

Creative Employment Programme: guidance for applicants

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1. Introduction to the Creative Employment Programme

- 1.1 The Creative Employment Programme is a £15m Arts Lottery fund that aims to support the creation of 1,600 traineeships, 2,900 formal apprenticeships and 2,000 paid internship opportunities for 16 – 24 year old unemployed people wishing to pursue a career in the arts and cultural sector.
- 1.2 Creative & Cultural Skills was selected as the National Provider for this programme by Arts Council England in November 2012. More information about Creative & Cultural Skills can be found on our [website](#).
- 1.3 Applications for funding for apprenticeships and internships are invited from March 2013 to November 2015. Further details about the Creative Employment Programme traineeship strand will be announced at a later date.
- 1.4 Funding is limited. Applications will be subject to a competitive process described below.

2. Arts and cultural eligible sub-sectors

- 2.1 The apprenticeships and internships must take place within the creative sector. This means that the primary activity of the applicant must be within one of the Arts Council England sub-sectors (**Music, Theatre, Dance, Combined Arts, Visual Arts, Literature, Carnival, Circus, Galleries, Museums, Libraries and Contemporary Craft**). If you are not sure whether your activities fall within one (or more) of these sub-sectors, [please contact us](#).
- 2.2 Although the apprenticeships and internships must take place within the creative sector, they may be for any opportunity within the sector, including support roles such as finance, administration, HR, catering etc.

3. The Regions

- 3.1 Applications will only be accepted for funding for apprenticeships and internships that take place in arts and cultural organisations whose main activity benefits England.

4. Apprenticeships

- 4.1 We offer up to £1500 of the total wage costs for every new apprenticeship that is for a minimum of 12 months and 30 hours per week, if the apprentice is aged 16 – 24 years and paid at least Apprentice Minimum Wage rates. Weekly hours are inclusive of college time.

- 4.2 We offer up to £2000 of the total wage costs for every new apprenticeship that is for a minimum of 12 months and 30 hours per week, if the apprentice is aged 16 – 24 and paid at least the National Minimum Wage (relevant to the apprentice's age).
- 4.3 All apprentices must be (at the time of making their application for an apprenticeship) unemployed. All apprenticeships must be filled by a non-graduate.
- 4.4 All apprenticeships must be advertised using the National Apprenticeships Vacancy Matching Service.
- 4.5 All apprenticeships must be at least at level 2 or level 3.
- 4.6 An apprenticeship may be shared between more than one organisation. Please [contact us](#) if you need assistance in setting up a consortium.

5. Internships

- 5.1 We offer up to £2500 of the total wage costs for every new internship that is for a minimum of 26 weeks and 30 hours per week, if the intern is aged 18 – 24 and paid at least the National Minimum Wage (relevant to the intern's age).
- 5.2 All interns must be (at the time of applying for the internship) registered unemployed and claiming unemployment related benefits.
- 5.3 All internships must be advertised through JobCentre Plus.

6. The Available Funding

- 6.1 We will offer funding towards the wage costs for apprenticeships and internships. You may apply for funding for apprenticeships only, internships only, or both.
- 6.2 Individual applicants must use the entire grant to contribute towards the wage costs of the apprentice or intern. It cannot be used for training costs.
- 6.3 We offer successful consortium applicants up to an additional 10% of the total wage costs sought through the Creative Employment Programme to cover administration costs. Those costs must be clearly shown in the application; funding contributing towards wage costs must not be used to cover administration costs.
- 6.4 The maximum grant for any one application will be £300,000 (including any consortium administration element). However, if an Applicant wishes to apply for more than £200,000 in a single application, prior permission to apply on that basis must be sought in writing from the Director of the Creative Employment Programme. Any application made for over £200,000 without prior permission will be rejected.

Prior permission will be granted if the Applicant provides (at the time of requesting prior permission) reasonable evidence to demonstrate that a sufficient number of new apprenticeship and/or internship opportunities will be created within the programme's publicised lifetime. A decision on whether or not to grant prior permission will be made within five weeks of the application.

- 6.5 We will pay grants in advance of any spending, in one to four instalments (depending on the size of the grant).
- 6.6 You will be required to enter into a grant agreement before we pay any funds to you.
- 6.7 We will not fund any spend that is committed before we enter into our grant agreement, but the grant may be spent after this scheme closes for new applications. This means you must not start jobs, including recruitment for these, until we have notified you of our funding decision.

7. Additional Funding

- 7.1 We can offer support for additional match funding for [Apprenticeship AGE Grants](#). Other match funding may be available from Local Authorities, trusts and foundations.
- 7.2 All applications must demonstrate value for money by delivering maximum benefit to individuals for the costs incurred, and any match funding must be clearly identified on the application.
- 7.3 Applicants will need to ensure that all match funding is eligible, and not considered as "double funding". Other Arts Council England lottery funding is ineligible as match. If you are in doubt, please [contact us](#).
- 7.4 In most cases, we support use of our grants to match fund other bids for funds. Before making any other bid, please [contact us](#) to discuss your proposals.

8. Who Can Apply

- 8.1 The Applicant may be based anywhere, but its main activity must be delivered in England.
- 8.2 The Applicant may be in the private or public sector, and may be a commercial or not-for-profit organisation. An organisation can submit its own application, or it can work in collaboration to submit joint (consortium) applications.
- 8.3 We will need to check your organisation's constitution. If your legal status is different to the following, please [contact us](#):

- Limited company (Ltd / plc)
- Community Interest Company (CIC)
- Trust registered with the Charity Commission
- Unincorporated Association registered with the Charity Commission
- Charitable Incorporated Organisation
- Limited Liability Partnership (LLP)
- Registered Societies
- Royal Charter Company
- Statutory Body (including local authorities)
- Sole trader

8.4 Consortium applications will only be accepted from a lead partner of five or more organisations. All members of the consortium should qualify as prospective applicants, but we will allow one member to be non-qualifying to supply administrative services to the consortium. For example, four members can be theatre companies, and the fifth consortium member could be a Local Authority. The lead partner in the consortium will be responsible for managing the grant, including all reporting requirements.

8.5 Any one organisation may make multiple applications.

8.6 Applicants do not need to have experience of working with similar schemes, but any involvement with wage subsidy schemes (for example Future Jobs Fund) or other relevant experience should be included in the application.

8.7 Sole Traders or SMEs lacking experience or HR functions to support apprenticeships are invited to [contact us](#).

9. How to Apply

9.1 Applications must be made using our online application form.

9.2 If you are unable to access the form, please [contact us](#).

9.3 You must consent to us sharing your data in accordance with our data collection and protection policy.

9.4 You must provide:

- your full name, contact details and information about your legal structure;
- the type of activity you provide in the sector;

- the budget for the opportunities you are seeking funding for;
- details of any match funding that has been secured;
- details of each new opportunity you intend to create;
- the amount of match funding you would like to secure from Apprenticeship AGE Grant (if any);
- a copy of your most up-to-date management accounts;
- a promise to provide opportunities to a high standard in accordance with [best industry practice / our guidance on apprenticeships and paid internships];
- your proposal for recruitment, financial viability, management and sustainability, and quality and data collection.

9.5 An application for up to £30,000 may be supported by a proposal of up to 1,500 words, and applications for over £30,000, 3,000 words.

10. Application rounds

Applications will be accepted from March 2013 to November 2015. Application deadline dates are as follows. Please note each rounds closes at 5pm on each deadline date. Applications submitted after this will be processed in the following round:

- 29 March 2013
- 3rd May 2013
- 7 June 2013
- 12 July 2013
- 16 August 2013
- 20 September 2013
- 25 October 2013
- 29 November 2013 (please note in this round it will take 6 weeks for us to notify applicants of our decision due to Christmas closure).
- 10 January 2014
- 14 February 2014
- 21 March 2014
- 25 April 2014
- 30 May 2014
- 4 July 2014
- 8 August 2014

- 12 September 2014
- 17 October 2014
- 21 November 2014
- (6 week decision round due to Christmas closure)
- 2 January 2015
- 6 February 2015
- 13 March 2015
- 17 April 2015
- 22 May 2015
- 26 June 2015
- 31 July 2015
- 4 Sept 2015
- 9 Oct 2015
- 13 Nov 2015

11. Assessed Criteria

11.1 Your application will, if eligible, be assessed on the following criteria:

Recruitment:

- The amount applied for is in line with CEP guidance;
- Evidence that the applicant (and consortium partners where applicable) falls within the identified footprint;
- Evidence that jobs, and recruitment for these, will not start before the applicant is notified of our funding decision (5 weeks after the submission deadline);
- Evidence that there is an awareness of the recruitment challenges facing young people and that each post will be recruited to fairly and openly;
- Evidence that the job opportunities are relevant to the arts and cultural workforce and that each role, and its responsibilities, is clearly articulated and appropriate for an entry-level position;
- Key partners have been identified, including consortium members, and that these appear appropriate for the activity outlined and their commitment to the activity has been documented.

Finances:

- Financial viability of the applicant and all opportunities identified;

- Where applicable, third party match funding is clearly identified. Applicants must ensure they do not match sources of funding which are not permitted to be used in conjunction with each other;
- Clear income and expenditure;
- Evidence that these new job opportunities could not be created without CEP funding.

Management and Sustainability:

- Demonstration of capacity, experience and/or skill to deliver the opportunities;
- Evidence that wider support and training will be available to each apprentice and intern, including support with recruitment beyond the funded post;
- Clear sustainability plans for the organisation in relation to entry level employment routes and recruitment practices;
- Appropriate line management arrangements in place (or planned) for each opportunity created;
- Appropriate management arrangements for any partnerships identified;
- Evidence that there are suitable performance management systems in place to monitor and review the performance of each apprentice/intern.

Quality and Data Collection:

- Evidence that the content of each job role will be monitored to ensure it is meaningful and responds to business need;
- Evidence that the applicant is committed to collecting data on each young person recruited through the Creative Employment Programme and sharing this with us (e.g. progression beyond the Creative Employment Programme opportunity). All data must comply with the Data Protection Act 1998.

12. After Application

- 12.1 Our online system will automatically acknowledge receipt of your application.
- 12.2 Your application will be assigned to an assessor, who will aim to recommend or reject your application within 3 weeks. The assessor may contact you to clarify the information provided in the application. Please respond promptly to avoid delay or rejection of the application.

12.3 All recommended applications will be considered by our panel, who will make a funding decision based on:

- quality of applications;
- number of new apprenticeships and internships;
- type of sub-sector that the new job opportunities will be located;
- the region in which the new job opportunities will be located;
- the size of the organisations offering new opportunities.

12.4 Funding panels will meet approximately every 4 weeks. We therefore aim to provide you with our decision within 5 weeks.

12.5 We may offer to represent rejected applications to later funding panels, depending on the reasons for rejection.

12.6 All offers for grant funding will be subject to these eligibility criteria and our [standard grant terms](#). We will provide a copy of our funding agreement, which will set out the grant payment dates.

13. More information

13.1 For more information, please [contact us](#).