

## CREATIVE PEOPLE PLACES APPLICATION

### 1. INTRODUCTION

- 1.1 The Arts Council England (ACE) is the national development body for arts and culture across England. They have invited this Council to apply to the Creative People Places fund.
- 1.2 This Council is up against 4 other local authorities from the ACE South West region vying for the single award
- 1.3 The central aims of the fund include:
- Communities are *empowered to take the lead* in shaping local cultural provision
  - More people from the identified places of least engagement experience, create and are inspired by arts and culture, and become regularly engaged as audiences or participants
  - The aspiration for excellence is central to the activity we will support – this covers excellence of the process of engaging communities
  - Through these projects, we will demonstrate the power of arts and culture to enrich the lives of individuals and make positive changes in communities
  - Where possible and appropriate, to maximise digital opportunities for cultural engagement and empowering the public

These aims are aligned with the Council's objectives around community engagement and empowerment to contribute to place making.

- 1.4 New Forest District Council is committed to creating better community engagement as it contributes to quality place making, resulting in a better place to live and work and a creating a thriving community. The Council is leading this application as there are benefits to the Council and to its residents from the application and an alignment of desired outcomes against the ACE aims. We recognise the key opportunity to gain financial support and expertise to assist in the delivery of programmes that have a key benefit to our communities. In this case cultural activities would be used to provide wider community outcomes in the same way that other mediums, such as sport and physical activity, are currently used.
- 1.5 The purpose of this report is to make the Cabinet aware of the bid that has been submitted

### 2. BACKGROUND

- 2.1 The New Forest can apply for £1.2 million over 4 years
- 2.2 ACE will only invest the money into consortia in eligible places, to develop a programme of cultural activity and engagement. The consortium must include a cultural organisation and have a demonstrable mechanism for community voluntary engagement.

- 2.3 The Core Consortium members will be responsible for developing and leading the programme of activity in each successful place; they are accountable for meeting the Arts Council's aims for the Creative People and Places programme.
- 2.4 The Local Authority cannot be the lead applicant although we have co-ordinated the application.
- 2.5 For the purposes of meeting the application's requirements the Council has constructed a consortium consisting of:
- New Forest District Council: key facilitator of the consortium
  - Energise Me: one of 43 Active Partnerships nationwide, they are funded by Sport England and part of the DCMS strategy. Long-time partners on physical activity delivery they have agreed to act as "the Lead Applicant".
  - Folio: a collaboration of local professional cultural organisations established by this Council to be a collective voice for arts and culture in the district. Members include Forest Arts Centre, Coda, St Barbes, New Forest Museum, Forest Forge, hArt and Spud. Hangar Farm and Eling Tide Mill are expected to join.
  - Community First New Forest: The mandatory community organisation specified in the guidelines for the application. They are the local branch of the national Council for Voluntary Services. This council grant aid the organisation to deliver the services that this application and consortium require.
  - New Forest National Park: Deliverers of the New Forest Arts Festival. Partners in related health and wellbeing projects with experience of monitoring similar funds.

This consortium membership can and will be reviewed as the programme takes shape and the required skill sets are identified to take the programme forward.

- 2.6 The consortium has held a "mandatory conversation" with the Arts Council's Relationship Manager, who was encouraged by the work to date and supportive of proceeding to submission of application. The application was submitted by the deadline on Thursday 21 March
- 2.7 If the consortium is successful in the application we will be invited to an interview and a decision is expected by 7 August 2019
- 2.8 A successful application will deliver activity in 2 phases. Phase 1 will be up to 6 months and will be to allow the consortium to develop programmes of community engagement, develop partnerships, refine the details of the programme of delivery and produce a shared business plan.
- 2.9 Phase 2 is the delivery stage, delivering against the shared objectives that have been identified in phase one.
- 2.10 The Council has engaged and met with a range of potential delivery partners and funders in preparation for the delivery stage. This has identified potential match funding opportunities and identified key skills not available through Folio. The exact project programmes will be shaped though Phase one.

### **3. The Creative People and Places proposal**

- 3.1 The Creative People and Places application and process allows the District Council to engage with our communities and understand the unique character of the different towns and parishes. We are looking to explore the difference in the various

communities, the demographics, the opportunities that exist, the barriers they face and how we can ensure that all our residents have access to a quality environment. The poor links between the various towns within the District and the physical separation has resulted in the development of distinct communities.

- 3.2 This application allows us to use the cultural offer as another vehicle to help us to deliver our wider objectives linked to health and wellbeing, community engagement, community safety and economic development.
- 3.3 The funding can be used to best deliver the programme. Through the initial phase this may indicate that this requires the employment of a coordinator to deliver the project outcomes, creating community groups and building on the community engagement. We are exploring which partner that post would be best located with.
- 3.4 We intend to deliver activity in each of the major population areas around the District, building on existing community structures and developing new ones where necessary. We already have support from a number of local and county organisations to assist with the delivery of the programme. This recognises the difference of each of the local communities.

#### **4. CONCLUSIONS**

- 4.1 The Creative People and Places scheme is a one-time opportunity for the District Council. Our focus is on growing our community engagement, creating a positive place for a larger section of our residents and improving the quality of life. This fund allows the District Council to achieve its targets and add Arts and Culture to the tools that can effect the positive engagement. This will be delivered in partnership with new and existing partners creating a sustainable model for community engagement and the funding allows for quality delivery.
- 4.2 the Council has constructed a consortium to deliver a successful bid based on the acknowledged skills sets of the various organisations and ability to answer aspects of the application process to the national funding body. Through the consortium we will continue to shape the programme delivery, link with our communities and monitor the outcomes.
- 4.3 If we chose to be the employing body we can directly link the programme manager to the necessary partners and sections to ensure the wider community targets are achieved. New Forest District Council would also be visibly seen as delivering the scheme, rather than as a supporter.

#### **5. FINANCIAL IMPLICATIONS**

- 5.1 There are no financial obligations on the Council. The project will look for 25% of the total cost of the activity to come from sources other than the Arts Council. This can include:
  - Ticket sales and earned income over the period of the project
  - Cash donations from individuals or companies
  - Grants from other lottery distributors or local grant pots
  - Donation of equipment or materials and in kind contribution.This is the same model currently employed for the delivery of many of our community activity and we are comfortable with delivering projects in this way and believe that the amounts are achievable.

- 5.2 There are possible costs involved in employment if we decide to employ a programme manager, although any post would be fully funded.

## **6. CRIME AND DISORDER IMPLICATIONS**

- 6.1 Positive. The community engagement element of the project will enable communities to highlight issues that they face and find meaningful ways to communicate these issues.
- 6.2 A wider range of diversionary activities in targeted areas will look to impact on antisocial activity.

## **7. ENVIRONMENTAL IMPLICATIONS**

- 7.1 The delivery of the programmes will be local and will look at ways to engage the community in local delivery and events. The programme should look at creating a more welcoming environment within the communities

## **8. EQUALITY AND DIVERSITY IMPLICATIONS**

- 8.1 The project will look to target under-represented groups in the arts and culture and to make the offer more inclusive. The Council will be working with targeted groups identified including those from areas of deprivation, ethnic minorities, those with disabilities and long term conditions.

## **9. DATA PROTECTION IMPLICATIONS**

- 9.1 Managed information through agreed monitoring and evaluation requirements

## **10. PORTFOLIO HOLDERS' COMMENTS**

**Community Affairs Portfolio Holder:** This is a fantastic opportunity to further engage with our communities and to empower them to create a positive place to live and work with a vibrant cultural environment.

**Leisure and Wellbeing Portfolio Holder:** I fully support the recommendation in this report. We are fortunate in the New Forest of having a vibrant and active cultural / arts voluntary sector which gives so much to our communities. We already work in partnership with these organisations to promote healthy and active lifestyles, tackle isolation in the elderly and promote mental wellbeing across the District. If we are successful in our funding bid we will not have to create a new approach, but build upon the successes we have enjoyed and the partnerships that are already in place. Arts and culture can certainly contribute towards active communities, and the more funding available, the more we can do to promote this work.

## **11. RECOMMENDATIONS:**

It is recommended that the Cabinet:

- 11.1 Acknowledge that, if the bid is successful, this Council will continue to be a member of the Core Consortium, overseeing the project for the next 4 years and shaping the community engagement and related outcomes.; and
- 11.2 Agree that the Council should explore the possibility of being the employing body of a potential project lead officer to oversee the delivery of the programme as part of this Council's community engagement programme.

### **For further information contact:**

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### **Background Papers:**

Arts Council  
National Lottery  
Development Funds:  
New Creative  
People and Places