management reviews and restructuring, alterations to premises, adopting new ways of working
- Testing and consulting on new activities that will help recovery and diversify your income streams
- Purchasing essential IT equipment and meeting connectivity costs to support homeworking
- Activities to enable your organisation to put information online and to interact with your community/customers if your business/site is closed, for example, securing digital expertise, equipment or a customer relationship management system
- Projects that promote re-engagement with communities including development of digital resources.

Costs to help you operate / reopen your historic property

We can provide funding to help you reopen and follow public health guidelines. You could include:

- Essential overheads from 1 April 2020 to 31 March 2021, for example rent, rates and insurance. You must exclude any costs which are already met by existing sources of public funding.
- Salaries, including the cost of bringing staff back from furlough
- Advice from professionals, for example, on risk assessment, safety, how to support your staff
- Additional costs incurred to comply with Covid-19 restrictions such as extra cleaning, managing visitors or to support your volunteering programmes
- Adaptations to help you operate and comply with social distancing requirements, for example, screens and contactless payment methods, shelters for queues or additional toilet facilities
- Essential costs to protect and manage your historic property, for example, maintenance or small scale repairs necessary to enable safe visitor access or site security or to prevent an escalation of costs. You will need to explain what the critical need is.
- Essential one-off costs to stabilise historic properties that are at immediate risk, for example, scaffolding or urgent conservation work provided that you involve a

conservation accredited/certified professional advisor. You will need to explain what the critical need is.

- Costs to restart and diversify income-generating activities.

If you need to install physical measures to help you operate your site with social distancing we recommend that you follow the advice in [Culture and heritage Destinations and venues: guidance](#) for a phased return. Wherever possible measures should be low impact and avoid physical impact on historic fabric.

We recommend that applicants requesting funds towards works that may require formal consent —such as planning consent, scheduled monument or listed building consent — seek advice before including this in your application by making contact with Cadw (for scheduled monument consent) or your local authority (for planning and listed building consent) to check that the consent would be forthcoming in time to enable the works to take place before the end of March 2021.

Costs to help you temporarily scale back

You may need to temporarily change or scale back the way you work to stabilise your organisation. If this is the most cost-effective option, you could include:

- Essential costs to protect your historic property, for example, site security or maintenance and minor repairs
- Essential costs to stabilise historic properties that are at immediate risk, for example, scaffolding or urgent conservation work provided that you involve a conservation accredited/certified professional advisor
- Costs to temporarily mothball historic assets until reopening can be economically achieved
- Costs to help you come out of a period of mothballing.

What you can't apply for

- Costs that are eligible to be covered by the Job Retention Scheme, or Government support (furloughing), or any additional salary costs above the furloughing cap
- Costs already funded from other sources of public funding
- Costs that are avoidable in the short term. We will let you know if we think this is the case and remove these from your grant request
- Overhead costs that will be incurred after 31 March 2021
- Anything that contravenes the Welsh Governments' advice on COVID-19
- Recoverable VAT
- Costs related to promoting the cause or beliefs of political or faith organisations
- A sum to cover lost income or to re-inflate your reserves
- Capital works such as major repairs to a building or monument.

How we will assess your application

We will evaluate each application that meets the essential criteria on its merits and determine the level of grant to be offered by considering the level of financial risk you are facing and the impact that the loss of your organisation would have on the

heritage/historic property you care for, your local community and the wider heritage sector. We will also consider whether your plans and risk level are proportionate to the amount of funding for which you are applying.

Priority will be given to applications that support heritage of high significance and contribute to the economy and/or cultural well-being of Wales.

For applicants requesting more than £10,000, your application will be assessed using the following questions:

What is the reduction in your turnover or income as a result of the restrictions put in place?

Tell us what would happen to your organisation if you were no longer able to operate viably.

If you were not able to re-open tell what would happen. For example, what would happen to any collections or historic assets you have responsibility for? What services would no longer be available or accessible to the public?

What role does your organisation play in your local area?

Does your organisation provide services to the local community? What role do you have in providing local access to culture and heritage? Do you provide volunteering opportunities or events/activities for your local community?

Tell us how your organisation contributes to cultural life in Wales

Tell us about the significance of the cultural collections or historic assets you care for. How does the work you do support and promote the culture and heritage of Wales including the Welsh language? Do you provide any specialist services (For example, education, training or conservation)?

Tell us about your track record of widening participation, particularly amongst demographic groups that historically have a lower engagement with publicly funded culture?

We recognise the important role that cultural organisations and historic sites play in supporting community engagement particularly at a local level. This is an opportunity for you to tell us about the work that you do to encourage and increase access to culture and heritage by under-represented groups and to promote inclusion and diversity.

2.2 Heritage FAQs

How will the Culture Recovery Fund help heritage organisations and sites?

This fund is designed to support heritage sites open to the public in Wales and heritage organisations operating or employing staff in Wales that are being adversely affected by the COVID-19 pandemic. Its aim is to help your organisation recover from the economic impact of COVID-19 and become financially viable in the future so that you can continue to support the management of the heritage of Wales.

I care for a heritage attraction: am I eligible to apply?

Yes — providing you are normally open to the public for more than 28 days a year and can demonstrate that your business has been adversely affected by the COVID-19 pandemic.

I own a private historic property: am I eligible to apply?

Owning a private historic property does not make you eligible for support under this scheme. You are only eligible to apply if you can demonstrate that you open your historic property or site as a heritage attraction to visitors for more than 28 days a year. You will need to be able to show that income from visitors made a significant contribution to your overall income in the year to 31 March 2020, and that you are projecting that there will be a significant reduction in the year to 31 March 2021.

I run a business based in a listed building: am I eligible to apply?

Operating your business in a listed or historic building does not make you eligible for support under this scheme. You are only eligible to apply if you can demonstrate that you open your historic property or site as a heritage attraction to visitors for more than 28 days a year. You will need to be able to show that income from visitors made a significant contribution to your overall income in the year to 31 March 2020, and that you are projecting that there will be a significant reduction in the year to 31 March 2021.

I care for a historic place of worship: am I eligible to apply?

You are eligible if you open your building to visitors in addition to opening the doors for worship for more than 28 days a year. You will need to be able to show that income from visitors made a significant contribution to your overall income in the year to 31 March 2020, and that you are projecting that there will be a significant reduction in the year to 31 March 2021.

I care for a historic place of worship: what can I apply for?

You can apply for support with costs that will help you cope with the economic impact of COVID-19 on your organisation, as you adapt, recover, and reopen to visitors. This might include:

- Essential overheads that are affected by continued closure — utilities bills and insurance
- Advice from professionals to help you reopen safely
- Additional costs for cleaning, visitor management and volunteering programmes
- Maintenance and small-scale repair needs that have arisen while the building was closed
- Costs to stabilise your building if it is at immediate risk as a result of prolonged closure.

I care for a heritage visitor attraction: what support can I apply for?

You can apply for support with costs that will help you to manage your historic site/attraction and reopen to visitors or, if you can demonstrate it is the most cost effective option, to mothball it.

I want to re-open my heritage attraction to visitors: what can I apply for?

You can apply for funding to help you reopen and follow public health guidelines.

You could include:

- Essential overheads from 1 April 2020 to 31 March 2021, for example rent, rates and insurance. You must exclude any costs which are already met by existing sources of public funding.
- Salaries, including the cost of bringing staff back from furlough
- Advice from professionals, for example, on risk assessment, safety, how to support your staff
- Additional costs incurred to comply with Covid-19 restrictions such as extra cleaning, managing visitors or to support your volunteering programmes
- Adaptations to help you operate and comply with social distancing requirements, for example, screens and contactless payment methods, shelters for queues or additional toilet facilities
- Essential costs to protect and manage your historic property, for example, maintenance or small scale repairs necessary to enable safe visitor access or site security or to prevent an escalation of costs. You will need to explain what the critical need is.
- Essential one-off costs to stabilise historic properties that are at immediate risk, for example, scaffolding or urgent conservation work provided that you involve a conservation accredited/certified professional advisor. You will need to explain what the critical need is.
- Costs to restart and diversify income-generating activities.

Can I apply for support to carry out urgent repairs to my historic property or heritage attraction?

Yes, if you meet our eligibility criteria and the works are strictly necessary in order to allow you to reopen to visitors. You will also need to demonstrate that you can obtain the necessary formal consents, where required and complete the work before the end of March 2021. However, this scheme cannot be used to support large scale capital work.

Can I apply for support to carry out ongoing maintenance to my historic property or heritage attraction?

Yes, if you meet our eligibility criteria and the works are necessary in order to allow you to reopen to visitors. However, this fund cannot support large scale capital works such as conservation or renovation.

Can I apply for support to produce new digital content to support my heritage organisation or market my heritage attraction?

Yes, if you can demonstrate that this is necessary to sustain your business and support your future customer or visitor operations.

What can heritage organisations apply for?

Heritage organisations and businesses that generate the majority or a substantial portion of their turnover from heritage work — including archaeological organisations, conservation specialists, built heritage specialists, and architectural consultancies specialising in conservation, repair and maintenance of historic

buildings and ancient monuments — can apply for support to help you adapt and recover from the impact of the pandemic.

This could include:

- Essential overheads from 1 April 2020 to 31 March 2021, for example rent, rates and insurance. You must exclude any costs which are already met by existing sources of public funding.
- Costs to help your organisation be more resilient in the future, for example, adapting business plans, organisational risk management reviews and restructuring, alterations to premises, adopting new ways of working
- Salaries, including the cost of bringing staff back from furlough
- Testing and consulting on new activities that will help recovery and diversify your income streams
- Purchasing essential IT equipment and meeting connectivity costs to support homeworking
- Activities to enable your organisation to put information online and to interact with your community/customers if your business/site is closed, for example, securing digital expertise, equipment or a customer relationship management system
- Projects that promote re-engagement with communities including development of digital resources.

My organisation provides heritage activities and events: can I apply?

You can apply if your organisation employs staff to provide heritage activities or events at historic sites and you can demonstrate that you have been adversely impacted by COVID-19. If you are a sole trader or freelancer, you may be eligible to apply under the freelance scheme.

2.3 Culture Guidance

Aims of this fund

This fund is designed to help Independent Museums, Independent Archives, Independent and Community Libraries that are in Wales, to survive the current crisis, to re-open/remain open and to be in a stronger position when they do so.

The fund is to assist organisations to remain afloat and to open/remain open/ restart where appropriate, in line with Welsh Government advice on Covid-19, e.g. if social distancing is not possible or does not represent value for money, then grants can be used to support organisations to operate on a sustainable, cost efficient basis, so that they can re-open at a later date.

This is to try and ensure that organisations that are viable, are not at risk of failure before 31 March 2021. You can apply for funding to cover a funding gap that you anticipate happening before that date.

You can also apply for funding to assist you to develop activity that will build up your organisation's resilience to manage the continuing financial challenges brought about as a result of the pandemic. We would like to see applications focus on using

the funding opportunity to enable you to plan and build a more resilient and sustainable future, rather than solely returning to 'business as usual'. We will need to understand what difference the funding is going to make for your organisation with regard to its ongoing operation, building resilience and sustainability, and for your community.

Applications must represent good value for money and not entail financial risk.

Who can apply?

Independent Museums and Independent Archives that hold full or provisional Accreditation or have Working Towards Accreditation - WTA (Eligibility) status and Independent and Community run Libraries, who must be based in Wales. Throughout this document referred to as 'you or your organisation'.

Costs that can be supported may include;

Operating costs up to 31 March 2021

Where you can demonstrate that your capacity to cover operating costs cannot be met owing to loss of income due to Covid-19

- overheads (utilities, admin costs, IT, insurance, service contracts)
- salaries, including the cost of bringing staff back from furlough
- budget allocation to essential collections care and display costs
- increases to operating costs necessary to comply with Covid-19 restrictions
- building maintenance, including security costs to ensure that collections/items in the care of organisations are managed and maintained (for example emergency conservation, condition surveys, specialist equipment to manage and monitor environmental conditions).

Re-opening costs

You can apply for funds to cover costs required to re-open and resume income generation activities, for the end of the 2020 season and until 31 March 2021. Costs that can be supported could include basic and essential adaptations necessary to comply with Welsh Government guidelines on Covid-19 such as PPE, screens and signage.

Cost of employing temporary or freelance or contract staff for essential work if your organisation normally depends on volunteers, where volunteer capacity is compromised; marketing and promotional costs to encourage visitors; Programming of event and activities that comply with current Welsh Government Covid-19 restrictions.

Where necessary, you may apply to cover costs to temporarily mothball your organisation until reopening is financially viable.

Organisational reviews and realisation

The challenges during this pandemic, both financial and operational, have brought to light the need for some to review their organisational models and plans, with changes needed in operational priorities. We would like to support organisations to see this as an opportunity to investigate and embrace more robust models.

This includes costs to reconfigure business operations including plans and changes to governance and staffing to help safeguard the future of the organisation for the long term e.g. business planning, restructure activities, relocation.

It also provides the opportunity to look to more sustainable organisational models that will help you to face challenges ahead and develop greater resilience.

Costs that can be supported may include;

Organisational restructuring, training and skills development, professional advice in the areas of organisational planning and sustainability, financial planning, workforce development, partnership working, steps to open up new income streams and increasing environmental sustainability.

Activity to build up sustainability and resilience

You may identify other ways in which you can build up resilience to cope with future challenges. This could include;

- Developing digital systems, activity and engagement to enable you to work more flexibly and responsively in future. This includes costs to purchase essential IT equipment and connectivity costs to support homeworking, as well as activities to enable your organisation to put information online and to interact with your community/customers.
- Projects that promote re-engagement with your communities including development of digital resources; digital developments must be sustainable and content shared through Peoples Collection Wales (PCW). Requests to digitise should specify what material will be digitised and how this will meet user needs.

Please note that the assessment process will take due account of organisational resources and need. Funding decisions will be prioritised to critical support requirements that contribute to organisational resilience and the safety / security of collections.

For applicants requesting more than £10,000, your application will be assessed using the following questions:

What is the reduction in your turnover or income as a result of the restrictions put in place?

Tell us what would happen to your organisation if you were no longer able to operate viably.

If you were not able to re-open tell what us would happen. For example, what would happen to any collections or historic assets you have responsibility for? What services would no longer be available or accessible to the public?

What role does your organisation play in your local area?

Does your organisation provide services to the local community? What role do you have in providing local access to culture and heritage? Do you provide volunteering opportunities or events/activities for your local community?

Tell us how your organisation contributes to cultural life in Wales

Tell us about the significance of the cultural collections or historic assets you care for. How does the work you do support and promote the culture and heritage of Wales including the Welsh language? Do you provide any specialist services (For example, education, training or conservation)?

Tell us about your track record of widening participation, particularly amongst demographic groups that historically have a lower engagement with publicly funded culture?

We recognise the important role that cultural organisations and historic sites play in supporting community engagement particularly at a local level. This is an opportunity for you to tell us about the work that you do to encourage and increase access to culture and heritage by under-represented groups and to promote inclusion and diversity.

2.4 Creative Guidance

Creative Wales Guidance for music venues that programme original music as the majority of their shows, recording and rehearsal studios, TV & Film post production, TV & Film VFX, independent cinemas, comedy and publishing organisations.

Aims of the fund

This fund is designed to support creative organisations operating or employing staff in Wales that are being adversely affected by the COVID-19 pandemic. The fund intends to help these organisations to survive the current crisis and to be in a stronger position when they do so.

We are accepting applications from the following:

- Grassroots Music Venues
- Music Recording and Rehearsal Studios
- Independent Cinemas
- Comedy Venues
- TV & Film Post Production organisations
- TV & Film VFX organisations
- Publishing organisations

What is the focus of this fund?

The fund is to assist organisations to remain afloat and to open/remain open/ restart where appropriate, in line with Welsh Government advice on Covid-19, e.g. if social distancing is not possible or does not represent value for money, then grants can be

used to support organisations to operate on a sustainable, cost efficient basis, so that they can re-open at a later date.

This is to try and ensure that organisations that are viable, are not at risk of failure before 31 March 2021. So you can apply for funding to cover a funding gap that you anticipate happening before that date.

You can also apply for funding to assist you to develop activity that will build up your organisation's resilience to manage the continuing financial challenges brought about as a result of the pandemic. We would like to see applications focus on using the funding opportunity to enable you to plan and build a more resilient and sustainable future, rather than solely returning to 'business as usual'. We will need to understand what difference the funding is going to make for your organisation with regard to its ongoing operation, building resilience and sustainability, and for your community.

Applications must represent good value for money and not entail financial risk. The fund will support revenue costs only. Costs which you would capitalise in your accounts are not eligible for support however, you can request funding for the costs of small items of capital equipment including consumables (such a PPE or protective screens) and include small scale works of a revenue nature in your application for our consideration.

Who can apply?

- Grassroots music venues who programme original music as the majority of their shows
- Music recording and rehearsal studios – a space where its main purpose is for the rehearsing or recording of commercial music
- Independent Cinemas - a building-based operation that provides a year-round programme that ordinarily includes a weekly film offer. Ownership can take a variety of forms including charities, private, community, local authority or higher education ownership. Venues that have corporate shareholders or are listed on any stock exchange are excluded. Venues should operate from no more than 5 sites in Wales (maximum of 15 across the UK) and focus solely on providing a film programme. Those that provide film as part of a broader mixed arts offer can be considered if they are unable to access support via ACW.
- Comedy venues who programme original comedy as the majority of their shows
- TV & Film post production (those companies who work on the editing of visual and audio materials, cutting raw footage, assembling that footage, adding music, dubbing, sound effects into a finished product for a film or TV production)
- TV & Film VFX - those companies who use imagery created, manipulated, or enhanced for any film or TV programme that cannot take place during live-action shooting.
- Publishers (books and magazines) who have their head office in Wales. Publishers must prove to be active and have published at least one publication since October 2019 (book or magazine), and generate income from sales or / and advertising.

What can I apply for?

Operating costs up to 31 March 2021

Where you can demonstrate that your capacity to cover operating costs cannot be met owing to loss of income due to Covid-19. Costs that can be supported may include;

- overheads (utilities, admin costs, IT, insurance, service contracts)
- salaries, including the cost of bringing staff back from furlough
- increases to operating costs necessary to comply with Covid-19 restrictions
- building maintenance, including security, Health & Safety
- Contractual financial loss costs
- Legal & Professional
- Marketing and Promotion
- Travel and Transport

Re-opening costs

You can apply for funds to cover costs required to re-open and resume income generation activities, for the end of the 2020 season and until 31 March 2021. Costs that can be supported include:

- Up-front costs for preparing to restart activities that will drive future income such as marketing and promotion or deposits for hire of event staging equipment
- Activities to enable you to operate within social distancing requirements as set out by Welsh Government. This could include additional staff to help you to manage queues, training, additional cleaning, implementing contactless payment methods, or temporary structures to help you manage visitors/customers, such as additional toilets. So this can include costs to support specific adaptations to enable return to work and/or your premises to open.
- Cost of employing temporary or freelance or contract staff for essential work if your organisation normally depends on volunteers, where volunteer capacity is compromised.
- Up-front costs for preparing to restart activities that will drive future income such as marketing and promotion or deposits for hire of event staging equipment including digital, audio and video
- Programming of events/activities etc. that complies with current Welsh Government Covid-19 restrictions
- Where necessary, you may need to cover costs to temporarily mothball your organisation until reopening is financially viable.

Organisation review and realisation costs

The challenges during this pandemic, both financial and operational, have brought to light the need for some to review their organisational models and plans, with changes needed in operational priorities. We would like to support organisations to see this as an opportunity to investigate and embrace more robust models. This includes costs to;

- Reconfigure business operations including plans and changes to governance and staffing to help safeguard the future of the organisation for the long term e.g. business planning, restructure activities, relocation.
- organisational restructuring, training and skills development,
- professional advice in the areas of organisational planning and sustainability, financial planning, workforce development, partnership working,
- steps to open up new income streams and increasing environmental sustainability

Other activity to build up sustainability and resilience

You may identify other ways in which you can build up resilience to cope with future challenges. This could include:

- Developing digital systems, products, activity and engagement to enable you to work more flexibly and responsively in future. This includes costs to purchase essential IT equipment and connectivity costs to support homeworking, as well as activities to enable your organisation to put information online and to interact with your community/customers.

Activity to support and develop community engagement

Your community based organisations play a vital role, delivering social impacts in education, health and wellbeing, in line with the Wellbeing of Future Generations Act. At this is time, it is now more important than ever. The fund will support activity that will help your organisation expand your work within your local communities in response to new circumstances brought about by the pandemic.

Such activity will not necessarily require you to be fully re-opened to visitors/ customers. Often relying on volunteers is crucial to your function, so related activity will be suitable for this fund. You will need to say how such activity will strengthen your relationship with its community in a sustainable way and the value it will bring both to the community and the organisation. You will need to provide evidence of this.

What we won't fund

- costs that are eligible to be covered by the Job Retention Scheme, or Government support (furloughing), or any additional salary costs above the furloughing cap until those schemes close;
- Any capital costs such as large scale building developments or renovations
- costs that are avoidable in the short term, for example upgrades to equipment or buildings which could be deferred. We will let you know if we think this is the case and remove these from your grant request;
- overhead costs you will incur beyond 31 March 2021. We may exceptionally consider some recovery costs that are slightly longer term if that makes sense for your organisation (for example, business plan reviews may need more time to understand the impact of COVID-19);
- redundancies costs

- an organisation that was considered unsustainable before COVID-19;
- any activity that contravenes the Welsh Governments' advice on COVID-19;
- recoverable VAT;

Please note that the assessment process will take due account of organisational resources and need. Funding decisions will be prioritised to support critical support requirements that contribute to organisational resilience.

Application questions

How we will assess your application – Creative Sector

We will evaluate each application that meets the essential criteria on its merits and determine the level of grant to be offered by considering the level of financial risk you are facing and the impact that the loss of your organisation would have on the creative industry and the wider culture sector. We will also consider whether your plans and risk level are proportionate to the amount of funding for which you are applying.

Priority will be given to applications that make significant contribution to the creative sector as well as to the economy and/or cultural well-being of Wales.

To help us assess your application, we will ask you to include information to help us understand the role of your organisation and the contribution it makes to supporting creative sector in Wales including:

For applicants requesting more than £10,000, your application will be assessed using the following questions:

What is the reduction in your turnover or income as a result of the restrictions put in place?

Please identify the % reduction in turnover for the period between 23rd March 2020 and the date of your application. This is the difference between forecast and actual turnover and should be substantiated by your management accounts.

What is the total amount of money you are applying for from the Culture Recovery Fund?

What percentage is that of your total turnover is derived from the eligible sector?

Please identify what amount of your annual turnover can be attributed to the activities in the eligible sector you are applying for. If applying for more than one, please include all relevant eligible turnover. Eligible sectors are detailed on the guidance.

What impact will this funding have on the wider cultural sector?

What are the positive benefits this funding would bring to the Creative Industries and culture in Wales? For example please detail any difference in impacts to communities, inter related projects, well-being and health.

How does your organisation contribute to economic growth?

Please detail how this funding will have an impact on you supply chains and inter-related businesses, the wider economy and cross border trade. Please conversely detail any negative wider economic impacts of not receiving funding.

2.5 Creative Application FAQs

Do I need to match fund?

No, the fund can support 100% of eligible costs.

I don't have audited accounts, is this a problem?

No, if you aren't required by law to provide audited accounts we can accept management accounts.

Is the fund first come first served?

No. All applications will be assessed once the fund has closed so everyone will be treated equally regardless of when the application is submitted.

If I'm successful when will I be paid? Is it in arrears?

Successful applicants will be contacted with an award letter. Once this is returned and signed (electronically) payment can be released and is usually with you in 5-7 working days. All of the award is paid up front.

I'm a Musician, can I apply through this fund?

We cannot support applications from individual artists or bands, however please refer to Business Wales for further information on support for freelancers.

I provide equipment for music festivals, am I eligible?

Please refer to the guidance on eligible sectors.

Can I use the fund for necessary venue improvements?

The Cultural Recovery Fund will support revenue costs only. Costs which you would capitalise in your accounts are not eligible for support from this Fund. You may include small scale works of a revenue nature in your application for our consideration, which might include costs such as soundproofing, upgrading PA systems and the like.

I am primarily a rehearsal space but I also provide equipment to events. Do I need to apply twice?

No. Apply under the area which covers the majority of your trading and contact us regarding the other costs and we can discuss how best to include those in a single application.

I am an online publisher. Can I apply?

Online publishers can apply for funding. However, you will need to demonstrate that your operation has been adversely affected by the COVID-19 pandemic.

I am a magazine publisher. Can I apply?

Magazine publishers (either hybrid subscription based or free at the point of use online only) are eligible to apply.

I'm an Author, can I apply through this fund?

We cannot support applications from individuals, however, please refer to Business Wales for further information on support for freelancers.

I am a newspaper. Can I apply?

This scheme is not intended to support commercial newspapers. Not-for-profit publications such as the Papurau Bro and similar organisations are eligible to apply.

I am a freelancer in the publishing industry. Can I apply?

We cannot support applications from individuals through this fund, however please refer to Business Wales for further information on support for freelancers.

I work in the supply chain for Film & TV in the same way as post production and VFX, can I apply?

No, other schemes have been in place including the Economic Relief Fund and the UK Government furlough schemes during this period. VFX and post production companies are subject to a longer delay in their schedules as filming has not yet recommenced at the usual levels. There is also a time lag between production and post production which affects the opportunities for work for these companies adversely.

I am a freelancer working for one of the above organisations. Can I make a claim?

We cannot support individuals via this fund, but please refer to Business Wales for further information on support for freelancers.

Can I use the funding to develop a new digital platform to make our operation more efficient?

Yes. Please refer to eligible costs in the guidance

Are part public sector funded organisations eligible?

Yes.

2.6 Event Guidance

Applicants must:

- be able to show a track record (within the last three years) of organising cultural, sporting or business events which are socially, culturally, or economically significant to Wales, in alignment with Event Wales' published strategy and funding criteria and Welsh Government Wellbeing Goals, or be wholly, or mainly, engaged in the provision of technical support for the delivery of such events. The organisation, staging and delivery of, or to, events must be the primary source of income for the business.
- have a maximum of 250 employees (including part-time and seasonal staff) and can evidence that employees are paid the national minimum wage and that freelance workers are paid at least the minimum level of fee agreed with the relevant trade union or professional association
- be based/have a registered office, and operating wholly or mainly in Wales.

- not be in default of any financial agreement or have any overdue requirements on any other funding with the Welsh Government
- have experienced a significant reduction in turnover since 1 March 2020 as a result of the pandemic.

Applications are open to

- the self-employed (through a limited company or as a sole trader)
- businesses formally constituted as one of the following:
 - a Company Limited by Guarantee
 - a registered charity (including charitable trusts)
 - a Charitable Incorporated Organisation (CIO)
 - a Community Interest Company (CIC)
 - a Company Limited by Shares (see public benefit criteria below)
 - an Unincorporated Association
 - a Partnership, including a Limited Liability Partnership
- and
 - who are able to produce at least one year's full independently certified or audited financial statements but does not need to be VAT registered if total turnover is below the registration threshold
 - have a UK bank account in the business name

Eligible Costs:

- Staff salaries, freelance employment,
- Core operational costs for the staging and delivery of, or to, events in Wales, as defined in the application eligibility. (You will be asked to provide 3 sample invoices, identifying to those events). Some examples of eligible costs are given below, but please contact us at WalesCulturalRecoveryFund@gov.wales if you wish to check whether your particular costs are eligible.
 - Audio Visual and Technology
 - Staging and temporary seating
 - Equipment hire or storage
 - Temporary event utilities
 - Security
 - Accreditation solutions
 - Ticketing
- Lost income due to reduced visitor numbers, or reduction in work due to impact of Covid-19, so far as this contributes to business critical costs, but not where this income would result in surplus profit.
- Actions to help recover from the economic impact of the Covid-19 pandemic, and remain financially sustainable, including any up-front costs for preparing to restart activities that will drive future income such as commercial marketing and promotion or deposits for staging equipment hire
- Costs for purchasing essential IT equipment, or connectivity costs, to support digital activities to enable your business to interact with your participants, audiences or customers and associated staff training costs

- Costs to reconfigure business operations and support changes to governance and staffing to help safeguard the future of the business for the long term (for example business planning, restructure) or to support specific adaptations to enable return to work
- Actions to ensure compliance with social distancing or other Covid related public health requirements. This could include additional staff to help manage queues, training, implementation of contactless payment methods, or temporary structures to help manage visitors, e.g. shelters for queues or additional toilets and/or associated training costs, or advice from professionals, for example on risk, safety, how to support staff or on new business models

Ineligible costs:

- Capital costs - Costs which you would capitalise in your accounts are not eligible for support from this Fund. Small scale works of a revenue nature may be considered.
- Significant historic debt (prior to 1 March 2020)
- Costs already covered, or applied for, from other UK or Welsh Government support measures, for example, Job Retention Scheme or Economic Resilience Fund
- Anything which is in contravention of Welsh Government legislation or advice on Covid-19
- New event activities (this fund is aimed at supporting existing events and related businesses who are facing difficulties as a direct result of Covid-19). There is an existing, separate, funding scheme available for new event applications which can be accessed [here](#).

How will we assess your application?

We will evaluate each application that meets the essential criteria on its merits and determine the level of grant to be offered by considering the level of financial risk you are facing and the impact that the loss of your organisation would have on the events industry and the wider culture sector. We will also consider whether your plans and risk level are proportionate to the amount of funding for which you are applying.

Priority will be given to applications that make significant contribution to the events industry in Wales as well as to the economy and/or cultural and physical well-being of Wales.

For applicants requesting more than £10,000, your application will be assessed using the following questions:

To help us assess your application, we will ask you to include information to help us understand the role of your event or organisation and the contribution it makes to supporting the events sector in Wales including:

What percentage is that of your total turnover is derived from the eligible sector?

The percentage of your turnover that is derived from work in, or with, the events sector in Wales.

How does your organisation contribute to economic growth?

How your event or organisation contributes to the economic growth of the events sector in Wales e.g. through use of local supply chains.

Do you know how many were international visitors?

The number of international visitors attracted to Wales by your event (or the event/s your organisation supports). For the purposes of Events, international is defined as outside Wales, so would include visitors from other parts of the U.K.

Tell us how your organisation contributes to cultural life in Wales

How your event or organisation contributes to cultural and active life in Wales and/or promotes Welsh culture to external visitors.

Tell us about your track record of widening participation, particularly amongst demographic groups that historically have a lower engagement with publicly funded culture?

How your event (or the event/s you support) help to widen participation, particularly amongst demographic groups that historically have a lower engagement with publicly funded culture and activity

Further Information

Please ensure you have read, understood and accept the 'Guidance Notes', 'Terms and Conditions', 'Cultural Contract' and 'Privacy Notice' **before** you start the application.

- Link to Wales Cultural Recovery Fund Guidance Notes - <https://businesswales.gov.wales/wales-cultural-recovery-fund>
- Link to Terms & Conditions - <https://businesswales.gov.wales/wales-cultural-recovery-fund>
- Link to Cultural Contract - <https://businesswales.gov.wales/welsh-government-cultural-contract-additional-information>
- Link to Privacy Notice - <https://businesswales.gov.wales/privacy-notice-welsh-government-wales-cultural-recovery-fund-grants>
- Link to Cultural & Heritage Recovery Guidance - <https://gov.wales/culture-and-heritage-destinations-and-venues-guidance-phased-return-html>
- Link to Creative Industries Recovery Guidance - <https://gov.wales/creative-industries-guidance-phased-return>
- Link to Tourism & Hospitality Recovery Guidance - <https://gov.wales/tourism-and-hospitality-businesses-guidance-phased-reopening>