



# GUIDE TO DUAMG

A guide and advice for those applying for Durham University Arts Management Group funding.

# Introduction

This guide should provide you with everything you need in order to apply for funding from Durham University Arts Management Group (DUAMG). This is a University board that provides money to theatre companies, organisers of other arts projects in Durham and individuals. So, here are some handy hints and tips of how to fill out an application form; how much to apply for and who best to go to for a little bit of help!

## Table of Contents

<b>Introduction.....</b>	<b>1</b>
<b>Funding Options.....</b>	<b>2</b>
Guarantee Against Loss.....	2
Loan.....	3
Grant.....	3
<b>Applying as an Individual.....</b>	<b>3</b>
<b>A Few Handy Hints.....</b>	<b>3</b>
<b>The Committee.....</b>	<b>4</b>
<b>Applying.....</b>	<b>4</b>
The Cover Letter.....	4
The Application Form.....	4
<b>A Few Final Points.....</b>	<b>5</b>

## Funding Options

So you're putting on a play and you need some money. Well that's fair enough. Durham University Arts Management Group is here to help. DUAMG support the arts University wide by either giving them a [loan](#), providing them with a [guarantee against loss](#) for the production for a certain amount or giving a [grant](#).

### Guarantee Against Loss

A [guarantee against loss](#) is their preferred scheme of supporting companies. It's very simple in that it is exactly what it says on the tin. If you make a loss on a show, DUAMG will cover it up to a certain amount. For example: you already have the money to spend for the show, but you are a little worried it's going to make a loss. We've all been there. Several times. So you apply for a 'guarantee against loss' for a certain amount, let's say £200. The show goes ahead and you make a £300 loss. So you contact DUAMG and say 'oh no, we made a £300 loss'. Now they said that they would cover you up to £200. So, they give you a lovely cheque for £200 because your loss was [over](#) that amount. Sadly, it does mean you've made a £100 loss personally, but that's show business. If, however, you made a £100 loss, they will pay you £100. They



essentially will just make up the amount to '£0'... You will have to give them a budget as well at the end of the production so that they can see what went wrong.

## Loan

A **loan** is an amount of money given upfront to the company for the production costs. If, for example, you need to pay for performance rights and you don't have the funds in the company bank account, then a loan is probably suitable to cover that cost. Then, if the show **makes money, you must repay the difference**. So, if you apply to DUAMG for a £250 loan, and your application is successful, they will then send you a cheque for £250. You then spend that £250 on whatever you need for the show: props, costumes, rights etc... The show goes ahead and all is well, and then you made a £100 profit. That now means you must pay back £100 to DUAMG. They don't want you to lose money of course, but the objective of DUAMG is not to make money out of them, otherwise they simply can't function. They rely on supporting companies that they think will do well – **they're just there as a back up plan**, and constantly have to recycle money to spend the next year. Of course, if you make a whopping £300 profit, you pay them back £250 and keep £50 of the profits. And if you make a £300 loss, you pay them back nothing. Simple as that.

## Grant

There are a very small number of grants available from the committee for theatre productions. These grants tend to only be given to individuals. With these there are no requirements to repay the fund anything.

# Applying as an Individual

Going on a theatre course? Need some drama lessons? Travelling to London for auditions? DUAMG funding is there to help. The application is very similar to that for productions, but you must sell yourselves and the benefit it will give to you and the university. Highlight your previous successes, what you aim to get out of what you're applying for and ensure you focus on how this will help you in the future.

In all reality, given the number of applications made to the fund you will only be able to apply as an individual once a year, if you've already had funding then you are very unlikely to receive more. Don't come across as too greedy either, make sure you outline the costs and how much you would like DUAMG (it's not advisable to ask for the full amount).

If you are an individual there is a separate form on the website. Make sure you submit the right one!

## A Few Handy Hints

We would always suggest applying for a 'Guarantee Against Loss'. In all honesty, the committee don't want to give away money upfront. But if you really need a loan, of course it will be considered exactly how the guarantee is.

Hopefully with DUAMG and DST funding there, no company should be losing their own money. And frankly, if they are, then the play probably wasn't financially viable in the first place. So have a think before you apply for the play in the first place all the costs etc.

Be completely honest in how much you ask for and frankly do not ask for an unrealistic amount. The DUAMG committee will question why you want so much money and so might be far less likely to give you anything as they might think that you haven't thought about the show's costs well enough. They don't want to risk all their money; they want to just help out. Approx. £200 - £300 is a standard amount to apply for.

## The Committee

The committee is made up of staff and students at the university. The DST President sits on the committee to represent Drama, the Music Development Office for Music, Henry Dyson for the Visual Arts and then two representatives of University Staff. It is headed by Barbra Ravelhoffer.

## Applying

Forms can be found at:

<https://www.dur.ac.uk/undergraduate/finance/scholarships/extra/>

### The Cover Letter

- Include:
  - **What** is the Production?
  - **Who** are the Company? (Have you done anything in Durham before)
  - Do you have any **previous successes**?
  - **Why** do you need this much money?
  - **Any odd costs** that they will see from your budget later on (for example, if the committee see you're spending £600 on a set, they will definitely want to know why)
- Be very clear and concise about what you're going to spend your money on.
- Don't make it too long.
  - A **one page cover letter** is also absolutely fine – one and a half is also fine. Two full pages pushes it a little; over that is a definite no. The committee have about 50 applications to trawl through per meeting, they don't want to get bogged down with an 11 page dissertation detailing all your costs. Honestly.
- It's a letter from you to them. **Do not write it in the third person.**

### The Application Form

- Definitely **type the letter and the application**. Don't hand write it. Make an effort to look professional.
- They lay out a **very clear and specific budget** within their application form. It's best not to attach your own and to instead fit all your costs into this budget. If there are 'Miscellaneous' costs to be accounted for, just write them overleaf, or insert them into the budget as appropriate.



## A Few Final Points

- Some things that really irritate the committee:
  - **Programmes:** *do not* make income less than expenditure for programmes! Or anything else for that matter!
  - **Not bothering to try and get sponsorship** – it's really important you look like you've made an effort to get the money required for the production and that you're not just relying upon DUAMG to sort you out.
  - **Don't apply for the whole cost** when you know you don't need it! If your included budget is £600, which is quite average, don't ask for a £600 loan. They'll think you're not a good investment.
  - When it comes to things like Edinburgh Fringe investment, **definitely don't include accommodation costs**. That should be covered by the cast and crew themselves, not DUAMG. DUAMG money is for the production itself.
- The Application Deadline will be a couple of weeks before the meeting. Don't rely on DUAMG and start spending money you don't have. Be **very sensible in your investments**.
- *Do not* leave this application to **the last minute**. Give yourself at least half a day's grace: they won't accept late applications.
- If you get funding you will **required to include the Durham University logo on your publicity**. *There is no choice in this matter*. Please talk to the DST president about the appropriate guidelines for this.

If there's absolutely any further advice you need/exceptional circumstances you want to chat about, then please contact the DST President at [dst.president@durham.ac.uk](mailto:dst.president@durham.ac.uk)



THEATRE THAT SPEAKS VOLUMES



A Durham Student Organisation  
Managed by Experience Durham

The Assembly Rooms, 40 North Bailey, Durham, DH1 4ET  
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