Unravelling the Mysteries of the Arts Council Investment Principles

Quick questions to get started

The four Investment Principles are part of the Arts Council's new Let's Create strategy: they are the Arts Council's way of making sure that they are funding projects that tally with their vision of how culture will be delivered across the UK. For full information on the Investment Principles, you can visit the Arts Council's Resource Hub, but for now, here are the highlights.

Tip: For projects applying for under £100k of funding, the only principle that you must engage with is Inclusivity and Relevance, however if you meet the criteria for the other principles in a meaningful way it will strengthen your application.

Inclusivity and relevance

Who is represented in my project??
How does it reflect the diversity we have in the UK?
How does my work attract diverse audiences?
Do audiences come to me or do I go to them?

Environmental responsibility

How am I assessing the environmental impact of my project?
Can I engage with different organisations to help with this? E.g. Julie's Bicycle

Dynamism

How can my project cope with the challenges of the future?
How can I adapt to changing environments?

Ambition and quality

How will you make sure you are learning, and that your ideas are developing?
How will you measure quality, and how will your findings inform the next project?

Thanks to Leo Geyer (Director, Constella OperaBallet) for his Mini Masterclass on this subject