

ACE Project Grants FAQs

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In the training sessions I've been doing for the new ACE Project Grants these are the questions that have come up most often...

If I only have 20 minutes to look at some Let's Create stuff, what should I prioritise?

[This page about the 3 Outcomes](#) gives an overview of what ACE are trying to make happen with the new strategy. They want to fund projects that do this sort of stuff and broaden the range of people who can access high quality arts activity. There's also [a video summary of the Investment Principles here](#).

For the "Creative People" outcome, should I write about artists being creative and audiences experiencing creative things?

Creative People focuses specifically on taking part in creative activities- participation, hands-on activity, workshops etc. It's about the general public having an opportunity to be creative, and about amateur participation. This could be children taking part in dance classes, families trying circus skills together, older people doing creative writing, the public painting or drawing or creating a mosaic as part of your project....

Audiences might *experience* something that is creative, but unless the main focus is on the audiences *themselves doing* the creative thing, and on participatory involvement, then this isn't the best fit for talking about audiences. Artists are obviously creative but "Creative People" is about the public rather than the sector so you can talk about support for artists in other parts of your application.

I've heard I can get access support to write the application. What is it and how do I get it?

If you need support for the process of writing the application itself- for example if you have a disability, long term health condition, mental health condition, or are neurodivergent- then Arts Council will pay for an access support worker for you. They can help with things like reading the guidance, note taking, writing, translating from BSL and accessing the online application system. [There are more details here about what's available and how to get it](#). In my experience it's a pretty quick and straightforward process. You can also include access costs in the budget for your project. (NB access costs do not include childcare)

For the 10% match funding, can I use support in kind?

Yes. The wording on match funding is now “If you can, you need to find at least 10% of your project budget from sources other than Arts Council England”

There's only 800 characters to write about my project- how do I fit everything in?

This 800 characters should give a clear overview of your project activity. You can then go into more detail in the Outcomes section.

There are also places under the Investment Principles where you can explain in more detail about some aspects of your project, for example if your project activity includes organisational development or activity on environmental sustainability.

Should I answer the optional Investment Principle questions?

The emphasis in the ACE briefings has been on quality over quantity. If you have something great to say on the optional Investment Principles then go for it, but it won't help your application to write stuff that isn't strong, for the sake of putting something in every box.

Where can I get more help with my application?

[The under 30K guidance document is here](#) and goes through question by question. ACE customer services are brilliant and as well as [email, twitter etc then now have an online chat function](#).

[I've created an on-demand version of the ACE Project Grants training](#) I've been running, which goes through the application and translates each question. It gives lots of examples of what you could write about and how each bit could relate to your project. You can access the training any time, as many times as you want, and there are pay-what-you-can places available for those who need them.

Thanks!
Christina x

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