

## Project information

### Arts Council National Lottery Project Grants

**Applicant name:** eQuality Time

**Project title:** CODEX TOOMANYCOOKS: the plan to change publishing for the better

**Project number:** ACPG-00120118

**Amount requested (£):** £18,000

**Project type:** Over £15,000

## Decision letter

**18 July 2018**

**Joseph Reddington  
eQuality Time Ltd  
Trading as eQuality Time  
68 Truro Gardens  
LUTON  
LU3 2AP**

**Dear Joseph Reddington**

**Programme: Arts Council National Lottery Project Grants  
Applicant name: eQuality Time  
Reference: ACPG-00120118  
Name of activity: CODEX TOOMANYCOOKS: the plan to change  
publishing for the better**

**Thank you for applying to Arts Council National Lottery Project Grants. I am sorry to tell you that your application for CODEX TOOMANYCOOKS: the plan to change publishing for the better was not successful.**

**We realise that this is disappointing news and we recognise the time and effort you have taken to prepare and submit your application. We have carefully appraised your application against the criteria published in our How to apply guidance.**

**Arts Council National Lottery Project Grants is a competitive programme and we are unable to fund all eligible applications. There are a number of factors we consider when we appraise applications.**

**Your application was not successful mainly because:**

**\*\* Did not meet criteria**

**- Your application did not fully meet the criteria in one or more of the areas we consider when appraising (Quality, Public engagement, Management and Finance). Please refer to the full appraisal report attached to this letter for more detail on where we identified weaknesses.**

**To help you understand our decision, you can find our full appraisal report on the following screens. This shows all the appraisal comments we made about your application in relation to each of the criteria, and shows the word score we gave for each.**

**The word scores we use are:**

- met (outstanding): the application meets the criteria and shows outstanding qualities.**
- met (strong): the application meets the criteria and shows strong qualities.**
- met: the application meets the criteria.**
- potential: the application does not meet the criteria but shows potential to do so.**
- not met: the application does not meet the criteria.**

**If your application was scored as met, met (strong), or met (outstanding) against all the appraisal criteria this means that it was recommended for funding at appraisal, but then was unsuccessful at the panel decision stage.**

**If your application was scored as potential or not met against one or more of the four appraisal criteria, it was not recommended for a grant by the appraiser. The appraisal report will show why each score was given.**

**You can find more about how we appraise your application in the information sheet Understanding how we appraise your application.**

### **Next steps**

**Arts Council National Lottery Project Grants is a rolling programme and you can reapply if you wish. Any new application for the same activity must sufficiently address the reasons that the original application was not successful.**

**If we have told you that your application was not successful because of limited funds, you can submit the application again without revising your answers but you may wish to look again at our How to apply guidance on our website to make sure that your application is as strong as it can be. If you would like to reapply you will need to begin a new application form using the online portal.**

**If you would like to reapply you will need to begin a new application form using the online portal. For guidance on how to do this please read our How to apply guidance.**

**If you require further assistance relating to the application process please contact us on 0161 934 4317 or [enquiries@artscouncil.org.uk](mailto:enquiries@artscouncil.org.uk).**

**Yours sincerely,**

**Edward De Souza  
Director, Investment Operations and Resources  
Arts Council England**

# Appraisal

## Appraisal ratings

Criteria	Rating
Quality	Met
Public engagement	Met
Management	Potential
Finance	Not met

## Statements and evidence

Appraisal criteria	Statement	Evidence
Quality	The project would bring 20 writers together to ...	Application form, Quality section, project part...
Public engagement	The application makes a case for public engagem...	Audience development and marketing plan attachm...
Management	The project plan appears realistic with some cl...	Application form, project plan,Project partners...
Finance	Arts Council ask is £18,000, being 65.85% of to...	Finance section, Detailed budget breakdown atta...

## Statements

**Appraisal criteria:** Quality

**Statement:**

The project would bring 20 writers together to construct a novel over a week, and will concentrate on recent events to be determined closer to project launch. The artistic idea has potential and could be an interesting experiment. However, the activity plan is unclear. The activity could develop the skills of artists/organisations involved; however it is difficult to determine exactly who these artists and organisations will be from the application and supporting documents. There is information within the Audience Development and Marketing Plan attachment on partners and potential participants, but there is a lack of detail about partners role and their track record here.

**Evidence:**

Application form, Quality section, project partners, Audience development and marketing plan attachment

## Statements

**Appraisal criteria:** Public engagement

**Statement:**

The application makes a case for public engagement and identifies the audience for the novel as 'readers of contemporary fiction who buy fewer than 5 books a year' Application mentions focus groups will be run with this audience; but lacks detail on how these people will be recruited, and how many they will be.

The target audience for the projects is clearly identified as '20 underrepresented British writers' these writers are unnamed and as yet unrecruited, the wider audience is identified as 'readers of contemporary fiction who buy fewer than 5 books a year'.

The activity is aimed at people who are interested in contemporary fiction but do not engage fully, the novel published will be from 'under represented' groups and its themes/content will be about recent events. This is designed to engage readers who may feel current published contemporary fiction is not for them.

The applicant will be using Consilium Communications to 'co-ordinate their press strategy and have outlined their plans to reach 'potential influencers in the area' by creating a program of targeted adverts, talks and outreach 'to create a buzz around the project' The applicant has listed organisations they hope to work with including Publisher's Weekly, The Bookseller, and Professional Publishers Association. However, there is a lack of detail on what this marketing, the adverts, talks and outreach will contain and how it will be managed.

**Evidence:**

Audience development and marketing plan attachment, Application form, public engagement section

## Statements

**Appraisal criteria: Management**

**Statement:**

The project plan appears realistic with some clear aims and objectives; however, the application lacks detail on how the project will be managed, who the task leads will be and how a publisher will be engaged at the end of the project. It is difficult to determine the applicant’s track record on managing similar activity, there is some evidence of working with student groups in universities to ‘trial... the creative process’ and that the applicant has been ‘developing relationships with organisations seeking to increase diversity in publishing’ however the application lacks detail showing this. Audience development and marketing plan attachment mentions partners Inclusive Minds, Spread the Word, Common Word, Letterbox Library, The Writes of Women, as having given ‘firm commitments... to help us recruit participants for the project’. The application describes appropriate plans for evaluating the project, with qualitative information collected in ‘interviews, focus groups and other engagement activities’ for the writers and members of the public, with ‘particular focus on how the artists believe they have grown during the project’ The project will also be monitored throughout with review meetings, written progress reviews, and formal review meetings.

**Evidence:**

Application form, project plan, Project partners, Audience development and marketing plan attachment, evaluation section

## Statements

**Appraisal criteria: Finance**

**Statement:**

Arts Council ask is £18,000, being 65.85% of total budget of £27,333. There is no in-kind funding and £4,333 of the cash from the applicant is expected from creative writing workshops for children in schools. This has been noted as a major risk by Investment Centre. Given the unconfirmed nature and lack of detail on how the workshops in schools will be run, this could jeopardise the project if the applicant is unable to secure this money. Which demonstrates a significant level of financial risk to ACE.

**Evidence:**

Finance section, Detailed budget breakdown attachment

## Submission summary

Page	Last Updated
<b>Project information</b>	No Input Required
<b>Decision letter</b>	No Input Required
<b>Appraisal</b>	19/07/2018