



**SEEDS OF
CHANGE**

**Application Guidelines & Helpful
Information**



Contents

- 01** Application Process | How to Apply
- 02** Organisation & Project Overview
Project Description
- 04** Need for the project
- 06** Project Objectives
- 07** Contribution to Project Objectives
- 08** Project Detail
Project Management
- 09** Risk Assessment
- 10** Risk Mitigation
- 11** External Support
- 12** Budget
- 15** Evaluation & Impact
Measuring Evaluation
- 16** Measuring Impact
- 17** Timeline

Application Process:

This document has been created to help you with your application, providing you with step by step instructions on the application process, information on documentation that is required for submission and guidance on how to answer the specific questions contained within the application form.

How to Apply:

Log in to your account and follow the link [here](#) to get your application started. You can pause and the application will automatically save at any time.

We are on hand to help you with any queries and support you might need throughout the application process.

Please contact seedsofchange@culturalenterprises.org.uk

ORGANISATION & PROJECT OVERVIEW

Briefly describe your proposed project:

In up to 100 words, provide a concise overview of your proposed project; highlighting the positive impact this will have on both sustainability and income generation.

We are looking for projects that support one or more of our project objectives, outlined below and further detail provided in the Introduction, that provides income generation and can be replicated across the sector.

This could be a physical initiative, for example, a building restoration project, developing a new product or developing an event that educates and is delivered in a sustainable way whilst also generating commercial income.

You can learn more about our previous Prize Fund Winners and Finalists [here](#).

Project Objectives:



Foster Sustainability
in Income
Generation



Community
Engagement and
Education



Support
Innovation and
Collaboration



Legacy Building

ORGANISATION & PROJECT OVERVIEW

Example answers could be:

Eco Friendly Coffee Pop Up Shop

A new sustainable income stream - establishing a carbon-neutral coffee stand using local suppliers and plastic free products; creating a new sustainable product range; enabling events to be more environmentally friendly, encouraging repeat visitor numbers by making our pop up a must go to destination.

Sustainable Arts and Crafts Revival

Our project aims to revive traditional arts and crafts in a way that is economically sustainable for our local community. Prioritising the use of locally-sourced, renewable materials and working with local artists to create new materials and products. By doing so we stimulate the local economy, create jobs and ensure that the products we are creating are produced in a sustainable way whilst generating a new income stream for our commercial strand.

Green Culture Festival and Makers Market

We will launch a Festival and Makers Market at our venue, to be repeated seasonally. Combining live performances, workshops and a curated sustainable makers market. The event will focus on delivering this with a low carbon mindset, looking to use renewable energy, zero waste catering, digital ticketing and selecting makers and suppliers with strong sustainability credentials. Income will be generated through ticket sales and market stall stand fees.

ORGANISATION & PROJECT OVERVIEW

What is the need for the project?

In no more than 200 words, explain the need for this project.

We will be looking for projects that could address cultural preservation, sustainability, community engagement, developing a new product or service and economic well-being.

All of which contribute to a more sustainable future for your establishment, for communities and the world at large, that generate commercial income and can be replicated across the sector.

Things to consider:

- The risks you see to your cultural venue and the opportunity to continue to work in a more sustainable way. Futureproofing your establishment and developing new and innovative technologies at the same time.
- Look at external factors such as climate change, pollution, cost of living crisis and how incorporating sustainable practices into your project will be vital for reducing these impacts and contributing to sustainable development.
- Perhaps you need to remove the reliance on external funding or ticket sales, during an economically unstable time by implementing an income generating strategy which will enable you to continue cultural preservation efforts.
- Could collaborating with the local community, small businesses or local makers enhance your product offering or commercial areas of income generation?

ORGANISATION & PROJECT OVERVIEW

Example answers could be:

Eco Friendly Coffee Pop Up Shop

Our venue does not have the space required to open a dedicated catering point, which has always been a missed opportunity to generate revenue and offer something for our local community. We believe that by designing a small, transportable pop up catering stand that we can increase repeat visitor numbers and create something new and unique to generate income.

We recognise that we have the opportunity to design this pop up with sustainability at the core. We will use repurposed materials to build the stand, and work with local suppliers to provide the food and drinks. We will also offer retail merchandise that are designed with sustainability first such as reusable coffee cups and tote bags made from recycled materials. Making this more than just a coffee spot but also a place to promote an eco friendly lifestyle.

By making the pop up transportable we are able to move it around the grounds, keeping it open during our events and encouraging movement across the site.

PROJECT OBJECTIVES



01. Foster Sustainability in Income Generation

Encourage cultural organisations to incorporate sustainable practices in their income generating operations and project delivery, reducing their environmental impact and promoting a more sustainable future.



02. Community Engagement and Education

Support projects that actively engage local communities, providing educational and interactive experiences that raise awareness of sustainability and empower individuals to adopt sustainable practices.



03. Innovation and Collaboration

Encourage the use of innovative materials and technologies in the design and delivery of commercial cultural projects, fostering creativity and pushing boundaries to achieve sustainable outcomes.



04. Legacy Building

Equip cultural organisations with the necessary tools, knowledge, and resources to develop and deliver sustainable projects, promoting long-term sustainability within the sector.

PROJECT OBJECTIVES

Please tell us a bit more about how you will contribute to these goals:

In no more than 250 words, consider our project objectives and explain how your specific actions and strategies align with one or more of these objectives. Outline the practical steps your project is taking to contribute to these goals.

Example answers could be:

Green Culture Festival and Makers Market

*Designed as a scalable model, the festival can be replicated across cultural venues, **fostering sustainability in income generation** through diversified revenue streams. It will strengthen **community engagement and education** via inclusive programming, support **innovation and collaboration** with local creatives and suppliers, and contribute to **legacy building** by embedding environmentally responsible cultural practices across the sector.*

PROJECT DETAIL

How will you manage your project?

In no more than 250 words, outline who is leading the delivery and what skills and experience they have?

Please also provide details of any of the staff in the project team.

Example answers could be:

Sustainable Arts and Crafts Revival

The project will be overseen by the Head of Retail/Commercial, supported by a Project Coordinator and sustainability advisor. We will issue an open call to canvas local artists and makers, prioritising those working with traditional skills and sustainable materials. Selected participants will be commissioned to co-develop products, with support from our retail and design teams to ensure commercial viability. Local suppliers will be engaged to source renewable materials. Progress will be managed through regular check-ins, prototype reviews, and sales tracking. Partnerships with community organisations will support skills-sharing workshops, ensuring strong community engagement, collaboration, and long-term legacy.

PROJECT DETAIL

What are the main risks to the success of the project?

In no more than 200 words please outline any risks you could see for this project.

Recognising risks helps us to understand how viable the project is and evaluate your preparedness. It is best practice to promote transparency and ensure that you are confident to handle any challenges that may arise.

Example answers could be:

Sustainable Arts and Crafts Revival

Limited Supplier Capacity: Local, smaller artists and material suppliers may have limited capacity to meet demand, impacting product availability and sales.

Higher Production Costs: Sustainable, locally sourced materials may increase unit costs, impacting pricing and profit margins.

Inconsistent Product Quality: Variations in handmade processes could affect the consistency and customer expectations.

Skills Gaps: Some participants may require additional training or support to meet commercial and sustainable standards.

Project Coordination Challenges: Managing multiple artists and suppliers could lead to delays.

PROJECT DETAIL

What mitigation will be in place to address any risks?

In no more than 200 words explain what mitigation or contingency plans you have in place for any of the risks or threats to the project outlined above.

If you have any templates that help to assess the risks, for example a risk register, please include these with your application.

Example answers could be:

Sustainable Arts and Crafts Revival

Risk Mitigation for Limited Supplier Capacity: Build a broad network of makers, stagger production schedules, and pilot with small batches before scaling.

Risk Mitigation for Higher Production Costs: Implement careful pricing strategies, streamline production, and communicate the value of sustainability to justify price points.

Risk Mitigation for Inconsistent Product Quality: Provide clear design specifications, quality guidelines, and sample approvals before full production.

Risk Mitigation for Skills Gaps: Offer training, mentoring and peer learning opportunities to build capacity and confidence.

Risk Mitigation for Project Coordination Challenges: Establish clear roles, timelines, and regular check-ins led by a dedicated Project Coordinator.

We have established a risk register that helps us to guide our decision making and highlight any concerns to highlight to all stakeholders.

PROJECT DETAIL

Will you need to bring in any external expertise to help deliver all or some of the project?

Outline anyone you have already identified to produce this piece of work and be clear with their costs within your budget.

Example answers could be:

Eco Friendly Coffee Pop Up Shop

We will be working with a local architect and interior design studio to create the pop up coffee shop. They will provide guidance on the best materials to use, source and restore a vehicle to repurpose into the shop and use as many reclaimed materials as possible. If not reclaimed, the materials used must be made from a sustainable source. They will also oversee the build ensuring that all timelines are met and delivered on budget and to the standards required to open safely.

The costs associated with X are outlined in the budget detail.

BUDGET

Please present a detailed budget breakdown, specifying how the prize fund will be utilised to support your project.

If you have any supporting documents, quotes etc please provide these.

While the project you wish to fund may total more than £10,000, please show clearly how Seeds of Change would be used as part of a larger budget.

We welcome applications for any amount up to £10,000.

Example answers could be:

Green Culture Festival and Makers Market

Funding Sources	Amount
Seeds of Change Prize Fund	£10,000
Sponsorship & Donation	£15,000
Grants	£20,000
Other Income	£5,000
Totals	£50,000

BUDGET

Consider breaking this top line budget down into further detail.

Budget Breakdown	Amount
Consultant Fees	£2,000
Materials and Equipment	£20,000
Sampling	£5,000
Community Engagement & Education	£8,000
Marketing	£5,000
PR	£5,000
Financial Reserves	£5,000
Totals	£50,000

BUDGET

Eco Friendly Coffee Pop Up Shop

Funding Sources	Amount
Seeds of Change Prize Fund	£10,000
Totals	£10,000

Budget Breakdown	Amount
Pop Up Cart	£1,000
Architect & Design Studio	£2,000
Materials and Equipment	£3,000
Retail Stock	£1,500
PR & Marketing	£2,000
Transportation Costs (one time)	£2,000
Totals	£10,000

EVALUATION & IMPACT

We are looking for evaluation and impact submissions that are clear, data driven and directly linked to the objectives and goals of the project. Providing clear evidence of impact and evaluation enhances the credibility of the project.

Remember this project is intended to be replicated across the sector so we will be monitoring the progress across the first year and will expect to showcase the results and share your experience with the wider membership.

Measuring Evaluation:

These could be numerical, qualitative, or improvement targets.

Example answers could look to measure:

- *Measuring the reduction of waste*
- *Increasing visitor numbers*
- *Minimising energy consumption*
- *Percentage of products or equipment that is recyclable/eco friendly*
- *Minimising energy consumption*
- *Participants learning a new skill*

Mention if you will be including surveys, interviews, focus groups, data analysis or any other assessment tools.

Consider providing a timeline for when these evaluations will take place and how you intend to give feedback to us and how frequently about the project's progress.

If gathering data, explain how this be stored and shared.

EVALUATION & IMPACT

Measuring Impact:

Describe the conditions before your project starts so there is a clear baseline to evaluate the impact against.

Clearly state the project's objectives and expected outcomes.

Explain how the project's impact contributes to long-term sustainability within the cultural sector and/or the wider community. For example, how the project will continue to generate income for venues.

Example answers could be:

Green Culture Festival and Makers Market

By establishing baseline conditions and project objectives we are able to provide a solid framework for measuring impact and evaluating the success of the project.

Baseline Conditions include:

- *Environmental Impact: assessing the venue's current environmental practices, waste generation and energy consumption. Baseline data reveals that the venue emits X metric tons of CO2 annually and recycles only X% of its waste.*
- *Innovation and Collaboration: By analysing the extent of innovative practices and collaborative efforts within the cultural sector, the baseline reveals that X% of cultural organisations do not use innovative materials and there is a lack of collaboration between institutions.*
- *Outline the current baseline income generation and where this project offers an opportunity to improve.*

Project Objectives:

- *Foster Sustainability: Reduce the venue's carbon footprint by 30% within the first year of running the event.*
- *Innovation and Collaboration: Collaborate with local suppliers, makers to deliver the event. Showcasing new materials and product processes.*
- *Outline how this project is predicted to generate and increase commercial income.*

TIMELINE

Outline a realistic timeline for project implementation, indicating key milestones and deliverables.

Consider planning this from the end goal backwards. Outlining the different phases needed to complete the project and then go into further detail within each phase of what you need to achieve to keep the project on track.

Example answers could be:

Eco Friendly Coffee Pop Up Shop

- **Phase One: Discovery and Planning Months 1-3**
 - Collaborate with the architects and designers to source the vehicle. Sign off the design for the interior and exterior.
- **Phase Two: Implementation Months 3-6**
 - Build begins
 - Product and Buying team begin sourcing and sampling for the retail merchandise
 - Sampling and sourcing of the food and beverage.
 - Plan the launch
- **Phase Three: Evaluation and Monitoring Months 6-9**
 - Soft launch the pop up to tie in with our autumn events programme. Full launch in time for the winter events programme is a key milestone to meet.
 - Monitor and report back to the key stakeholders to evaluate performance and mitigate / highlight any risks as outlined earlier in the application.
- **Phase Four: Marketing and Project Success Follow Up Months 9-12**
 - Report findings and learns from the project at the Association for Cultural Enterprises Conference. Produce a plan to demonstrate how this could be replicated across the sector.
 - Work with the Association and external PR teams to celebrate the success and share the story.



Thank you so much for taking the time to consider and submit your application for the Seeds of Change Prize Fund.

We look forward to reading your proposal and if you need any further information please do reach out to the team:

seedsofchange@culturalenterprises.org.uk

Tom Dawson, Interim Chief Operating Officer
Fi Anderson, Creative Development Manager