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# Introduction to project planning

# Welcome

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## Overview of session

- What is a project?
- Benefits of project planning
- Introduction to the basics
- Tools to help plan
- Things to remember





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# What is a project? & Benefits of project planning

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## What is a project?

- a **Project** has a **start and end date**, and steps to **achieve** in that time

For Arts Council, a project also:

- allows people to **experience or take part** in artistic work, museum-focused work, or libraries-related activity
  - involves one or more of our **supported disciplines**
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## Why plan?

- Define scope and can explain to others
  - Understand why you are doing it
  - Think through what want to do and what need to do it
  - Chance to involve people
  - Test the idea and build support
  - Work out if it is the best approach
  - Identify relevant partners
  - Anticipate problems and challenges
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- Gives strong foundation to then apply for grants or gain sponsorship
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## What are funders looking for in applications and how planning helps?

- What difference will the project make?
    - Who is it for?
    - Is there a need or opportunity?
    - Why now?
  - Is it likely the project will achieve what it sets out to?
    - Is it well planned and realistic?
    - What are the risks and are they manageable?
    - How will we know it has been a success?
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# Introduction to the basics & tools to help

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## Basic project planning



Ideas



Goals



Tasks



Timeline

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## Example goals and steps

GOAL	STEPS
Produce a photographic exhibition presenting local people's relationship to the town to display in the library	Identify groups and people to involve in the project. Make connections
	•Who will do this? Photographer, project team •Build relationships, check if want to be involved
	Find out people's stories and photograph them
	•How will you gather stories and information to accompany images? Where to shoot?
	Design exhibition and panels
	•How will those included in final exhibition be selected? •Talk to library/venue to ensure understand the space •Wider support – curator or are you doing this yourself?
	Costs of producing exhibition – framing, install etc
	•Get quotes & decide who to use
Get exhibition made	
Install exhibition	
Promote, launch and run exhibition	

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## Timeline

Start	Finish	Activity or task details	Task lead

## Things to consider:

- How long might each task/activity take?
  - What is the best order for things to happen in?
  - Do some tasks need to take place before others?
  - Any dates or activities that must happen on a certain date?
  - What happens if things over run?
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## Project plan example

What?	When?	Where?	Who will carry it out?	Who is it for?	What will you achieve?	Resource
Describe the activity or task	Give start and finish dates	Outline where the activity take place?	Name someone responsible for carrying out the activity	Outline who the activity is aimed at	Explain the difference the activity will make / what you will achieve	Explain what resource you need to make the activity happen
				Audiences, participants, particularly groups or communities		Time People Budget

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## What works for you

Many ways to approach project planning so find a way that works for you

- But make sure by the end of the process you have a timeline that shows the
    - Who
    - What
    - When
    - Where
    - Why
    - How
  - Don't develop in isolation
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## Over to you...

Take some time to start thinking about the project you had in mind

Use one of the tools outlined to start planning your project idea in more detail

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## Budgets

- Important to know what you need to make it happen
  - Staff/freelancers/creatives
  - Equipment/materials
  - Room hire
  - Access
- Match funding

## Risk

- Think ahead – what could go wrong or cause problems?
  - Plan B – what could you do if this happened?
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# Things to remember

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## Top tips

- Take enough time to plan properly
- Don't underestimate - time or money
- Talk to people and listen
- Be realistic and ask for help where you need it
- Know what success looks like
- Be prepared if things don't go to plan
- Be flexible and creative
- Review and reflect

## Things to remember for an application

- Make sure you read the guidance and meet the criteria
  - Answer the question
  - Make sure the budget adds up
  - Get a fresh pair of eyes to look at the application
  - Assume that we don't know
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# Any questions?

- [enquiries@artscouncil.org.uk](mailto:enquiries@artscouncil.org.uk)
- [artscouncil.org.uk](http://artscouncil.org.uk)
- [@ace\\_national](https://www.instagram.com/ace_national)
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