



What is Reading Culture Live?

Reading Place of Culture, a project run by Reading Borough Council, Reading UK and Reading University, have created a virtual 'venue' called [Reading Culture Live](#), where audience members can take part in activities and events created by our cultural community, for our community.

This platform has been developed in response to the challenges associated with measures taken as a result of COVID-19 and the effects that these have had on our cultural sector as well as our community.

As we already know that taking part in cultural activities and events are some of the best ways to make us feel good, we are looking for partners to run online projects inspired by the [NHS 5 steps](#) to mental wellbeing and delivered by Reading's cultural sector.

1. Connect
2. Be Active
3. Learn
4. Give
5. Take Notice

What is on the website?

So far, we have funded 10 projects for [Reading Culture Live](#), which include arts workshops, discussion groups, music videos, dance workshops, sound capturing and more. Please click on the names below to take a look at some of the first-round concepts:

- [RASPO](#)
- [Strike Up Theatre](#)
- [Jelly](#)
- [MadebyTamalia](#)

Second round of funding is here!

We are again inviting Reading artists and cultural organisations to create new online activities and events for Readingculturelive.co.uk.

In this round, you will be able to apply for up to £1000 funding to support the creation of an online digital experience linked to the NHS [5 steps to mental wellbeing](#). We want to see Reading's already vibrant local creative offering online, so it can help boost people's wellbeing.

We want to see creative projects which focus on the following **priority** areas:

- Projects that involve young people (between the ages of 11 and 18)
- One-time entertainment events that audience members can engage with online - [please click here for reference](#) (please note this is an 18+ event)
- Projects that encourage our audience to explore our town and/or heritage

Although we are not discouraging applications that do not respond to the above priority areas, please note that the decision-making panel will be awarding extra points to those that do.

Who is the funding for?

We welcome applications from any individuals, artists or organisations who are from, or based in, Reading, to create great digital artistic content in response to the [NHS 5 steps to mental wellbeing](#). This does not have to be new work, it can be a class or activity that you already run but haven't yet taken online. We are keen to reach isolated groups of people, so welcome partnerships between the voluntary and cultural sectors.

What are the deadlines for funding?

- Round two will be open until 30th July at midday
- Shortlisting will take place during the week of 3rd August
- Decision and confirmation of support will take place during the week of 10th August
- Announcements will be made during the week of 17th August
- Activity delivery date will be confirmed with each individual proposal

There is a total of **£5000** available in this round and each individual organisation or creative can apply for up to £1000 to support their creative project.

What can I get funding for?

We would like to support a new online community of events and activities linked to the [5 steps to mental wellbeing](#). This could include:

- Participatory creative writing workshops
- Dance for keeping fit and positive
- Singing for Asthma
- Oral history and reminiscence workshops with items from your home
- Interactive entertainment; quizzes, heritage walks, improv comedy etc.

Need a little inspiration? Take a look at these websites to see what it is that they do:

- [Truth to Power Café](#)
- [Revolution Arts Digital Revolution](#)
- [Southwark Council – arts and culture online](#)

You can apply for anything that has a creative digital output linked to the [5 steps to mental wellbeing](#), and that can be put on our brand spanking new website - ReadingCultureLive.co.uk.

What does 'digital' mean?

We are definitely not digital experts and therefore appreciate that you may have a strong idea but aren't sure how to execute it. Don't worry, we are here to help as much as possible, so just let us know in your application if you need any advice. We would like to stress that the idea, potential audience reach, and having an output that can be celebrated on [Reading Culture Live](#), are the most important requirements of this funding.

How will the funding be allocated?

This is a project for the community, by the community. As such, each application will be reviewed by a panel of Reading representatives from the health and wellbeing sectors, as well as creative and community groups.

The panel will mark the funding application against the following criteria:

- **Quality**
The proposal is clear and aligns with the 5 steps to mental wellbeing
- **Audience reach and engagement**
A clear understanding of who it is you are reaching
- **Diversity and equality**
Diversity in terms of individuals delivering the project and the target audience

How do I apply?

We have tried to make the process as accessible as possible. So, there are two ways to apply:

- Use our [online form](#)
- Send us a short video (no longer than 4 mins)

When you send the video please make sure you:

1. *Include your name, contact details and proposed name of your idea*
2. *Clearly outline your idea*
3. *Provide details on how you will use digital spaces and technology to reach your audience*
4. *Outline who your audiences are likely to be*
5. *Provide information on any previous experience of delivering projects*
6. *Tell us when you think you might be able to deliver your project*
7. *Let us know what budget you are applying for*

If you would like help or have questions about any of the above, please get in contact with Lara Stavrinou, Kayleigh Hodges, Christelle Beaupoux or Zsuzsi Lindsay via Covid19ace@livingreading.co.uk

Good luck!