



Report of the Chief Libraries, Arts and Heritage Officer

Executive Board

Date: 27 July 2011

Subject: 3 Year Grant Funding for Culture

Electoral Wards Affected:

Ward Members consulted
(referred to in report)

Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

Eligible for Call In

Not Eligible for Call In

(Details contained in the report)

EXECUTIVE SUMMARY

1. Leeds City Council grant aids a wide range of cultural organisations to ensure quality opportunities for local people to engage with culture and to attract and retain some of the best artists, performers and companies to the City. The current annual process has been in place for a number of years and, whilst it involves a thorough application and monitoring process, there is little room to encourage innovation, allow new organisations to blossom or give equal opportunity for all organisations to apply. Over the last year a number of other funders to these organisations have reduced or cut their grants or radically changed their processes, leaving some organisations without core funding or with significant reductions. Leeds City Council's budget for grants has also to reduce and this offers an opportunity to introduce a new, more rigorous and transparent grant process. This would allow the Council to respond to requests from the major organisations to introduce longer term funding, take into consideration the impact of removal of other funding and also respond to the need for a more vibrant city by introducing a new grants scheme called: Leeds Inspired. This would support work by a wide range of organisations around a specific theme related to Leeds. It would ensure a busy active city which local people and visitors could participate in. In 2012 the theme will be the Cultural Olympiad and in 2013 a festival around the Rugby League World Cup – if the City's bid was successful.

1.0 Purpose of this Report

- 1.1 To respond to requests from the large arts organisations to provide longer term funding arrangements to enable them to plan their programme better. To take the opportunity to review approaches and reflect the new strategic priority plan and impact of other agencies' decisions on future funding and introduce a new, more robust and transparent process.
- 1.2 To also respond to the Council and partners' desire for a more vibrant, high profile cultural city by introducing funding, to be called Leeds Inspired, which funds artists, performers or organisations who wish to create a participatory activity for local people and visitors anywhere in the City as part of an annual theme.

2.0 Background Information

- 2.1 Leeds grant aids a large number of organisations to ensure stimulating and broad based cultural opportunities in the City for all local people. Decisions on these grants are currently made in March for spending in the following financial year – April to March.
- 2.2 Companies bid annually with submissions required by January. The late notification of the budget, particularly in the current economic climate, leaves very little time for the organisations to plan.
- 2.3 The current grant process has run for many years and it is hard for new organisations to receive funding at a significant level or for currently funded organisations to gain additional funding for new developments. The art forms and sports that receive grants are not fully representative of the cultural activity in the City.
- 2.4 While the City funds the organisations to deliver activity for local people, it is the organisations who decide the activity and the city has limited flexibility to influence this to respond to emerging issues. The new Priority Plan for the City allows the cultural organisations to demonstrate the impact they have on the economic and social life of the City and this information will help tell the story of Leeds better, another ambition as the City strives to be the best.
- 2.5 The Arts Council has recently reviewed and restructured all its funding, seeking new bids from organisations to determine 3 year funding. This has allowed them to rethink their approach to supporting organisations. The outcome is itemised in Appendix 1 and it has given many organisations stability in funding but it has removed significant budgets from others.
- 2.6 Meanwhile it is possible that other funders in the region will cease or reduce further their funding activities in 2012. This would have a significant impact on Leeds based organisations who are currently net beneficiaries.
- 2.7 The current grant system also makes a large number of small grants to organisations but the impact of these grants is not really felt in the City as a whole. There is a great desire for both the city centre and the neighbourhoods to be more vibrant with cultural and sporting activity in which all local people and visitors can engage. The Council and its partners currently have limited opportunity to influence the activity that the grants support, or tailor it to target specific issues or audience groups. While it is clear the grants currently make a great impact in the City, little is shared about that impact and there is almost no opportunity to direct it. Appendix 1 shows all the main grant funding.

3.0 Main Issues

3.1 Opportunities to change Leeds City Council's approach

Changes to other funding streams organisations receive, the need for Leeds City Council to reduce its grant funding overall, and the opportunity of the Priority Plan make it the right time to rethink the Council's grant funding arrangements to culture. This offers the opportunity to enter into real partnerships, where the organisations demonstrate to the City how they deliver against the core principles of culture in the City as defined by the Cultural Partnership.

- **Spotting, nurturing and retaining talent in the City** – organisations would need to demonstrate how they are working with the City's potential and existing talent as well as bringing established talent to the City. This is across the wide range of skills from backstage to front of house, from creator to exhibitor. They would need to demonstrate engagement of apprenticeships, volunteers, coaching/mentoring and training.
- **Removing barriers** – organisations would need to demonstrate how everyone will have a chance to experience cultural activity, not limited by ability, ethnicity, heritage, economic or social position.
- **Demonstrating Leeds' distinctiveness and tell the City's story** – individuals and companies in receipt of a grant would demonstrate how they act as advocates for the City, both within Leeds and across the UK, helping define its distinctive nature through innovative programming and demonstrating how it underpins the economy.
- **Community inspired** – all organisations would have to demonstrate not just their work with community groups, particularly in the most challenging wards, to enable them to engage in culture, but also the impact of their work. Large organisations would need to demonstrate how they will work with smaller organisations in the same or different disciplines to support growth, coach/mentor and develop leadership skills.

It is proposed that each organisation demonstrates how they would deliver against these principles in their bid and then report half yearly (to be in line with Action Trackers) the outcome and impact of their activity. For the first time this would give very valuable social and economic impact data to be used as part of the City's marketing plan. The results will be reported to the Sustainable Economy and Culture Board, and the Sustainable Economy and Culture Scrutiny Board.

3.2 Leeds Inspired

Over the last year there has been a lot of work with individual artists and organisations to discuss what the City needs to make it more engaging and vibrant. The conclusion is a vehicle through which local creatives and sporting organisations can bring the City alive. Leeds Inspired will use the City as inspiration and be inspired by the people of the City.

Leeds is already planning an innovative Cultural Olympiad for 2012 with the Arts Council funded Artist Taking the Lead project : Canvas and I Move programming. This will be built on to deliver a vibrant participatory festival which all can enjoy - Leeds Inspired 2012.

4.0 Proposals

4.1 Two simple funding streams

There will be two funding streams. Each organisation will start from zero and whilst history and profile will be considered it will not be the determining factor. The budget for the funding streams will be decided as part of the 2012/13 budget.:

- **Three year grants fund** Organisations will complete an application form which will be assessed against published criteria. An indicative budget is approximately £2.2 million per year¹ and this will be subject to annual review as per the Council strategy budget.
- **Leeds Inspired grants** –will be available for cultural activities across the City that contributes to the Leeds Inspired theme for that year. The first priority for this will be work leading up to and including the Cultural Olympiad and will be assessed by a partnership board. The second theme will be a Cultural Festival built around the Rugby League World Cup if the bid is successful. Appendix 2 provides more detail of these funding arrangements. An indicative budget is approximately £470,000 per year² subject to annual review

4.2 A robust application, decision making and monitoring process

It is proposed to align the application and monitoring to the ambitions held within the City Priority Plan. It will also align with the Arts Council process to avoid duplication and remove burdens on organisations. Organisations will be asked to cover the following in their applications and then evidence it twice yearly.

Criteria can change every three years if the Priority Plan changes. Guidance will be produced for interested organisations and work is also underway to develop a uniform approach to measuring economic impact. The guidance will explain why we are asking for the information.

The applications will be screened against the criteria by Arts and Regeneration. For the three year grants the decisions will be taken either by Executive Board or a delegated to the Chief Libraries, Arts and Heritage Officer subject to discussion with the Executive Member for Leisure. For the Leeds Inspired grants there will be a board made up of artists and partners chaired by Executive Member Leisure. This board will also be responsible for the programming of the Leeds Inspired Festival. The final decision will be delegated to Chief Libraries, Arts and Heritage officer in consultation with the Executive Member for Leisure. The final decisions and the half yearly monitoring will be reported to Scrutiny and the Sustainable Economy and Culture Board where appropriate.

All applicants will be expected to demonstrate their plans against the following areas.

4.2.1 Talent

- Evidence of quality performers/artists/or their work.
- Number of young people involved in out of school learning/activity programmes.

¹ to be finalised in the 2012/13 budget setting process

² To be finalized in the 2012/13 budget setting process

- Number of work placements, apprenticeships, coaching/mentoring, volunteering opportunities provided and length of period.
- An outline of any work with FE/HE to encourage graduate retention. Evidence of retention as a result?
- We want to highlight the economic impact the arts have in the City. While we build a consistent method across the City, what value does an organisation put on its skills development work or workshops to the City?
- An outline of the training and support given to smaller organisations to build the cultural capital of the City.
- An outline of the training and support given to artists/performers and provide a value to this.
- Number of days paid employment for artists/performers

4.2.2 **Removing barriers**

- Evidence of work with people with challenging lives (challenging should include specific targeted work for those with disabilities, those from low income households, young people at risk, in care or NEET).
- A demonstration of the use of the Culture Network to build young audiences and work in partnership with other organisations.
- Number of people as consumers – break down into audience, participant, online/broadcast.
- Numbers of people you engaged from the community as creators and audiences. Break down age ranges, ethnicity, ability, etc.
- Action taken to increase accessibility.

4.2.3 **Culturally unique and telling the distinctive story of Leeds**

- New works brought to the City or created specifically for Leeds.
- How their programme shows ambition and distinctiveness.
- Spend on cultural infrastructure if appropriate.
- Contribution to public realm either temporary or permanent.
- We are working to develop economic impact measurement that can be consistently applied but in the meantime what measures does the organisation use, include partnerships with business.
- How much is spent on marketing and communication? What is the estimated value to the company? If there is no marketing spend, what is the value of the free media, eg., new stories received. How are audiences attracted?
- A demonstration of how an organisation shows its relationship in Leeds.

4.2.4 **Community Inspired**

- Work with at least one other cultural or voluntary organisation.
- Collaboration with other art forms to deliver work.
- What provision is made to offer space for specialists or smaller arts organisations to create or meet at low or no cost (ie., not straight hire). What is the value of the provision?
- Outline work you have performed or shown outside the city centre but within Leeds.
- Number of people as consumers – break down into participant/audience.
- What difference has the company made to the people of Leeds?

Applicants will also be required to provide the usual information in relation to their budget, other funding, etc.

5.0 **Corporate Governance Considerations**

5.1 **Risk Management**

The report responds to requests to provide longer term grant aid to make the City more vibrant, raising the profile of organisations in the City. The main risk is that despite being in line with what the large organisations want, such a significant change to the process may cause those who currently receive significant grants concern that they are going to have to provide more data and evidence in return for their grant and will have to apply to both strands if they wish to maximise their funding. This however is balanced by smaller organisations getting greater opportunities to engage in the cultural offer and it does allow the large organisations to develop.

5.2 **Public Interest Test**

The report contains no exempt or confidential information.

5.3 **Forward Plan**

The report is on the Forward Plan.

5.4 **Scrutiny Process : Call In**

This report is subject to call in and responds to a recommendation made by Scrutiny Board on 17 May, 2011.

5.5 **Constitution and Legal Matters**

Changing the grants does not create constitutional or legal issues. The new grant agreement will be agreed with Legal before it is issued.

5.6 **Financial and Resource Implication**

The budget will be finalised as part of the 2012/13 budget setting process and while the 3 year grant stream will be allocated for the three years it will be subject to annual review as part of each years budget strategy process.

5.7 **Equality and Diversity and Cohesion and Integration**

An equality and diversity impact assessment has been completed which concluded that the proposals would enable a greater number of cultural organisations to benefit from a grant if they met the criteria and were successful. A significant benefit would be the three year time frame allowing organisations to plan better ensuring greater sustainability for those whose business plans are sound. It removes the problem created in the past by lack of flexibility to support new organisations. All successful applicants will have to demonstrate their audience development strategy including specific audiences and work in specific neighbourhoods and data on this will be collected to inform the City profile.

5.8 **Council Policies and City Priorities**

The report has used the Priority Plan and the objectives of the Cultural Partnership to develop the application and assessment criteria. The monitoring data will be reported to the Sustainable Economy and Culture Board.

5.9 **Consultation**

The grant process has been the subject of a Scrutiny Working Group, whose views have informed the need to change the approach. Large arts organisations have been consulted on the need to change and the proposal for three year grants is theirs. Smaller organisations and individuals have been involved in discussions on what the City needs to do, both through the Arts Partnership and other ideas sharing sessions such as We are all Jim led by Culture Vultures. Their demand for greater opportunity and support influenced the development of the Leeds Inspired grants scheme and the Leeds Inspired Annual Programme concept.

6.0 **Recommendations**

6.1 Executive Board is asked to:

- a) approve the introduction of 3 year grant funding to cultural organisations.
- b) approve the introduction of Culture Leeds grants.

7.0 **Background Papers**

7.1 ACE Application process

<http://www.artscouncil.org.uk/funding/grants-arts/howtoapply/>

Appendix 1

Current Grant Allocations 2011/12 and Arts Councils grants for 2012 - 15

Organisation	Arts Council 2011/12	Arts Council 2012/13	West Yorkshire Grant 2011/12	LCC Grant 2011/12
Opera North	8,988,598	9,574,000	213,817	746,989
WYP	1,465,899	1,497,950	71,290	658,682
Northern Ballet	2,574,385	2,512,294	120,930	170,808
Leeds Grand Theatre	0	0	0	173,536
Phoenix Dance	452,489	425,222	8,558	75,073
Yorkshire Dance	181,666	323,600	Lose 9,691	57,200
Project Space Leeds	60,000	60,000	0	44,000
Art Link	66,449	60,000	6,547	14,902
DAZL	0	0	0	5,580
East Street Arts	45,406	190,000	Lose 8,640	18,752
Interplay	98,765	150,000	6,504	21,088
Leeds Animation	0	0	0	11,127
International Piano Competition	0	0	0	9,300
Northern School of Contemporary Dance				8,537
Otley Courthouse	0	0	0	6,045
Pavilion	47,807	0	Lose 8,640	14,064
Pyramid of Arts	19,639	0	0	5,580
RJC Dance	76,491	74,647	0	11,858
SAA-UK	81,272	113,000	0	13,923
Skippko	27,161	0		6,357
The Blahs	76,405	108,000	Lose 6,048	15,534
Leeds Asian Festival	0	0	0	31,088
Leeds Irish Festival	0	0	0	16,620
Leeds St Patrick's Day parade	0	0	0	5,089
Carnival	0	0	0	46,500
Ascendance Rep		0	8,558	1,000
Red Ladder	230,907	160,000		2,500
Jabadao	103,125	0	8,558	0 – they didn't apply
LMU Gallery and theatre	41,468	0	0	4,500 to include Situation Leeds
Lumen Arts Ltd	20,739	0	0	0 – they didn't apply
Unlimited Theatres	82,945	165,000	0	3,500
Alchemy Anew		6,000	0	0
Axis		364,626	0	0
Audiences Yorkshire		0	0	0
Cape UK		1,000,000	0	0
THE CULTURE COMPANY		0	0	0
Jazz Yorkshire		0	0	0
Nat Association for Literature Development		0	0	0
Peepal Tree Press		113,206	0	0
Slung Low	0	99,000	0	0
Tutti Frutti		177,500	0	0

City Grants Scheme**Aim**

To, raise the profile of Leeds as a cultural destination by having a wide ranging highly visible programme which increases participation, contributes to the City's economy and supports a wide range of culture organisations. This will be achieved by developing a new funding stream that allows the City to commission work appropriate to the City's Vision. During 2011 and 2012, the scheme will focus on projects linked to the Cultural Olympiad. In 2013 it will link to the Rugby League World Cup

Procedures

The grant scheme will be led and co-ordinated by Arts and Regeneration. For the Cultural Olympiad we will run the grant scheme through the Leeds Inspired Task Group, chaired by the Executive Member for Leisure and made up of individuals representing a range of different art forms as well as Council officers.

It is proposed to have bi-annual submissions for projects lasting one or two years starting 2011. Funding to be paid out in instalments each year. The application process will be short and simple and successful bids will have met criteria which fits with the City Priority Plan as discussed at 4.2. The scheme will be open to individuals and organisations including FE and HE and consortiums. Council services cannot apply on their own but could be a partner in a project. Schools or organisations whose main work is not within the cultural sector cannot apply. However artists/organisations can apply to do work that might be performed in schools, eg., a touring show for young people. Applicants will need to show partnership working with at least one other arts organisation and large organisations will need to demonstrate partnership with a smaller organisation. National and international partnerships can be incorporated and commercial partnerships can be considered.

There will be an initial assessment to check eligibility (safeguarding, equal opportunities, meet criteria) before the proposals are passed to the Leeds Inspired Task Group to discuss and approve applications. The Task Group can also commission specific areas of work to fit their proposed programme and these commissions will be advertised through the culture network. The group will be looking for a spread of art forms and locations.

Acceptable work can be an intervention or series of interventions (exhibition, performance, festival, mass participation). Every proposal must include opportunities for audiences to participate and/or learning opportunities. Successful applicants will come together at facilitated meetings to network, avoid duplication of ideas/geographical areas and look at possible collaboration and sharing resources.

All successful applicants will be required to produce a half yearly qualitative and quantitative monitoring return. The Success criteria are detailed in the body of the report but in summary will:

- Show innovation and ambition for culture in the City
- Clearly respond to cultural vision criteria
- Clear aims and outcomes, measurability
- Demonstrate track record of delivery
- Development of long term relationships
- Strategies in place for targeting participants and audiences
- Strategy in place for monitoring