



Department for
Digital, Culture,
Media & Sport

Creative Careers Programme Grant FY 22/23-24/25: Guidance for Applicants

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Applicants should read all sections of this document carefully before applying for funding. Please use the Application Form and Programme Budget Template provided to submit your application. Please refer to the mandatory documentation checklist at the end of the Application Form for information on what other documentation must be attached to your application.



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1. Summary of grant funding

The Department of Digital, Culture, Media and Sport (DCMS) is inviting charitable, philanthropic or benevolent institutions to bid for up to £947,000 to deliver the next phase of the Creative Careers Programme (CCP) from FY22/23 to FY24/25.

The CCP pilot (2018-2020) was designed to address skills shortages and information failures in the creative industries (CIs) by providing young people across England with specialist information, advice and guidance (IAG) about creative careers. This next phase of the CCP will continue to provide specialist IAG, with a specific focus on engaging young people from low socioeconomic backgrounds, and securing the long-term future of the programme.

The deadline for applications is **5 July 2022, 5:00pm**. A completed Application Form and Programme Budget should be submitted, using the templates provided, via this email: ccp-competition@dcms.gov.uk

The final decision will be made by a panel appointed by DCMS, using the scoring system under point 6 of this document.

2. Context of the grant programme

The creative industries are one of the fastest growing sectors in the UK economy. Pre-pandemic, in 2019 the CIs generated £115.9 billion in Gross Value Added, and between 2014 and 2020 its workforce increased by over 400,000 people. Given the CIs' high-growth potential, and that CI jobs are more likely to be resistant to automation than roles in other industries, it is anticipated that they will continue to make a substantial contribution to the UK economy. This has been supported by the identification of the CIs as a priority sector in the Government's 'Build Back Better: our Plan for Growth' (March 2021).

To meet this prioritisation and potential for growth it is critical that the CIs have a workforce of a sufficient scale. However, there are widespread reports of skills gaps and shortages from creative businesses, and the creative industries workforce is not representative of the wider population. DCMS' Sector Vision (to be published Summer 2022) will set a clear, ambitious direction and vision for our world-leading creative industries. This will include the steps the Government will take with industry to ensure the CI workforce is resilient, inclusive and productive. The CCP will play an important role in delivering this objective.

In 2018 the CCP pilot was launched with £2 million Government seed funding. This programme provided young people, careers advisors and schools across England with specialist information, advice and guidance about pursuing a career in the CIs through a blend of online resources, in-person events and training. Since the programme's launch, it



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has delivered over 92,000 student interactions with creative businesses, engaged over 1000 creative employers, and had over 40,000 hits on the Discover! Creative Careers website. The pilot's evaluation found that after in-person events 86% of young people reported knowing more about 'the kinds of jobs they could do' in the creative sectors, and 69% reported knowing 'more about where to find information about jobs' in CIs. However, one of the constructive lessons learnt from the pilot's evaluation was that the 'geographic and sub-sector reach' of the programme was variable, with 44% of school talks taking place in London, and that the programme did not reach as many young people from under-represented backgrounds as intended.

While this grant-making programme aims to continue the delivery of the CCP, it also aims to redress the balance of the backgrounds and location of the young people it targets, and guarantee the long-term future of the CCP. It will do so by stipulating that the grant recipient must deliver the following:

- The CCP (FY22/23-24/25), including - at minimum - the Discover! Creative Careers website, annual in-person Discover! Creative Careers weeks, and creative careers training for careers advisors. The approach to delivering these elements of the programme, and achieving the programme's objectives and outputs (detailed under point 3 of this document), is to be determined by the grant applicant.
- Commitments from industry to provide in-kind and cash support for the programme from FY22/23-24/25. This grant funding is conditional on the submission of written commitments from industry to provide in-kind and cash support for the programme.
- A proposed strategy for the sustained funding and delivery of the CCP once this grant funding comes to an end (from 31 March 2025).
- Evaluation of the longer-term effectiveness of the CCP, demonstrating the impact it has on the career choices and intentions of the young people who have benefitted from the programme.

3. Aim, objectives and outputs of the grant programme

The aim of this grant programme is to:

- Create a comprehensive and coordinated approach to sharing specialist creative careers information, advice and guidance with young people from all backgrounds across England in line with the Government's Levelling Up objectives.

The objectives of this grant programme are to:

- Improve the aspirations and knowledge of young people (11-18 years) and their parents/carers of pathways and opportunities to enter the CI workforce - especially the aspirations and knowledge of people from low socioeconomic backgrounds.
- Improve careers advisors' knowledge of careers and pathways into the CIs, enabling them to provide specialist information, advice and guidance.



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- Improve creative employers' perception of the value of engaging educators and young people regarding creative careers and career pathways.

These objectives can be achieved in a number of ways, and the CCP can be configured, combined and delivered accordingly. DCMS is open to different and new proposals for how the CCP should be run, and welcomes innovative delivery models. However, the delivery partner must produce, at minimum, the following outputs:

- **The Discover! Creative Careers website**
The Discover! Creative Careers [website](#) is a centralised point of information that includes: profiles of roles in creative industries, and links to events and opportunities related to pursuing a creative career (e.g. placements, courses, workshops). The delivery partner will be expected to maintain the functionality of the website, update and add to the profiles of creative roles, and keep the events and opportunities listed up-to-date. DCMS is open to proposals for new features and initiatives for the website.
- **Annual in-person Discover! Creative Careers weeks**
[Discover! Creative Careers week](#) is an annual, week-long initiative where creative employers deliver in-person and remote events for schools about creative careers. These events include talks, workshops, tours and panel discussions. The delivery partner will be expected to coordinate the delivery of an annual Discover! Creative Careers week, secure commitments from creative employers to deliver events, and ensure that these events are particularly targeted at young people from low socioeconomic backgrounds, and spread across the country in line with the Government's Levelling Up objectives.
- **Creative careers training for careers advisors**
The CCP pilot included creative careers training for careers advisors who work with the Careers Enterprise Company (CEC) to support school leadership teams with their careers strategy and advice. The delivery partner will be expected to deliver creative careers training for careers advisers across the three years of the programme (FY2/23-24/25). DCMS is open to different or new proposals for the careers advisors or organisations selected to receive this training.
- **In-kind and cash support from industry**
The CCP pilot's £2million HMG seed funding garnered £8.5million in-kind and cash support from industry. In-kind support predominantly came from creative employers hosting, delivering and participating in CCP initiatives voluntarily. HMG grant funding is conditional on proof of industry commitments to provide in-kind and cash support across FY22/23-24/25. Applicants must attach written commitments from industry to their application
- **A strategy for the funding and delivery of the CCP once grant funding ends**
The delivery partner must provide a strategy for ensuring the future funding and delivery of the programme beyond FY22/23-24/25. DCMS welcomes innovative proposals for ensuring continued support for the programme.



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- **Evaluation of the impact the CCP has on young people's career choices and intentions**

The delivery partner must commission one two-part evaluation report in two parts for the CCP (to be conducted by an organisation external to the delivery partner to ensure independence). Part one of the report must assess the delivery and impact of the programme during the funding period (FY 22/23-24/25). Part two of the report must evaluate the impact of the CCP on young people's career intentions and choices. This is in response to the CCP pilot evaluation's finding that the long-term impact of the CCP on CI workforces is yet to be evidenced. DCMS recognises that this programme's funding period spans 3 years, and as the young people the programme targets are secondary school students, it could be up to 10 years before the influence of the CCP translates into these individuals entering the CI workforce. Consequently, DCMS suggests the delivery partner evaluates young people's career intentions, such as decisions they make regarding university or technical courses, subject choices at Key Stage 5, or extracurricular pursuits. While DCMS encourages applicants to consider these metrics, DCMS is open to proposals for how to measure the long-term impact of CCP.

DCMS is open to proposals for other outputs, but expects the outputs above to be included in all bids.

4. Application process and requirements

Grant programme management

The Skills and Diversity team in the Media and Creative Industries directorate within the Department for Digital, Culture, Media and Sport (DCMS) will manage the fund.

Maximum grant value FY22/23-24/25

Applicants can bid for a grant worth up to £947,000 (nine hundred and forty seven thousand pounds) maximum. All funding must be spent by 31 March 2025. Funding will span three financial years, and be paid in arrears on a monthly or quarterly basis (subject to agreement between DCMS and the successful delivery partner).

Instructions for submitting bids

The grant will be open for applications from **5:00pm, 10 May to 5:00pm, 5 July 2022**.

To submit your application please send your Application Form, Programme Budget Template, and applicable documents listed under the Application Form's mandatory documentation checklist to ccp-competition@dcms.gov.uk adding "GRANT APPLICATION" to the subject line.

Any applications received after the closing date will not be assessed or considered.



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All available information and guidance relating to this round of funding is contained within this document. The Skills and Diversity team can answer questions related to the grant application process. However, as the application process is competitive, they are unable to provide any support in completing the application.

Application criteria

The legal power for this grant is the [Charities Act 2006, Section 70](#). This fund is open to charities, or institutions (other than charities) established for charitable, benevolent or philanthropic purposes, who can deliver the intended grant objectives and produce clear proposals that fit the requirements detailed under point 5 of this pack - especially the essential criteria. In the case of a consortium of bidders, all of the consortium must be charities, or institutions (other than charities) established for charitable, benevolent or philanthropic purposes.

Applications from consortia

Applications from consortia should be submitted only once, by the lead partner institution. Please note that DCMS is unable to award a grant to multiple organisations so the lead partner would be responsible for distributing funding through an invoicing arrangement and managing working relations with the other partners. The lead partner is the responsible body who will share the grant award letters (grant agreement) and ensure that the terms and conditions of the grant offer are upheld by all parties involved.

Multiple applications

Applicants can make a maximum of two applications. Applications as part of a consortium bid, either as a lead or non-lead, will count as one of your allocated amount of applications. You must submit a separate, stand-alone application each time.

If you are submitting more than one application (including consortium bids) please specify which is your preferred one. In the event of a large volume of applications, we reserve the right to consider your specified preferred application.

Timeline

Applications will be assessed and due diligence will be performed by the end of August 2022.

All applicants will be informed whether or not they have been successful by the end of August 2022 and grant award letters will be signed following this.

The first meeting with the successful bidder(s) will be held in September 2022 and subsequent meetings will be held on a regular basis.

All funding must be spent by 31 March 2025.



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What to expect from DCMS if you are successful

- We will carry out detailed due diligence and risk assessment checks, which may involve requests for further information.
- Successful applicants will be asked to reconfirm the amount of funding requested.
- DCMS will send a grant award letter (grant agreement) with specific terms and conditions.
- The monitoring process will be agreed before funding is awarded.
- DCMS will work with the successful applicant on relevant public communications regarding the CCP.

Checks you are expected to undergo

Your organisation will also need to pass DCMS' due diligence checks which ensure:

- You are a charity, or an institution (other than a charity) which is established for charitable, benevolent or philanthropic purposes.
- If you have been funded by another part of Government, we may seek feedback from that department.
- You are not already receiving funding for this project from Government.
- That there is no indication of fraud. DCMS do not tolerate fraud, bribery or corruption. Applications will be checked against various databases to assess accuracy of the information provided. Post-event evaluation and assurance will also be carried out and any instances of fraud or misappropriation of funds uncovered will result in a request for clawback of funding, and/or may lead to civil or criminal proceedings to recover monies.
- We expect applicants to provide further information, if requested, as the result of due diligence and risk assessment checks.

Financial requirements

1. The DCMS financial year runs 1st April to 31st March. All funds awarded through this grant **must** be spent by 31st March 2025. If successful, your formal grant award letters (grant agreement) will set out the total amount of grant we will pay.
2. The grant award must not exceed 50% of your annual income/turnover or collective annual income/turnover if you are applying as a formal consortium.
3. All applicants will be expected to clearly set out a proposal for how much funding will be drawn down each month from September 2022 to March 2025. You will need to support this with a detailed budget breakdown. Your drawdown requests and budget must fit the DCMS financial year.
4. Payments will be made monthly or quarterly (subject to agreement between DCMS and the delivery partner prior to signing the grant agreement). You will need to provide a breakdown and evidence of actual, eligible expenditure in order to make a claim. We will only pay out the amount you can evidence as spent.
5. If you believe there is a compelling reason to be paid at the point of need please set this out in your application. Your request will be considered as part of the



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- assessment process and subsequent due diligence, but will not, in itself, disadvantage your application.
6. If your application and point of need request are approved, you will be expected to provide evidence for the need (e.g. through cash forecasts) and subsequent monthly reconciliations for the duration of your project. The reconciliations (with supporting evidence) will be required before any further funding is released and will detail how funds received have been spent, identifying any underspend that may have arisen. You will also be required to complete a formal Financial Reconciliation Statement (FRS) form at the end of the financial year. This will be provided by DCMS to evidence all appropriate spend against eligible grant activity.
 7. You must be able to carry out performance and financial reporting in at least monthly intervals until the end of the funding period and performance reporting in at least quarterly intervals until the end of the funding period and provide evidence of expenditure on the use of grant funds. Funds must be shown as restricted funds in your accounts and you must be able to identify separately the value and purpose of the grant in your audited accounts. You will be asked to describe the financial management systems and processes you will put in place to ensure you can achieve this in your application.

Usage of grant funding

Grant funding must not be spent on:

- Debts or loans
- Projects outside of the stated funding priorities
- Retrospective funding
- Business as usual activities
- Anything not covered by the objectives of this grant programme
- Payments reimbursed or to be reimbursed by other public or private sector grants.

5. Application form

All Sections: Essential criteria

These essential criteria must be met by all applicants to qualify for funding. If these essential criteria are not met, the application concerned will not be considered.

Essential criteria:

1. The entity bidding must be a charity or institution (other than a charity) which is established for charitable, benevolent or philanthropic purposes. In the case of a consortium of bidders, all members of the consortium must be charities, or institutions established for charitable, benevolent or philanthropic purposes. *[Address under 2.6 and 2.7 in the Application Form, and attach evidence of this to your application].*



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2. The entity bidding (or all members of a consortium) can deliver the intended grant objectives in England. *[Address under 4.4 and 4.7 in the Application Form]*.
3. The output and activities must benefit the whole or any part of England. *[Address under 4.4 in the Application Form]*.
4. Grant funding will only be used for activities that would otherwise not be carried out. (Funding can be used to improve/expand schemes that are already in development or operating, but it must not be used to support “business as usual” or for activities that would be funded by other means). *[Address under 3.1 in the Application Form]*.
5. The bidder commits to providing DCMS with quarterly financial and performance updates. The format of this reporting will be agreed by both parties in advance of signing the grant agreement. *[Address under 5.1 and 9.8 in the Application Form]*.

Sections 1 and 2: Overview and Lead Organisation Details

Sections 1 and 2 of the Application Form intend to capture key details about the lead organisation, and consortium members (if applicable). Please make sure this information is accurate as it will inform DCMS’ due diligence and risk assessment checks.

Section 3: Programme overview

Section 3 of the Application Form requires a detailed description of the design and expected impact of the Creative Careers Programme for the funding period FY22/23-24/25. Please refer to point 3 of this Guidance for Applicants document for the programme’s objectives and outputs.

Section 3 also requires a summary of how the Creative Careers Programme will complement:

- Other national careers initiatives, including the National Careers Service, the Apprenticeship Support and Knowledge Programme, and the Careers and Enterprise Company;
- The Create Growth Programme;
- Wider HMG and industry skills initiatives to provide a range of pathways into CI careers, including apprenticeships, traineeships, skills bootcamps and T Levels.

Please find supporting information here:

Other national careers initiatives

- [National Careers Service](#): The National Careers Service provides free, up to date, impartial information, advice and guidance on careers, skills and the Labour Market in England. The National Careers Service is delivered through local community-based contractors via face to face, telephone and webchat and the National Careers Service website, which gives customers 24/7 access to information and advice. Adults 19 years and over (or 18 and over and out of work and on benefits) can



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access the service via all channels and young people aged 13 to 18 can access ongoing in-depth information, advice and guidance from the service via local telephone based advisers or the National Careers Service website.

- [Apprenticeship Support and Knowledge \(ASK\) Programme](#): A free programme offered by the Department for Education to schools and FE colleges to promote apprenticeships, traineeships and T Levels. This support takes the form of activities and workshops delivered in schools; presentations for teachers, careers advisors and/or parents; and downloadable resources from the ASK website (e.g. subject guides, classroom activity packs).
- [The Careers and Enterprise Company \(CEC\)](#): CEC is the national body for careers education in England, and supports schools and colleges to deliver careers education by training and supporting Careers Leaders; bringing employers and educators together through Careers Hubs; and sharing digital tools and resources (e.g. career-related learning schemes of work, classroom activities).

The Create Growth Programme

At the Autumn 2021 Spending Review DCMS secured funding to support the creative industries, including funding for the Create Growth Programme (CGP), with the CCP as the skills strand of this programme. From FY22/23 - 24/25 the CGP will provide six regions outside London with a package of capital, business support and investor capacity building to support innovative creative businesses with high-growth potential to become investment ready. In support of the CCP's objective to reach under-represented young people, the creative businesses receiving CGP funding will be encouraged to contribute to CCP events targeted at young people in their local area.

Wider HMG and industry skills initiatives

- [Apprenticeships](#): A paid work opportunity for people over the age of 16 that combines on-the-job training (80% of the experience) and classroom-based learning with a college, university or training provider (20% of the experience). The experience includes a formal assessment which leads to a nationally recognised qualification.
- [Traineeships](#): A course with work experience that gets an individual ready for work or an apprenticeship. It can last from 6 weeks up to 1 year. Trainees must be aged 16-24 years and can be qualified up to and including Level 3.
- [Skills Bootcamps](#): Free, flexible courses of up to 16 weeks that are available for adults aged 19 or over who are either in work or recently unemployed and live in England. They give people the opportunity to build up sector-specific skills and fast-track to an interview with a local employer.
- [T Levels](#): Two-year courses which follow GCSEs and are equivalent to 3 A Levels. They offer students a mixture of classroom learning and on-the-job experience through an industry placement of at least 315 hours. They are developed in collaboration with employers and education providers so that the content meets the needs of industry and prepares students for work, further training, or further study.



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Section 4: Programme delivery

Section 4 of the Application Form requires evidenced detail of:

- The programme delivery plan, including key milestones, locations and beneficiaries.
- The skills and experience of internal and external staff that will deliver the project and the size of the team that will be delivering the project.
- Your access to the resources needed to deliver the project and maximise its impact (e.g. established relationships with industry, website maintenance expertise, careers advice expertise).
- Your experience of delivering projects or programmes of a similar scope or scale in the past.

Section 5: Monitoring, evaluation and learning

Section 5 of the Application Form requires:

- Details of the quality control measures that will be used to monitor the quality of the programme's outputs over the funding period (FY22/23-24/25) and inform the quarterly performance updates to be submitted to DCMS during the programme's delivery. As stated in the essential criteria, the format of this reporting will be agreed by the delivery partner and DCMS in advance of signing the grant agreement.
- A proposal for the measures that will be used to inform part one of the report on the programme's outputs and outcomes during the funding period (FY22/23-24/25). (DCMS understands that this report will be externally commissioned and that these proposals may change).
- A proposal for the measures that will be used to inform part two of the evaluation report on the impact of the programme on young people's longer-term career choices and intentions. (DCMS understands that this report will be externally commissioned and that these proposals may change).
- Details of how the lessons learned by the delivery partner/consortium while delivering the programme FY22/23-24/25 will be shared to inform the delivery partner/consortium's best practice, and the best practice of other organisations.

Section 6: Resourcing and sustainability

Section 6 of the Application Form requires a detailed strategy for securing cash and in-kind support from industry during the funding period (FY22/23-24/25), and a strategy for ensuring the continued delivery and funding of the programme once this funding has come to an end (after 31 March 2025).

Funding is conditional on written proof of industry commitments to provide in-kind or cash support during FY22/23-24/25. Please attach written commitments from industry to your application.



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Sections 7 and 8: Equal opportunities, diversity and safeguarding

Sections 7 and 8 of the Application Form require details of your organisation/consortium's approach to equality and safeguarding. It is critical for the safety and wellbeing of staff delivering the Creative Careers Programme, and programme beneficiaries, that it is delivered in an equal opportunities and diversity framework, and with a rigorous safeguarding policy.

Section 9: Programme finances

Under section 9 of the Application Form applicants must provide:

- Details of the total programme cost, including the amount of HMG funding requested, and amount of in-kind and cash support that will be leveraged from industry for FY22/23-24/25 broken down by contributor.
- A detailed programme budget breakdown with a monthly financial plan, setting out what funding will be used for. Please use the Programme Budget Template provided.
- Details of how value for money will be achieved with your budget. Please provide information on the steps you will take to achieve cost-effectiveness and efficiency throughout the project.
- A proposed drawdown schedule detailing how much money you intend to drawdown for each claim period (this will operate on a quarterly basis). Please ensure this follows the proposed schedule of your programme budget.
- A justification for submitting point of need requests instead of claim forms, if applicable.
- The financial management systems and processes that will be put in place to ensure accountability for grant expenditure accurately and transparently, and to inform quarterly financial updates to DCMS.
- Plans for risk management for this grant, including a completed risk assessment for the delivery of the CCP. Please also provide your organisation's standard Risk Register and risk management plan.

6. Application scoring

The essential criteria listed at the start of point 5 of this document must be met by all applicants to qualify for funding. Each application will first be assessed to ensure it meets these essential criteria. If the essential criteria are not met, the application will not be considered. If the essential criteria are met, the following sections of the application will be scored using the weighting system detailed below.



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Section	Weighting
1. Section 3: Programme overview	20
2. Section 4: Programme delivery	20
3. Section 5: Monitoring, evaluation and learning	15
4. Section 6: Resourcing and sustainability	20
5. Sections 7 and 8: Equal opportunities, diversity and safeguarding	10
6. Section 9: Programme finances	15

Each section of an application will be evaluated and marked on a scale of 0-4 where:

0 = Serious concerns (e.g. application does not meet requirements and/or raises serious concerns)

1 = Minor concerns (e.g. application meets some requirements but with gaps and/or some minor concerns)

2 = Adequate confidence (e.g. application meets most/all requirements and provides a detailed response but lacks evidence in minor areas)

3 = Good confidence (e.g. application meets all requirements and provides a detailed response but lacks evidence in minor areas)

4 = Excellent confidence (e.g. application meets all requirements and provides a detailed response and evidence which demonstrates a particularly strong understanding of the requirements)

Your overall score will be a percentage, and be determined by the marks awarded for each criteria (out of 4) in accordance with the applicable weighting. For example, if the weighting for a question is 20%, a mark of 4 for that question would lead to a score of 20%, a mark of 3 for that question would lead to a score of 15%, a mark of 2 for that question would lead to a score of 10%, a mark of 1 for that question would lead to a score of 5%, and a mark of 0 would lead to a score of 0%.

DCMS reserves the right to reject any bidder who scores 0 in any of the questions, and/or achieves an overall score of less than 50%.