

# CASHBACK FOR CREATIVITY TARGETED FUND



Phase 4 Application Guidelines  
2017 - 2020



# WHAT IS THE CASHBACK FOR COMMUNITIES PROGRAMME?



CashBack for Communities is a Scottish Government programme which takes funds recovered from the proceeds of crime and invests them into free activities and programmes for young people (10-24 years) across Scotland.

The current projects range from diversionary sporting activity to long-term and potentially life-changing intervention projects, which aim to turn an individual's life around and provide them with the opportunity of a positive destination such as employment, education or volunteering.

CashBack for Communities supports sporting, recreational, cultural, mentoring and employability and community projects across all 32 Local Authorities across Scotland.

Since 2008 the Scottish Government has committed over £92m recovered from the proceeds of crime to the CashBack for Communities Programme and other community initiatives, funding activities and facilities largely but not exclusively for young people.

CashBack for Communities has delivered nearly 2 million activities and opportunities for young people up to end March 2016. Phase Three of the programme runs to the end of March 2017 and is focused on positive outcomes for young people.

Phase 4 of the Programme will run from 1 April 2017 to 31 March 2020 and will support the Scottish Government's aim to tackle inequalities by having a greater focus on young people from areas of deprivation and other disadvantaged young people. It is expected that all activity in the programme will be delivered to young people in the specified target groups.

For more information on CashBack for Communities go to:

[www.cashbackforcommunities.org](http://www.cashbackforcommunities.org)

# WHAT IS THE CASHBACK FOR CREATIVITY PROGRAMME?



CashBack for Creativity is a programme funded by the Scottish Government's CashBack for Communities programme.

CashBack for Creativity offers young people (10-24 years) across Scotland the opportunity to engage in creative and cultural activity and provide "high quality learning and developmental activities across all art forms which improve the skills and confidence of young people, but also raise attainment and aspirations and provide pathways for further learning, training, education and employment."

The CashBack for Creativity programme, to be managed by Creative Scotland, has been awarded a total of £2.6m for Phase 4. Running from April 2017 to March 2020, this programme will deliver activity to disadvantaged young people across Scotland under the theme of "Creativity". As a delivery partner for CashBack for Communities since 2008, Creative Scotland has built a distinctive knowledge and understanding around the delivery of arts-led activities to some of the Scotland's most disadvantaged young people.

The fund is to be targeted at specific groups of young people as defined by the CashBack for Communities programme. It states that activity must reach and focus on young people that are disadvantaged by:

- living in areas of deprivation; and / or
- being unemployed, not in education or training; and / or
- being excluded, or at risk of exclusion from school; and / or

- being at risk of being involved in anti-social behaviour and offending or re-offending.

The programme aims to provide activities and opportunities which raise the attainment, ambition and aspirations of these young people by:

- Building capacity and confidence
- Developing personal and physical skills
- Changing behaviours and attitudes
- Improving wellbeing.

As part of its programme of themed years, in 2018 the Scottish Government will be celebrating the 'Year of Young People'. More information on the year can be found on the [Year of Young People website](#). All CashBack for Creativity funded projects will be expected to contribute, as appropriate, to any Creative Scotland-led events during the year.

The CashBack for Creativity programme sits alongside other key youth arts initiatives within Creative Scotland including [Time to Shine, the National Youth Arts Strategy](#) and the [Youth Music Initiative](#). Additionally, Creative Scotland works closely with partners on a programme of Creative Learning activity, and will be publishing a Creative Learning Review in early 2017.

# FUNDING AVAILABLE FROM THE CASHBACK FOR CREATIVITY PROGRAMME



Within the Phase 4 CashBack for Creativity programme there are two funds: the Open Fund and the Targeted Fund. The two Funds are outlined below.

## 1. THE CASHBACK FOR CREATIVITY OPEN FUND – £750K ACROSS THREE YEARS

The CashBack for Creativity Open Fund will create opportunities for a range of organisations, working in collaboration with artists across the country, to apply for funding of up to £10k to deliver high quality arts activities for up to 12 months, which engage the target client group and can deliver the programme outcomes. This fund will be administered by a partner organisation, working on behalf of Creative Scotland, and further details will be published in April 2017.

## 2. THE CASHBACK FOR CREATIVITY TARGETED FUND – £1.5M ACROSS THREE YEARS

The CashBack for Creativity Targeted Fund will deliver a programme of engagement, learning and developmental activities.

Targeted Fund projects / programmes are expected to deliver a programme of engagement and progression for young people in the target groups, focusing on areas of deprivation across Scotland. The Fund will be delivered through a portfolio of projects / programmes, up to three years in duration, delivered by a

range of arts organisations who fulfil the criteria of the fund and demonstrate:

- projects models with appropriate progression pathways that offer deeper engagement for young people
- robust plans to achieve and monitor the Phase 4 outcomes
- proven expertise in delivering successfully to disadvantaged young people.

Through the Targeted Fund, the Phase 4 CashBack programme offers a new opportunity for arts organisations and their partners working with targeted young people to develop and deliver a **three year programme** of arts-led activity that engages, inspires and offers progression pathways for young people into positive destinations, through long term engagement and support.

The CashBack for Creativity funds can be allocated to projects and organisations which work across any or all of the following art forms: dance, screen, creative industries, music, theatre / drama, visual arts, literature / publishing and multi-art form. Funded projects will be expected to support Creative Scotland in its aims to continue to build capacity in and across the creative, youth and community sectors to deliver high quality arts projects to targeted young people.

# KEY INFORMATION ABOUT THE CASHBACK FOR CREATIVITY TARGETED FUND



CashBack for Creativity Targeted Funding will support a project or programme of activities in the arts, screen and creative industries.

**This programme is expected to distribute £1.5m over the three years from 2017/18 to 2019/20.**

**There is one application deadline for this fund. All organisations or partnerships interested in applying should submit their application no later than 3 April 2017.**

- Applicants can apply for funding up to £120k to cover their three year programme of activity.
- The fund will be open to projects working in any, or multiple, art forms.
- Funding will be allocated to each organisation for up to a three year period. Creative Scotland will monitor performance and continued funding over the period of the programme will be conditional on performance.
- Each organisation will be required to provide satisfactory Quarterly Reports and Annual Reports (which will align to Creative Scotland's reporting requirements and timescales) for grant payment authorisation.

The CashBack for Creativity Targeted Fund will fund projects / programmes which provide opportunities for longer term, sustained engagement of young people in informal learning opportunities, which improves their learning, employability and employment options.

All projects should be able to demonstrate that they:

- build the capacity and confidence of young people
- develop their physical and personal skills
- improve their behaviours and aspirations
- improves wellbeing, and
- provide progression pathways into further learning, education, training or employment focused activities.

Where appropriate, we are interested in project / programme designs which:

- Demonstrate recognition of young peoples' progress and learning (e.g. Arts Awards, Youth Achievement Awards, Dance Leadership Awards, SQA awards)

Projects / Programmes should also be able to evidence progression pathways for young people: either progression within the programme of activities delivered by your organisation, or progression into opportunities delivered by other organisations (other projects, training organisations, school, further education etc).

Applications for the Targeted Fund will be assessed against the following three key criteria:

- their capacity to engage the target client group
- their capacity to deliver activities which deliver the Programme outcomes, and
- their capacity to deliver and manage the project.

## OVERALL SCOTTISH GOVERNMENT TARGETS FOR THE CASHBACK FOR CREATIVITY PROGRAMME

The CashBack for Creativity programme must deliver targets as set out by the Scottish Government in order to achieve the outcomes of the overall programme. This will also be taken into consideration during the assessment process. The programme has to deliver the following targets across the three years of the programme:

### Targeted Fund

- 100% of the young people participating are from the target groups as set out in the Key Criteria, see pages 6-7
- 8,000 young people will participate in the Targeted Fund
- 80% of young people participating in the programme achieve all of the outcomes selected for the Targeted Fund (see Key Criteria 2, page 7)
- 40% of those young people in the Targeted Fund will achieve a positive destinations outcome (see Outcome 6 in the Logic Model, Appendix, page 23)

### Open Fund

- 100% of the young people participating are from the target groups
- 10,000 young people will participate in the Open Fund
- 80% of young people participating in the programme achieve all of the outcomes selected for the Open Fund.

# WHAT WE'RE LOOKING FOR? THE KEY CRITERIA FOR ALL APPLICANTS



This section details what the key criteria is for a successful application to the CashBack for Creativity Targeted Fund. To give yourself the best chance of being awarded funding, your application should demonstrate how your project meets the following key criteria.

## KEY CRITERIA 1: TARGET GROUP

**Your project must demonstrate that you will engage the target group(s).**

The target groups for CashBack for Creativity are young people, aged between 10-24 years, and disadvantaged by:

- Living in areas of deprivation; and / or
- Being unemployed, not in education or training; and / or
- Being excluded, or at risk of exclusion from school; and / or
- Being at risk of being involved in antisocial behaviour, offending / re-offending.

Your application should explain which of the targets groups(s) your project will engage and demonstrate how you will recruit / engage with these young people. It is recognised that some projects will engage with more than one of the target client groups.

### **Living in areas of deprivation**

If you aim to target young people living in areas of deprivation, you must:

- identify the areas
- demonstrate that it is an area of deprivation
- demonstrate that young people come from the specified areas.

You can identify areas of deprivation through the [Scottish Index of Multiple Deprivation \(SIMD\)](#).

In Local Authority areas which experience considerable deprivation, the most deprived areas are typically identified as those in the top 20% of datazones (datazone x-y).

If you are delivering activities in Local Authorities which have a very small share of the most deprived datazones, (i.e. has very few datazones which rank amongst the poorest 20% nationally) you should demonstrate that the areas in which you intend to deliver activities are the most deprived in that Local Authority area.

### **Being unemployed, not in education or training**

You should demonstrate how you will engage with these young people. Identify the other agencies / partners that you will work with and their role / responsibilities in referring, recruiting and delivering activities to young people in your project.

### **Being excluded, or at risk of exclusion from school**

You should demonstrate how you will engage with these young people. Identify the other agencies / partners that you will work with and their role / responsibilities in referring, recruiting and delivering activities to young people in your project. You can identify schools with a high percentage of young people from the most deprived areas using the following link: [School Contact Details](#).

### **Being at risk of being involved in antisocial behaviour, offending / re-offending**

You should demonstrate how you will engage with these young people. Identify the other agencies / partners that you will work with and their role / responsibilities in referring, recruiting and delivering activities to young people in your project.

### **KEY CRITERIA 2: CAPACITY TO DELIVER OUTCOMES**

**All projects must be able to demonstrate that they will deliver outcomes which contribute to the overall purpose of the CashBack Programme.**

The overall purpose of the CashBack Programme are:

- The gap in attainment levels between the most and least disadvantaged young people in Scotland is reduced.
- Aspirations and ambition increase for disadvantaged young people in Scotland.

All projects that receive CashBack funding will be focused on delivering outcomes which contribute to the longer term purpose of the CashBack for Communities programme.

There are six programme outcomes for CashBack for Creativity. All projects must address **all six** outcomes over the life of your project / programme. You must be able to demonstrate that you have achieved the following outcomes:

- Young people build their capacity and confidence
- Young people develop their personal and / or physical skills
- Young people's behaviours and aspirations change positively
- Young people's wellbeing improves
- Young people participate in activity which improves their learning, employability and employment options (positive destinations)
- Young people participate in positive activity

The CashBack for Creativity logic model is included as an Appendix to these guidelines. You should read the CashBack for Creativity logic model to understand the outcomes you are expected to deliver and how these outcomes contribute to the overall purpose of the CashBack for Creativity Programme.

You should also review the indicators that will be used to demonstrate that you have achieved the outcomes. All projects will have to be able to gather evidence to demonstrate that they have achieved the outcomes. The indicators are the evidence that you will have to collect.

### **KEY CRITERIA 3: PROJECT MANAGEMENT / DELIVERY**

**All applicants must be able to demonstrate that they have the track record and experience to be able to deliver the proposed project.**

We expect applicants to be able to show that they have relevant experience in delivering projects of this type, and should be able to provide evidence of the following:

- A track record of delivery that is relevant to the CashBack for Creativity programme priorities and criteria
- A summary of the roles and responsibilities of any partners in the project
- Sound budget management
- Suitably skilled and experienced staff / tutors, along with a commitment to continuing professional development for all staff involved with experience of working with the targeted groups of young people.
- Full compliance with Protection of Vulnerable Groups (PVG) scheme
- Experience of data-capture, recording and reporting on the effectiveness of your work.



# SPECIFIC GUIDANCE ON COMPLETING YOUR APPLICATION FORM



The guidance below relates to the three sections of questions within the application form:

- Section 1: Project Model
- Section 2: Outcomes
- Section 3: Project / Programme Management

## SECTION 1: PROJECT MODEL

### Question 1

- Your Project Model describes what you will deliver, to whom (how you will engage the target client groups) and how that activity will deliver outcomes to young people.
- The programme of activities you intend to deliver. Projects / programmes should:
  - offer high quality learning activities which improve the skills and confidence, and aspirations of young people;
  - provide pathways into further learning, training, education and employment.

### Question 2

- The target groups for your activity need to be highlighted at the outset of your activity (as outlined in the Key Criteria Section on pages 6-7).

### Question 3

- Projects will be expected to remove all barriers to participation including:
  - transport costs;
  - supported activities are required to be accessible, widely advertised, free of charge, and (designed for a gender balance of young people aged 10-24 years).

### Question 4

- Any project partners involved in any aspect of your proposed activity (in delivery, recruitment, referral etc) must be outlined and identified.

### Question 5

- Clearly outline any opportunities for gaining accreditation through the delivery of your project. As part of Outcome 2 of the programme we will be monitoring the level of accreditations gained by young people across the programme.

### Question 6

- Evidence how participation will increase the formal / informal qualification and skills base of the young people participating or enable them to progress to activity which improves their learning, employability and employment (positive destinations).

### Question 7

- Explain how the proposal will add value and link to and / or complement other local activity.
- Evidence demand from young people, local stakeholders and partners for the proposed activity detailing how young people will be involved in the development of the project.
- Provide new creative activity that is not already being provided in the area of delivery to avoid duplication. Please note, if you have previously been funded by the CashBack for Creativity programme and are seeking funding to continue this activity, this is acceptable, but you should note the additional criteria on page 9.

## SECTION 2: OUTCOMES

### Question 8

- Creative Scotland is responsible for measuring and reporting on the effectiveness of the programme to the Scottish Government. All applicants must be able to provide evaluation and monitoring data to meet the Scottish Government data requirements.
- Projects must demonstrate that they have the capacity to collect and report on activity (monitoring) and outcomes.
- Applicants are responsible for gathering project evaluation data (demonstrating that they have achieved the outcomes.)

### Question 9

You should refer to the previous section on Key Criteria: Outcomes, as well as the CashBack for Creativity logic model to ensure that you understand the outcomes and indicators which you will be required to measure to demonstrate that you have achieved the outcomes.

You should refer to the logic model and consider the column 'What data should you collect'. In this section, you should consider the tools / methods which you will use to gather the evidence required or the other sources of data.

You should fill in the relevant sections for each indicator on the application form showing the source / methods you will use. Please consider your methods carefully. This section forms your evaluation plan and you will be asked to deliver on it. The delivery of your evaluation plan forms part of your contract with Creative Scotland.

## SECTION 3: PROJECT / PROGRAMME MANAGEMENT

### Question 10

Evidence a track record of delivery that is relevant to the CashBack for Creativity programme priorities and criteria

### Question 11

Activity must be delivered by highly skilled and experienced project staff and tutors. Applications will be assessed against their capacity to deliver high quality arts and

creative learning opportunities for young people in the CashBack target groups.

### Question 12

Evidence the roles and responsibilities in the project of all staff and any partners.

### Question 13

In your proposal please consider any risks related to: delivery of the project, delivery to the target group of young people or any other project or organisational risks associated.

### Question 14

Ensure continuing professional development for tutors / staff is appropriately budgeted for.

### Question 15

You will need to record data around the protected characteristics of all participants taking part in your activity, and tell us how you plan to ensure that your project is inclusive.

### Question 16

A successful application will be expected to evidence an exit strategy for the project / programme after the completion of the activity.

## PREVIOUSLY RECEIVED FUNDING THROUGH CASHBACK FOR CREATIVITY PHASE 3?

### Question 17

For organisations seeking to apply for further funding for a project that was previously supported through the CashBack for Creativity Phase 3 programme, there are three additional criteria that must be met. You must:

- Demonstrate how the programme / project will create new opportunities for young people not currently engaged to participate.
- Demonstrate how you will deliver activity to the Phase 4 CashBack target groups.
- Demonstrate how your proposal builds on the learning coming from your previous project and how this has shaped future work.

# HOW TO APPLY



## ALTERNATIVE FORMATS, LANGUAGES AND ACCESS SUPPORT

Creative Scotland is committed to offering clear and accessible application processes and programmes that are open to everyone. On request this information is available in alternative formats including translations. We offer access support to disabled applicants, tailored to individual requests. Support includes Sign Language Interpreters for meetings and scribing support for dyslexic applicants. The Equalities Team can offer additional one-to-one support to applicants with access requirements. Please note we will accept applications and supporting materials which are written in English, Gaelic or Scots.

If you have any general enquiries about the application process, Guidance or Application Form, please contact our Enquiries Service:

 [enquiries@creativescotland.com](mailto:enquiries@creativescotland.com)

 **0845 603 6000**

Lines are open 10am-12pm and 2-4pm, Mon – Fri, and voicemail outwith these hours.

If you want us to call you back, then send us a message with your number and we'll arrange a time to call you.

 You can send us a message via the [Creative Scotland website](#)

 Get in touch [@creativescots](#)

 We are at [www.facebook.com/CreativeScotland](https://www.facebook.com/CreativeScotland)

 If you are a deaf BSL user, you can access our services with the Contact Scotland-BSL programme. Go to [www.contactscotland-bsl.org/public](http://www.contactscotland-bsl.org/public) for more information.

## APPLICATION FORM

All applications must be made on the CashBack for Creativity Targeted Fund Application Form which is available in the [funding section of our website](#).

## FUNDING AVAILABLE

A total of **£1.5m** is available for projects over the three year programme, with funding being made through the Targeted Fund to meet the objectives and outcomes of the programme.

- Applicants can apply for up to £120k to cover their three year programme of activity. Please note that in exceptional circumstances this upper limit may vary – please contact Laura Black, CashBack for Creativity Manager for further details (see contact details on page 16)

## WHO CAN APPLY?

Applications to the CashBack for Creativity Targeted Fund are welcomed from organisations in the arts, screen and creative industries, based in Scotland or who are delivering programmes within Scotland for the benefit of the people of Scotland.

It is expected that organisations will apply with partners and must demonstrate strong partnerships within their project model to support the delivery of arts led creative work to targeted young people and communities where there is a demonstrated need. For any non-arts led / based organisation there must be a strong partnership with an artist or an arts organisation.

Organisations already in receipt of Regular Funding from Creative Scotland should discuss your intention to apply for CashBack for Creativity funding with your lead officer in the first instance. Any application will be required to demonstrate why the proposed activity is additional to your existing funding agreement and how the activity enhances current and future plans.

If you are funded through other Creative Scotland funding routes – such as the Open Project Fund or one of our Targeted Funds – you are not excluded from applying to the CashBack for Creativity programme. Your CashBack project would need to meet the key criteria of the funding programme, and the project your applying for must be for clearly separate activity from that which you are already funded. If you want to discuss a situation where you are considering an application to this fund and are already in receipt of Creative Scotland support for other activity, then contact our Enquiries Service in the first instance (contact details, page 16).

## THINGS WHICH CASHBACK FOR CREATIVITY CANNOT SUPPORT:

This funding route will not support the following applications:

- Proposals to create permanent full time or part time posts which are not directly related to the proposed project.
- Project activity which has an end date beyond 31 December 2019.
- Proposals which are solely, or primarily, for the purchase of equipment or materials.
- Projects involving participants outside the age range for the fund (ie over the age of 25 or under the age of 10)
- Applications from Further or Higher Education institutions
- Projects where the activities take place during school time and in a school setting.

Please Note: CashBack for Communities will not fund anything which is part of a standard school course. Activities within school time will only be considered if they are specifically for young people as specified by the Key Criteria and the activity is distinct, extra-curricular activity which is delivered by an external source (not the school themselves).

# KEY INFORMATION REQUIRED WHEN SUBMITTING YOUR APPLICATION



In order to understand who you are, and what you're trying to achieve with your project, then there is certain information we need from all applicants to this fund. This is detailed below.

We expect all applicants to provide this information. If anything isn't clear, please contact our Enquiries Service (see contact information on page 16).

- Applications must be made on the appropriate CashBack for Creativity Targeted Fund Application Form and submitted electronically via email, unless a special request has been made and approved in advance.
- Applications must be received by the deadline. Due to the tight timescales on the assessment and decision-making process for this fund, any application received after the deadline will not be considered.
- All supporting documentation has to be submitted at the time of application. Please make it clear on the application form the supporting material you have included or where we can access it. To see details of the preferred formats we would like to receive the information in, go to the funding section of the [Creative Scotland website](#).
- All successful project activity must happen between 1 May 2017 and 31 December 2019, with all End of Project evaluation and monitoring submitted one month after the completion of the project, to be submitted no later than 31 January 2020. Whilst you are expected to

develop your ideas, partnerships and plans as part of this application, you should not commit to any financial outlay before a decision has been made on your application.

- Applicants should read the Guidelines and the [Standard Terms and Conditions](#). You will be asked to check and tick a disclaimer in the Application Form to confirm that you have a UK bank account.

## ESSENTIAL SUPPORTING MATERIAL:

When submitting your application in addition to the key information requested above, you should provide the following additional supporting materials:

- All applicant **organisations** (except local authorities) must provide a copy of founding legal documents (for example Articles of Association, Trust Deeds, or written constitution)
- All applicant **organisations** must provide their Equalities and Diversity policy, or Equal Opportunities Policy. If you have an Equalities Plan, please submit this also.
- All applicants must provide a copy of their Child Protection Policy. For guidance on child protection for individuals and organisations involved in delivering artistic, cultural and creative projects for children and young people in Scotland, please see the [Creating Safety](#) document - produced in partnership between Creative Scotland and Children in Scotland.

- All applicants must provide an agreement to involvement, including roles and responsibilities, of all partners and partner organisations in your proposal.
- Curriculum Vitae or biographies of tutors and artists must be provided, demonstrating their experience of delivering activities to young people as well as art-form experience.
- A separate budget (see below).

## YOUR BUDGET:

In the application form you will be asked to outline how much money you are applying for, and complete a table of income.

In addition you will need to submit a one page budget (in Excel or similar), indicating all areas of expenditure, distinguishing clearly between cash and in-kind costs and providing detailed budget headings. Budget information must be complete, accurate and balanced for your application to be eligible. You can find further information and guidance on creating a budget in the Funding section of our website, [here](#).

Please note, successful awards will be paid in instalments across the three year programme, with up to one third of the total award paid in each financial year (2017/18, 2018/19, 2019/20). We request that the budget spreadsheet provided splits the finance necessary for project activity into financial years, and it is preferable that there is an even split across your project / programme. This will also be taken into consideration in the assessment process.

A minimum of 10% cash partnership income of the total project costs is required for all applicants.

All costs must directly relate to the activity, be fully explained within the project description, be fully broken down within the budget and accounted for.

Costs may include:

- Professional time (artists, tutors, industry experts to support young people in a range of roles). Tutors must be paid industry rates.
- Staff (for ongoing support of young people in a range of roles).
- Venue / equipment hire costs where appropriate.
- Overhead costs of up to 10% of total budget.
- Materials costs of up to 15% of total budget that require cash support.
- Training and continuing professional development.
- Marketing
- Associated travel costs

The following costs are ineligible and are excluded from CashBack funding:

- Organisational administrative costs, unless included as part of the Overhead Costs
- Travel and subsistence costs which do not relate to project delivery
- Any overseas travel costs
- Capital equipment such as vehicles, computer and other IT equipment including software or development costs
- Appearance fees
- Consultancy fees.

Creative Scotland is committed, through any activities we support, to ensure that artists and those professionals working in the creative community are paid fairly and appropriately for their time and effort. We would therefore ask that all organisations seeking CashBack for Creativity be clear about the costs you allocate in your budgets for paying the people involved in delivering your work.

When working with artists and creative professionals, we would encourage applicants to reference relevant industry standards on rates of remuneration – such as those outlined by the Musicians

Union, the Scottish Artists Union, EQUITY, BECTU, or the Writers Guild. With regards to your own staff, as a minimum, we would expect all to commit to pay a Living Wage, according to the Living Wage Foundation, to all core workers.

We encourage you to include a realistic amount for contingency. We suggest approximately 5% of your budget is allocated as contingency.

We are committed to ensuring that activities we fund are accessible to a wide range of participants and encourage you to include relevant access costs. For example: British Sign Language interpretation; audio description and captioning; and Gaelic /Scots translation.

# SUBMISSION AND DECISION MAKING PROCESS



## SUBMISSION

- Completed application forms and supporting material should be submitted by email to [cashbackforcreativity@creativescotland.com](mailto:cashbackforcreativity@creativescotland.com)
- Applications and all supporting material should be submitted via email.
- On submission you will receive an electronic notification of receipt.
- We will review your application for completeness and basic eligibility and log it on to our system.
- Please note it is your responsibility to ensure that you submit all Essential and Supporting Material listed in the guidance
- Applications submitted without the essential material listed will not be accepted. In this case you will be notified that your application is incomplete by email, and given the opportunity to submit the missing material, however, please be aware that submitting an incomplete application may adversely affect our assessment process.
- If you fail to submit the requested material within the timeframe specified in your incompleteness email, your application will not move forward for assessment.

## DECISION MAKING PROCESS

Eligible applications will be assessed by officers from Creative Scotland with relevant art form and other expertise appropriate to the funding programme. Decisions on awards will be taken by a panel of specialists from the Creative Scotland team and the CashBack for Creativity Programme Manager who leads this programme.

## DEADLINE

The Application Deadline is **Monday 3 April 2017**.

Applicants will be notified of the outcome **no later than 10 weeks from the deadline date**.

## MONITORING AND EVALUATION: PROJECT REPORTING IN PHASE 4 OF CASHBACK FOR CREATIVITY

The Scottish Government will be measuring the impact of the national CashBack for Communities programme. Creative Scotland will issue a Quarterly and Annual Report template and it will be a requirement to complete Quarterly and Annual Reports as a condition of funding. Drawdown of funds will be dependent on completion of this reporting on a quarterly basis and a reporting schedule will be included in the grant agreement, in consultation with successful applicants.

As a requirement of our management of this funding programme, Creative Scotland will commission external consultants to undertake evaluation of the CashBack for Creativity programme. This evaluation will seek to explore the inputs, process, outputs and outcomes with a particular focus on the impacts on participants, local communities and organisations of each project. Successful applicants will be required to be part of the evaluation process and should expect to be asked to share their data and experiences of the fund and its delivery.



# FURTHER ADVICE AND INFORMATION



If you require support or have specific queries about your application please contact:

## Laura Black

CashBack for Creativity Programme Manager

 [laura.black@creativescotland.com](mailto:laura.black@creativescotland.com)

 **0131 523 0095**

We will also be running a series of information sessions in February 2017, providing an opportunity for potential applicants to find out more about the CashBack for Creativity programme and the application and decision making process. If, having read the guidance, you want to find out more about this programme, we would encourage you to attend one of these events. We expect to announce details of the dates, times and locations of these events shortly. If you would like us to email you these details once they are confirmed, please let our Enquiries Service know.

If you have any more general enquiries about Creative Scotland funding, please contact our Enquiries Service:


 [enquiries@creativescotland.com](mailto:enquiries@creativescotland.com)

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If you want us to call you back, then send us a message with your number and we'll arrange a time to call you.

 You can send us a message via the [Creative Scotland website](#)

 Get in touch [@creativescots](#)

 We are at [www.facebook.com/CreativeScotland](http://www.facebook.com/CreativeScotland)

 If you are a deaf BSL user, you can access our services with the Contact Scotland-BSL programme. Go to [www.contactscotland-bsl.org/public](http://www.contactscotland-bsl.org/public) for more information.

# USEFUL RESOURCES



What follows are a series of information resources which may be useful to you in developing your application to the CashBack for Creativity programme.

## **CASHBACK FOR CREATIVITY RESEARCH, EVALUATION AND INFORMATION**

The [Creative Scotland website](#) carries various reports and evaluations, as well as broader information about the programme since it was launched.

## **CASHBACK FOR COMMUNITIES LOGIC MODEL AND OUTCOMES**

CashBack for Creativity is part of the wider CashBack for Communities programme, and the logic model and outcomes for one, is based on the other. To see the CashBack for Communities logic model and outcomes visit the [CashBack website](#).

## **CREATING SAFETY**

[Creating Safety](#) provides guidance on child protection for individuals and organisations involved in delivering artistic, cultural and creative projects for children and young people in Scotland.

## **'IS THIS THE BEST IT CAN BE?'**

Creative Scotland has recently published a free tool kit [Is this the best it can be?](#), designed to be helpful to anyone delivering arts and creative learning. This toolkit may facilitate organisations in their project / programme development and specifically aims to assist artists and arts organisations when they are collaborating with professionals from other sectors and participants, on activity where the aim is to facilitate creativity, learning and innovation through hands-on activities.

# APPENDIX 1: CASHBACK FOR CREATIVITY LOGIC MODEL



As outlined in the funding guidance, CashBack for Creativity is part of the overall CashBack for Communities programme.

This CashBack for Creativity logic model is designed to help applicants understand the outcomes that you are expected to deliver, and how these outcomes contribute to the overall CashBack for Creativity programme.

You should review the indicators that will be used to demonstrate that you have achieved the outcomes. All projects will have to be able to gather evidence to demonstrate that they have achieved the outcomes. The indicators are the evidence that you will have to collect.

Please note that the indicators have been chosen by the Scottish Government to demonstrate progress toward outcomes. The indicators are not optional – you must provide evidence against EACH INDICATOR.

Please note that the CashBack for Creativity logic model and summary of outcomes outlined here is based on a similar model developed in support of the wider CashBack for Communities programme. You can access the overarching logic model on the [CashBack for Communities website](#).

NB The Outcomes are numbered according to the CashBack for Communities logic model.

# APPENDIX – CASHBACK FOR CREATIVITY LOGIC MODEL



| ACTIVITIES   | SHORT TO MEDIUM TERM OUTCOMES   | LONG TERM OUTCOMES  |
|--|---|---|
| What you will deliver  | The outcomes (changes) <b>you</b> will deliver for young people over three years. The outcomes contribute toward the <b>PURPOSE</b>   | <b>The PURPOSE:</b> What the CashBack programme seeks to achieve in the long term                         |
| A range of activities which aim to raise the aspirations, ambition and levels of attainment for young people aged 10 to 24.<br><br>The young people will: <ul style="list-style-type: none"> <li>• live in areas of deprivation; and / or</li> <li>• be disadvantaged by being unemployed, not in education or training; and / or</li> <li>• be excluded, or at risk of exclusion from school; and / or</li> <li>• be at risk of being involved in anti-social behaviour and offending or re-offending.</li> </ul> | <b>Young people build their capacity and confidence</b><br><br><b>Young people develop their personal and / or physical skills</b><br><br><b>Young people participate in activity which improves their learning, employability and employment options (positive destinations)</b> | The gap in attainment levels between the most and least disadvantaged young people in Scotland is reduced |
|  | <b>Young people’s behaviours and aspirations change positively</b><br><br><b>Young people’s wellbeing improves</b><br><br><b>Young people participate in positive activity</b>  | Aspirations and ambition increase for disadvantaged young people in Scotland                              |

## MEASURING OUTCOMES

You must be able to demonstrate that you have delivered the **outcomes** for the CashBack for Creativity Programme.

The table below shows, for each outcome:

- **What you will measure** describes the type of changes that will demonstrate that the outcomes has been achieved
- The **Indicators** which are the data you will collect to demonstrate that the project is making progress toward the outcome. **An indicator is a specific, observable and measurable characteristic that can be used to show changes or progress a programme is making toward achieving a specific outcome.**
- **What data should you collect:** This section provides some further guidance on the type of evidence you are expected to collect.

In the application form, you will be asked how you will measure each outcome . You should consider each outcome in turn, consider how your project delivers this outcome, and how you can collect evidence for each indicator to demonstrate that the outcome has been achieved. You should consider the methods you will use to collect that data. Here are some examples below on how you might gather data:

- Will you collect the data through a **survey or questionnaire** of participants which relies on young people being able to tell you that they feel more confident, feel able to do more things, have learned new skills etc
- Will you carry out **exit interviews** of each young person to collect the information
- Will you use an **observational tool** (such as an evaluation wheel) which relies on the project leader to assess increase in confidence, capacity, skills etc
- You might choose to use a mixture of methods depending on the target client group / age of participants
- How will you collect data from **stakeholders?**
  - Consider who are the stakeholders who can comment on the impact of the project on participants.
  - How will you collect feedback from stakeholder: A short survey or interviews with each stakeholder?

| OUTCOMES  | WHAT WILL YOU MEASURE  | INDICATORS   | WHAT DATA SHOULD YOU COLLECT  |
|---|--|--|---|
| The changes we want to see the CashBack programme deliver over three years          | What is the change that you will see or demonstrate  | The indicators that will provide evidence that there is progress towards each outcome. They will act as an 'indication' that a positive difference is being made.  |   |
| <b>Outcome 1:</b><br><b>Young people build their capacity and confidence</b>        | <ul style="list-style-type: none"> <li>• Increased confidence of young people</li> <li>• Capacity of young people – increasing the young person's ability to achieve more in what they do</li> </ul>   | <ol style="list-style-type: none"> <li>1. Young people report their confidence increasing</li> <li>2. Young people feel able to do new things</li> </ol>   | <p>You need to collect evidence from young people to provide evidence for indicator 1 and 2:</p> <ul style="list-style-type: none"> <li>• What tools / methods will you use to collect evidence from young people that: <ul style="list-style-type: none"> <li>- they feel more confident,</li> <li>- that they feel more able to do new things?</li> </ul> </li> </ul> |
|   |  | <ol style="list-style-type: none"> <li>3. Other stakeholders (other people involved with the young person e.g. parents, teachers, youth workers, etc.) report perceived increases of confidence and ability to do new things among young people</li> </ol> | <p>You need to collect evidence from stakeholders for this indicator:</p> <ul style="list-style-type: none"> <li>• How will you collect this evidence and from whom (who are the key stakeholders who will be able to provide this evidence for the young people involved in your project?)</li> </ul>  |
| <b>Outcome 2:</b><br><b>Young people develop their physical and personal skills</b> | <p>Personal skills, including:</p> <ul style="list-style-type: none"> <li>• learning skills such as literacy, numeracy and thinking skills;</li> <li>• skills for working with others;</li> <li>• leadership skills;</li> <li>• personal learning planning and career management skills; and</li> <li>• skills for enterprise and employability.</li> </ul> <p>Physical skills – including:</p> <ul style="list-style-type: none"> <li>• physical co-ordination and movement skills</li> </ul> | <ol style="list-style-type: none"> <li>1. Young people gain accreditation for learning and skills development</li> </ol>   | <p>What tools / methods will you use to collect evidence from young people that provides data on indicator 1:</p> <ul style="list-style-type: none"> <li>• How many young people will gain awards / accreditation?</li> <li>• Which awards / accreditation</li> </ul>   |
|   |  | <ol style="list-style-type: none"> <li>2. Young people report their skills are increasing</li> </ol>   | <p>Consider which skills young people will develop through participation in the project. What tools / methods will you use to evidence that young people's personal skills are increasing</p> <p>How will you collect this evidence and from whom?</p>  |
|   |  | <ol style="list-style-type: none"> <li>3. Other stakeholders (other people involved with the young person e.g. parents, teachers, youth workers, etc.) report skills are increasing</li> </ol>   | <p>You need to collect evidence from stakeholders for this indicator:</p> <ul style="list-style-type: none"> <li>• How will you collect this evidence and from whom (who are the key stakeholders who will be able to provide this evidence for the young people involved in your project?)</li> </ul>  |

| OUTCOMES   | WHAT WILL YOU MEASURE   | INDICATORS  | WHAT DATA SHOULD YOU COLLECT  |
|--|---|---|---|
| <p><b>Outcome 3:</b><br/>Young people's behaviours and aspirations change positively</p> | <ul style="list-style-type: none"> <li>• Change in behaviour</li> <li>• Change in attitudes</li> </ul>  | <p>1. Young people report increased aspirations</p>   | <p>What tools / methods will you use to evidence that young people's aspirations are increasing for Indicator 1?</p>  |
|  |   | <p>2. Other stakeholders report perceived increased aspirations in young people</p>   | <p>How will you collect this evidence and from whom?</p> <p>You need to collect evidence from stakeholders for this indicator:</p> <ul style="list-style-type: none"> <li>• How will you collect this evidence and from whom (who are the key stakeholders who will be able to provide this evidence for the young people involved in your project?)</li> </ul>   |
|  |   | <p>3. Young people report positive changes in their behaviour</p>   | <p>What type of changes in behaviour do you expect as a result of participation in the project? How will you collect this from young people or demonstrate changes in their behaviours?</p>   |
|  |   | <p>4. Other stakeholders (other people involved with the young person e.g. parents, teachers, youth workers, etc.) report perceived positive changes in the behaviour of young participants</p>   | <p>You need to collect evidence from stakeholders for this indicator:</p> <ul style="list-style-type: none"> <li>• How will you collect this evidence and from whom (who are the key stakeholders who will be able to provide this evidence for the young people involved in your project?)</li> </ul>  |
| <p><b>Outcome 4:</b><br/>Young people's wellbeing improves</p>                           | <p>Increases in young people's feeling of being safe, healthy, achieving, nurtured, active, respected, responsible and included<br/><i>(These skills link to the SHANARRI indicators)</i></p> | <p>Young people report increases in feelings against SHANARRI indicators:</p> <ul style="list-style-type: none"> <li>• <b>S</b>afety,</li> <li>• <b>H</b>ealth,</li> <li>• <b>A</b>chievement,</li> <li>• <b>N</b>urture,</li> <li>• <b>A</b>ctivity,</li> <li>• <b>R</b>espect,</li> <li>• <b>R</b>esponsibility,</li> <li>• <b>I</b>nclusion</li> </ul> <p>Other stakeholders people involved with the young person e.g. parents, teachers, youth workers, etc.) report perceived increases in SHANARRI indicators among young people</p> | <p>How will you collect evidence to show that young people have increased wellbeing?</p> <p>The Scottish Government has identified 8 indicators that 'describe' wellbeing. The eight wellbeing indicators are commonly referred to by their initial letters - SHANARRI.</p> <ul style="list-style-type: none"> <li>• <b>S</b>afe, <b>H</b>ealth, <b>A</b>chieving, <b>N</b>urtured, <b>A</b>ctive, <b>R</b>espected, <b>R</b>esponsible, <b>I</b>ncluded</li> </ul> <p>For more information see the <a href="#">Scottish Government website</a>.</p> <p>Consider how your project contributes to the wellbeing of young people. For example, by participating in the project are young people being more ACTIVE, taking more RESPONSIBLE roles etc. Are they ACHIEVING?</p> <p>You should choose to report against the indicators which are most relevant for your project / target group. It is not required to report against every SHANARRI indicator.</p> <p>You need to consider how you will collect evidence that shows that young people feel more <b>S</b>afe, <b>H</b>ealth, <b>A</b>chieving, <b>N</b>urtured, <b>A</b>ctive, <b>R</b>espected, <b>R</b>esponsible, <b>I</b>ncluded</p> <p>You will have to collect evidence from other stakeholders to demonstrate that young people's wellbeing has improved? Consider what evidence you will collect and from whom.</p> |

| OUTCOMES  | WHAT WILL YOU MEASURE   | INDICATORS   | WHAT DATA SHOULD YOU COLLECT   |
|---|---|--|--|
| <p><b>Outcome 6:</b><br/>Young people participate in activity which improves their learning, employability and employment options (positive destinations)</p> | <ul style="list-style-type: none"> <li>• Young people participating in training which improves their soft, core and / or vocational skills</li> <li>• Young people participating in learning</li> <li>• Young people progressing to employment</li> <li>• Young people participating in volunteering</li> </ul> | <p>1. As part of the programme, the number of participants taking part in:</p> <ul style="list-style-type: none"> <li>- training</li> <li>- learning (this includes staying on at school)</li> <li>- employment</li> <li>- volunteering</li> </ul>   | <p>You will need to provide the number of young people who participate in learning or training as a part of your programme</p> <p>NB. THIS IS THE NUMBER OF PARTICIPANTS WHO ENGAGE IN A PROGRAMME OF INFORMAL LEARNING ACTIVITY THROUGH YOUR PROJECT.</p> <p>This does not include young people who engage in one-off events or taster activities.</p>  |
|   |   | <p>2. Progression outcomes after completion of the programme, the number of participants:-</p> <ul style="list-style-type: none"> <li>- remaining at or returning to school</li> <li>- taking a course of further or higher education</li> <li>- undertaking a Skills Development Scotland-funded training programme</li> <li>- engaging in an Activity Agreement;</li> <li>- participating in learning or training offered by Third Sector providers / Social Enterprises / Community Learning and Development</li> <li>- volunteering;</li> <li>- work experience, where it is part of a recognised course or programme;</li> <li>- Community Jobs Scotland</li> <li>- being employed / a Modern Apprenticeship</li> </ul> | <p>Progression outcomes means where people MOVE ONTO at the end of a project. You need to be able record the destinations of the participants following the programme and provide details of the number (count) and proportion (%) of young people who progress to a positive destination at the end of your project. This is defined as-</p> <ul style="list-style-type: none"> <li>• progress onto a further learning opportunity</li> <li>• further informal learning opportunity <b>in your organisation</b></li> <li>• further informal learning opportunity <b>in another organisation</b></li> <li>• Other formal opportunity as per the CashBack for Communities logic model : <ul style="list-style-type: none"> <li>- remaining at or returning to school</li> <li>- taking a course of further or higher education</li> <li>- undertaking a Skills Development Scotland-funded training programme</li> <li>- engaging in an Activity Agreement;</li> <li>- participating in learning or training offered by Third Sector providers / Social Enterprises / Community Learning and Development</li> <li>- volunteering;</li> <li>- work experience, where it is part of a recognised course or programme;</li> <li>- Community Jobs Scotland</li> <li>- being employed / a Modern Apprenticeship</li> </ul> </li> </ul> |
| <p><b>Outcome 7:</b><br/>Young people participate in positive activity</p>  | <ul style="list-style-type: none"> <li>• Level of participation in positive activity</li> <li>• Extent of increase in positive activity</li> </ul>  | <p>1. Number of young people participating in the activity</p>   | <p>This is the total number of young people who participate in the activity through your project -</p>   |
|   |   | <p>2. Number of young people who are new to that activity (had never done that type of activity before)</p>  | <p>This is the number of young people who have never done this activity before</p>   |
|   |   | <p>3. Number of young people who sustain in the activity</p>   | <p>This indicator measures the young people who sustain their participation. How will you define 'sustained participation' in the context of your project? And how will you count it?</p>  |