

Subject: Great Place Scheme

Report to: Economic Development Committee

Report by: Group Manager- Neighbourhoods and Communities

### **SUBJECT MATTER/RECOMMENDATIONS**

Following the update report on the Arts and Cultural Strategy to the Policy and Resources Committee in July and the presentation of the Arts and Cultural Strategy to the Economic Development in September. The committee is asked to approve an Expression of Interest to the Great Place Scheme.

## **1. INTRODUCTION/BACKGROUND**

- 1.1 The Great Place Scheme was first announced by the Department for Culture, Media and Sport in the 2016 Cultural White Paper. The aim of the programme is to identify 12 places across England to drive the arts, culture and heritage in the plans for the future. The scheme's aims are to:
- Inspire a vision of how culture can change your place.
  - Connect culture with new partners to help change places for the better.
  - Incorporate a vision for culture into ambitions for your place.
  - Build and share learning.
- 1.2 The launch of the scheme comes at an opportune time for Great Yarmouth in terms of its cultural agenda. The council is about to launch its Arts and Culture Strategy which captures many of the above ambitions. The council also recently submitted an application to the Coastal Communities Fund and Heritage Lottery Fund to secure investment in key cultural assets such as the Waterways and Winter Gardens with a view to driving an increase in the cultural economy. Arts Council England has continued to invest in SeaChange Arts with recent investment also being awarded to St Georges Theatre. This scheme is therefore timely in helping to connect a number of these activities moving forward.

## **2. DETAILS OF THE SCHEME**

- 2.1 The scheme is for amounts of £500,000-£1,500,000
- 2.2 Bids must be submitted by partnerships led by a not-for-profit organisation.
- 2.3 The deadline for Expressions of Interest is midday on October 6<sup>th</sup> 2016. The deadline for full applications is midday 12<sup>th</sup> January 2017.
- 2.3 Activities must start no earlier than April 2017 and have been completed by March 2020.
- 2.4 Bids must outline a clear geographic focus – a borough-wide proposal would be eligible.

## **3. FINANCIAL IMPLICATIONS**

- 3.1 If successful the scheme will secure external investment in cultural activities. Depending on the appointment of the lead organisation the council may or may not manage the finances in relation to this programme.
- 3.2 There is a requirement for contribute 10% cash match-funding to any application. This will need to be sourced from a variety of partners to demonstrate broad commitment.

## **4. RISK IMPLICATIONS**

- 4.1 Capacity assessments will be undertaken within the Neighbourhoods and Communities Group to ensure there is sufficient capacity to drive the bid development process.
- 4.2 Further risks will be explored during the bid development process.

## **5. CONCLUSIONS**

- 5.1 In order to progress an Expression of Interest by the deadline it is recommended that the council facilitate a partnership with other cultural stakeholders in the borough to scope an outline proposal, during September. This will be undertaken by the Neighbourhoods and Communities Group.

## 6. **RECOMMENDATIONS**

- 6.1 The Policy and Resources Committee are asked to approve the submission of an Expression of Interest facilitated by the council to the Great Place Scheme.

## 7. **BACKGROUND PAPERS**

- 7.1 Guidance Notes Attached.

*Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?*

<b>Area for consideration</b>	<b>Comment</b>
Monitoring Officer Consultation:	18/08/16
Section 151 Officer Consultation:	18/08/16
Existing Council Policies:	Arts and Cultural Strategy (Econ Dev Committee 7 <sup>th</sup> Sept)
Financial Implications:	Considered
Legal Implications (including human rights):	None at this stage.
Risk Implications:	Considered through bid development.
Equality Issues/EQIA assessment:	Considered through bid development.
Crime & Disorder:	None
Every Child Matters:	Considered through bid development.



# Great Place Scheme

Grants between £500,000 and £1,500,000

Guidance for applicants in England



**ARTS COUNCIL  
ENGLAND**



Historic England

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# Summary of key information

## What is the focus of the Great Place Scheme?

The aim of the Great Place Scheme is to put arts, culture and heritage at the heart of the local vision for 12 places across England, making a step change in the contribution of culture in those areas, and embedding them in the places' plans for the future. Four of the places will be rural. It will fund projects in areas where there is already a strong local partnership approach and a commitment to embed arts, culture and heritage as a core part of local plans, policies and strategies – cementing partnerships across the public, private and voluntary sectors.

By strengthening the networks between arts, culture and heritage, civic and community organisations, and by involving citizens, projects will enhance the role that culture plays in the future of each place participating in the Scheme. In time this will lead to the social and economic benefits that arts, culture and heritage can achieve. We refer to this as networked arts and heritage.

This is a pilot scheme. It will fund activities which can be built on in the future, and whose learning can be shared with other places. See below for more detail on who and what we expect to fund.

## Who can apply?

Partnerships led by a not-for-profit organisation.  
**See below (Section three) for more details.**

## Who cannot apply?

Individuals; single organisations; partnerships led by for profit/private organisations or companies .

## What is the deadline for expressions of interest?

**Midday 6 October 2016**

# Summary of key information

**What is the deadline for applications?**

**Midday 12 January 2017**

**How much can be applied for in one application?**

Between £500,000 and £1,500,000.

**When must the activity take place?**

Activities must start no earlier than **1 April 2017**. Funded activities must end no later than **31 March 2020**.

**Minimum match funding from other sources**

10% - this must be a cash contribution. In-kind contributions will not be eligible as match funding.

To demonstrate a broad base of support for the project, we would expect this contribution to be drawn from more than one source/ organisation within the partnership.

**When will we make our decision?**

We will aim to notify applicants of our decision no later than **31 March 2017**

# Section one – introduction

## Welcome

Thank you for your interest in the Great Place Scheme, which is being delivered in partnership by Arts Council England, the Heritage Lottery Fund and Historic England. This guidance gives you information on how to apply for funding and outlines what we will fund.

## About the Great Place Scheme

The Great Place Scheme is one part of the Government's Culture White Paper - the first comprehensive Government strategy for the cultural sector in more than fifty years. The ideas and proposals in the White Paper aim to boost access to arts, culture and heritage, to help improve social mobility and increase life chances across the country.

Each year, Arts Council England, the Heritage Lottery Fund and Historic England invest in and enable projects which have positive impacts on

educational attainment, health and well-being inclusion, and community cohesion – creating jobs, developing skills and boosting local economies in a huge number of places.

However, realising the full potential of this investment relies on a wide range of local partners having an understanding of how arts, culture and heritage can – and often already do - support the achievement of their area's strategic objectives. This understanding needs to be factored into their planning and investment decisions from the outset.

### Our ambition for this programme is to support local areas to:

- **Inspire a vision of how culture can change your place** – how the arts, culture and heritage create a sense of place, build social capital, grow local economies and align to local plans for cultural education, making for prosperous, healthy and cohesive communities; and how they can help us to think through change, by bringing communities, people and organisations together.
- **Connect culture with new partners to help change places for the better** – arts, culture and heritage organisations, citizens, civic leaders, community groups, Local Cultural Education Partnerships, schools, education and youth work settings, public agencies and authorities and businesses - at all levels – working together to form strong, sustainable partnerships.



# Section one – introduction

- **Incorporate a vision for culture into ambitions for your place** – develop new ideas for making better use of arts, culture and heritage, into the emerging social, economic and spatial plans for a local area, supported by the relevant partners
- **Build and share learning** – develop new ideas for cultural projects in unusual settings, pilot new activity and form new partnerships, changing the places participating in the Great Place Scheme, and inspiring similar activity across the rest of England and the UK as a whole.

As well as finding new ways to work, we want to see local partnerships building Great Places where arts, culture and heritage make a real difference – see Section five. You will need a clear vision of the difference you want to make for communities in your area.

**This guidance is for the operation of the Great Place Scheme in England. We expect versions of the Scheme to operate in Wales, Scotland and Northern Ireland, with separate guidance for these nations.**

## About Arts Council England

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. Arts Council England supports a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections.

Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, Arts Council England plan to invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country.

For more information visit [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

# Section one – introduction

## About the Heritage Lottery Fund

From the archaeology under our feet to the historic parks we love, from precious memories to rare wildlife, the Heritage Lottery Fund uses money raised by National Lottery players to help people across the UK explore, enjoy and protect the heritage they care about. The Heritage Lottery Fund is the largest dedicated funder of heritage in the UK, and has awarded over £7billion to over 40,000 projects since 1994.

Heritage includes many different things from the past that we value and want to pass on to the future including: historic buildings and sites; natural heritage; objects and sites linked to the UK's industrial, maritime and transport history; museums, libraries and archives; cultures and memories; and community heritage. HLF invests in the full breadth of the UK's heritage and aims to make a lasting difference for heritage and people.

For more information visit [www.hlf.org.uk](http://www.hlf.org.uk)

## About Historic England

Historic England is the public body that looks after England's historic environment. We support historic places, by helping people to understand, value and care for them. We do this by: Championing the values of historic places; Identifying and protecting our heritage; Supporting and guiding change; Sharing understanding of historic places; and, providing national expertise at a local level.

Many of our historic places are at risk, and last year we provided £13 million in grants to help reduce heritage assets at risk.

For more information visit [www.historicengland.org.uk](http://www.historicengland.org.uk)

Throughout this guidance references to 'culture' and 'arts and heritage' include the full range of activities and assets funded or supported by Arts Council England, Heritage Lottery Fund and Historic England.

# Section two – purpose of the Great Place Scheme

## Aims

The Great Place Scheme will enable cultural organisations to make a step-change in how they work together, and with other organisations in other sectors, in order that arts, culture and heritage contribute more to meeting local social and economic objectives.

## What will the Great Place Scheme do?

The Great Place Scheme will invest in 12 places across England to achieve the following:

- Build on existing strengths within the local arts, culture and heritage sectors in order to maximise their positive cultural, social and economic contribution.
- Build new partnerships to realise this contribution and to lever resources into the sector to support that.

- Develop these partnerships so that the contribution of the sector is recognised in and supported by long-term plans and strategies for the area – for instance, the Joint Health and Wellbeing Strategy, the Local Enterprise Partnership's Strategic Economic Plan, or destination management plans.

The Scheme will enable 12 places across England to put culture at the heart of the future vision for their area. The successful places will be able to access investment, advice and guidance from the national development agencies and National Lottery funders for arts, culture and heritage - Arts Council England, Heritage Lottery Fund, and Historic England.

## How much funding is available?

You can apply for between £500,000 and £1,500,000 for activity to be delivered over a period of up to three years.

The application process has one round only, but you must submit an Expression of Interest before completing an application form. See **pages 3-4** for deadlines.

# Section two – purpose of the Great Place Scheme

## Geographic focus

The Great Place Scheme is a pilot. In England we aim to support successful applicants from 12 places to participate in the Scheme, including four rural areas. For the purposes of the Great Place Scheme a local area can apply as a rural area if the benefits accrue to a population where at least 70% of the intended beneficiaries live in a local authority area or areas defined as rural by Defra/Office for National Statistics.

You will need to provide evidence of how your area meets the [rural definition](#).

We invite you to think creatively about the geographies that you could serve. This might be across more than one district council area, a county-wide approach, or the relationship between an urban area and those living in its rural hinterland. Boundaries need not be contiguous.

You will need to determine the scale and the geographic boundaries of the 'place' where your project will be delivered. You should make a case in your application for why the geography you have chosen is relevant and meaningful in the light of the ambitions of the Great Place Scheme. The scale of a place should be defined using local authority boundaries but could be:

- A city-region
- A combined authority
- A single local authority area – unitary, lower or upper tier
- A grouping of local authority areas
- A Local Enterprise Partnership area
- A grouping of civil parish areas

# Section three – eligibility

Please read the eligibility requirements for the Great Place Scheme carefully. If you do not meet these requirements we will be unable to consider your application for funding.

## Who can apply?

Partnerships including (but not limited to):

- Arts organisations
- Museums and libraries
- Historic environment and natural heritage organisations
- Community / voluntary groups
- Social enterprises
- Commercial businesses
- Unitary, upper and lower tier local authorities
- A combined authority with a devolved powers agreement
- Parish councils
- Local Enterprise Partnerships
- Destination organisations
- Further and higher education institutions
- Public Health and Wellbeing Boards
- Clinical Commissioning Groups and other NHS bodies
- Other national strategic agencies
- Other public sector organisations

One of the not-for-profit organisations in the partnership will need to be nominated as the lead partner.

We positively welcome leadership from organisations from outside the cultural sector, but we expect that at least one arts, culture or heritage organisation is part of the partnership, and will ask for evidence that the partnership meaningfully includes the cultural sector more broadly.

# Section three – eligibility

## Who cannot apply?

Individuals; single organisations; partnerships led by for profit/ private organisations or companies

## What activity cannot be funded?

- Any activity outside of England
- Activities where the beneficiaries are predominantly outside of the defined 'place' for which funding is being sought
- Projects that aim to operate on a national scale
- Activities (including buying goods or services) or any part of the projects that have already started, been bought, ordered or contracted before we make a decision about your application. This is because we cannot fund activity retrospectively
- Costs that are already paid for by other income including your own funds or any other funding
- Large-scale capital work to buildings, cultural venues and other types of arts or heritage asset.

Other funding opportunities may be available for projects which are not a priority for Great Place funding – contact the Arts Council, Heritage Lottery Fund or Historic England for more information.

## Delivery timetable

Activities must start no earlier than **1 April 2017**

Funded activities must end no later than **31 March 2020**

Activities can be any length up to three years.

# Section three – eligibility

## Partnership agreements

One organisation must act as the lead organisation and submit the application. All partners must show a firm commitment to joint working through a partnership agreement or Memorandum of Understanding. If we decide to fund your project we will enter into a legally binding grant agreement with the lead organisation. This organisation must accept our terms and conditions of grant and will be solely accountable to us for all monitoring information, how all the money is spent and for the full and successful delivery of the project.

To be eligible to apply to this programme the partnership need not be separately constituted as an organisation. We will need you to make available copies of the governance documentation for the lead organisation only.

Successful partnerships will be able to demonstrate that they have the skill and capacity to deliver their project proposals, including:

- An understanding of the people, place and cultural assets where the proposed Great Place activities will be delivered.
- Knowledge and experience of working across the arts, culture and heritage sectors, with a wide range of stakeholders, including local people.
- A track record, within the partnership members, of delivering or being involved in activity that promotes arts, culture and heritage and placemaking, especially in the place where project activities will occur.
- A track record of working collaboratively and developing partnerships to achieve shared aims across the cultural sector.
- A clear vision for the value which will be added to the place from the activity for which support is being applied for, how it will contribute to the place in the next 3 years and beyond, and which stakeholders, partners or organisations need to be engaged to achieve this.
- A track record which can be significantly further developed, or robust and ambitious future plans, for partnership with organisations beyond the arts, culture and heritage sectors – with a clear indication of existing or likely commitment from those partners to ensure that culture is included in plans for the local area in the future.
- The partners, stakeholders and organisations will in large part be determined by the particular cultural, economic or social impact which is envisaged. For example, if the activity is to embed culture in plans for local economic growth then we would expect to see the application set out how the Local Enterprise Partnership, Higher Education and Further Education sector, and local Cultural Education Partnerships (where relevant), and destination organisations, would be engaged in the work.
- A commitment to diversity and equality.
- Robust project management, financial management, change control and reporting systems.

# Section four – what we will fund

This is an activities-based programme and we will not be funding any large-scale capital work e.g. building refurbishment or gallery re-fits. Some small-scale capital expenditure may be considered for support only if it is needed for the delivery of specific activities, e.g. creation of spaces for 'meanwhile' or 'pop-up' uses.

We anticipate that most of the Schemes we fund will deliver activities that fit into the following four broad areas:

## Talking to people

- Community-based discussions using evidence about current opportunities to engage with arts, culture and heritage and its impact, e.g. using Taking Part, the Heritage Lottery Fund/RSA Heritage Index to talk about the strengths, weaknesses and opportunities of arts and heritage assets and activities. These could be at everything from a city-region to a local authority scale.
- Holding a series of events that build or support new local networks that cut across sectors and organisational barriers – for example, between any or all of heritage, arts, health, education, civic and community organisations as well as local authorities and economic development and business groups.
- Help to make arts, culture and heritage a building block of long-term place strategy by holding discussions amongst local place-shaping forces: creative industries, civic entrepreneurs and social innovators

## Exploring new ideas

- Research the role of arts, culture and heritage in the local economy – not just tourism but businesses and industries where traditional strengths may still offer potential to meet local or export demand, partnering with universities where appropriate.
- Investigate the inter-relationship between cities and the surrounding rural hinterland – tourism, the role of landscape in flood protection, water quality, energy, food production, as well as recreation and cultural identity.



## Section four – what we will fund

- Investigate the relationship between cultural production and consumption, identifying opportunities to exploit and overcome barriers to this.
- Explore the potential for new models of governance and operation within the arts and heritage sectors, and seek to run short pilots of these.
- Commission artists to work with local communities to help them define their aspirations and vision, or to catalyse change.
- Work with museums and libraries to extend the partnership's reach into communities.
- Run public competitions to come up with new ideas for using and commemorating local cultural assets in different ways.
- Explore how to incorporate more about arts, culture and heritage in local educational provision, at all levels.
- Working with universities to explore how arts, culture and heritage can be better used to address social and economic priorities.

### Creating tools to realise step change

- Enable arts, culture and heritage organisations to work with commissioners in co-producing frameworks for social outcomes.
- Create new ways of recognising local culture, such as blue plaque schemes for significant historic sites, or digital catalogues of a place's artworks or collections.
- Involve the public in contributing to local arts, culture and heritage records/catalogues.
- Incorporate arts, culture and heritage data into local open data platforms.
- Better integrate culture into place marketing and branding, to attract tourism or investment.

### Building Capacity

- Encourage take-up of existing powers such as the Community Right to Bid, or the listing arts, culture and heritage assets as Assets of Community Value.
- Investigate options for transferring cultural assets to community ownership.
- Create opportunities for people to discover more about local arts and heritage and feed ideas into new DIY arts, culture or heritage projects.
- Provide funding for individual arts, culture and heritage activists to build their personal networks and skills.
- Audit local cultural organisations for skills, including digital communication and community engagement, and seek out local people with those skills; or add local resident representatives to project steering groups and boards of arts or heritage organisations.

## Section four – what we will fund

- Develop regional, England-wide, cross-UK or international partnerships.
- Partnership building that levers in investment from other public funders.

These events and activities could make use of heritage and arts buildings by opening them up to temporary exhibits and activities. But they could also take place in shopping centres, cafés or bars, sports centres or stadia – wherever people live, work and play.

We expect that activity leading to more opportunities to engage with arts, culture and heritage will lead to new commissions of cultural work, which will be designed to deliver the

outcomes of the Scheme (see Section five). Your plans should also explain how you will incorporate and use social media.

We will work with participants in the Great Place Scheme to capture the learning that emerges and will expect you to work with us to disseminate this. We will discuss this with participants in the Scheme

### Resources – Heritage Lottery Fund

In the last two years Heritage Lottery Fund and the RSA have been carrying out research looking into the connections between heritage, identity and place. Many outputs from this work are already available, with more published in autumn 2016. The following can be found on the [research web page](#) and will be useful for applicants looking to develop their Schemes:

- The [Heritage Index](#) is a key tool for places to use in developing Great Place applications and as a starting place for project activities that are funded through the programme.

- There are 30 blogs on the [RSA Heritage, Identity and Place](#) research web-site that provide ideas and accounts of activities.
- You could connect with your [local heritage ambassador](#), an RSA network of volunteers who want to help bring together heritage conversations at the local level.

# Section four – what we will fund

## Resources – Arts Council England

In the last few years, the Arts Council has delivered a number of strategic funding programmes which have supported local partners to invest in a place-based way to strengthen and grow the arts and cultural sector, and to increase the value that it adds to local, regional and national life. There is a wealth of developing practice to help inform your thinking.

- [Ambition for Excellence](#) – aims to contribute to the development of strong cultural places. A number of places across England are being supported to deliver innovative cultural programmes, initiatives and events.
- [Creative People and Places](#) – supporting 21 places across England where cultural engagement has been lower than elsewhere, innovative cross-sectoral partnerships are taking a bottom-up approach to increasing cultural opportunity. The participating partnerships are sharing their learning with each other and with the other places.
- [Cultural Destinations](#) – 10 partnerships between the tourism and cultural sectors across England have received investment to grow culture's contribution to the visitor economy.
- [Creative Local Growth Fund](#) – the Arts Council has provided match funding for European Structural and Investment Funds to 9 projects across the country who are investing in culture to drive economic growth. Partnerships include universities, business support partnerships, Local Enterprise Partnerships as well as arts and cultural organisations.

- [Cultural Commissioning programme](#) – this programme seeks to build capacity in the arts and cultural sector to secure commissions to deliver outcomes in health, well-being and social care. The programme supports innovative practice and partnerships, and shares good practice.
- [Enterprising Libraries](#) – this fund provided investment to public libraries to provide business support, building on their role as community hubs, helping local economic growth and supporting social mobility.

The Arts Council commissions and publishes a wealth of [research into the arts and cultural sector](#) and its social and economic impact. Applicants from rural areas may wish to consider the [Arts Council's Rural Data and Evidence Review](#).

In addition, there are key datasets published by the Department for Culture, Media and Sport.

- [Taking Part](#) is a regular survey which collects data on participation across a range of sectors including the arts, museums, libraries and heritage. It provides data relating to reasons for participating and not participating, barriers to participation and frequency of participation, as well as social capital, volunteering, and the socio-economic status and demography of respondents.
- [Creative Industries Economic Estimates](#) – information on the economic contribution of the creative industries – including the arts, culture and heritage – with reference to gross value added, exports, employment, number of businesses.

# Section four – what we will fund

## Resources – Historic England

Earlier this year Historic England launched its Heritage Action Zone initiative. Through this range of resources and expertise we seek to achieve sustainable economic growth in historic places. Each Heritage Action Zone will be tailored to local circumstances and will be delivered in partnership between the local authority, Historic England and other relevant organisations. We expect some Heritage Action Zones to complement the Great Place Scheme.

Through Heritage Action Zones, Historic England will use its skills, experience and resources by pulling together its services which could include:

- Support for research into understanding the heritage importance of a place, which could lead to identifying the need for additional protection measures;
- Enhancement of existing listing descriptions that clarify how change can be managed; support in using effectively other tools for managing development such as Local Listed Building Consent Orders;
- Specialist advice ranging from legal support for projects tackling Heritage at Risk, to technical advice from our Expert Advisory Group; and
- Funding which could be used for specific area-based schemes or as a contribution towards a post to coordinate and deliver the above described range of potential projects.

Visit [Heritage Action Zones](#) for further details.

# Section five – the difference we want to make

We understand that every place is different; local context and flavour is at the heart of the Great Place Scheme. We want to support projects which respond to these individual needs and desires and make a real difference to life in the local area. But to measure the impact of our investment, each project that we fund must provide a 'return'. We will aim to secure this return by asking you and your project to deliver the outcomes below which we see as characteristic of how culture makes a Great Place. The proposed outputs of your Scheme should indicate how you will achieve them. Our evaluation of the programme and individual Schemes will assess the success of each Scheme in terms of these outcomes.

## **With our investment, everyone has the opportunity to experience and to be inspired by arts, culture and heritage**

There will be more people engaging with, experiencing and being inspired by the arts, culture and heritage around them. Audiences will be more diverse than before your project. Changes will have come about as a direct result of your project, particularly your audience development work and community consultation, by collecting and analysing information about the people who engage with your arts, culture and heritage – and those who don't – before, during and after your project.

## **With our investment your local area/ community will be a better place to live, work or visit**

Local residents will have a better quality of life and overall the area will be more attractive. As a result of increasing opportunities for local people to engage with the arts, culture and heritage around them, residents will report that they feel greater pride in the local area and/or have a stronger sense

of belonging. You will be able to demonstrate that the new partnerships you forge and the activities you undertake have a clear social impact – whether upon health and well-being, community cohesion, educational outcomes, or another local policy priority. You will be able to engage key partners such as health and well-being boards, clinical commissioning groups, schools, further and higher education institutions, local authorities, community and voluntary sector and others as appropriate.

## **With our investment your local economy will be boosted**

You will be able to demonstrate that you have contributed to growth in tourism, the creative industries or as an attraction for inward investment. There will be additional income for existing local businesses and/or there will be new businesses in your local area. You will be able to show that local businesses have benefited from the Great Place Scheme. This will be because you spent your grant locally, or because you encouraged more tourism visits to or a broader cultural offering in the local area, helped commercialise cultural products,

# Section five – the difference we want to make

supported start-ups or growing SMEs, or because you provided new premises for businesses that moved into the area or expanded their operations within it. You will be able to demonstrate that you have engaged key partners like Local Enterprise Partnerships and destination organisations.

## **With our investment arts, culture, heritage and other local organisations will be more resilient**

Local arts, culture and heritage organisations, alongside those from related sectors, will have greater capacity to meet challenges and to adapt to changing circumstances to give them a secure future. They will achieve this greater resilience through stronger governance and greater local involvement; increased management and staff skills; fresh sources of expertise and advice; and by working in partnership to share services, staff and resources.

## **With our investment arts, culture and heritage organisations will have built sustainable partnerships with other sectors, agencies and organisations in the local area, and culture will be reflected in local plans and strategies**

To deliver the outcomes of this programme you will not only make a difference to your local area, but also embed the necessary partnerships beyond the arts, culture and heritage sector in the long term, and see a clear role for culture reflected in local plans and strategies. We will need to see evidence of how culture relates to the key local plans and strategies relevant to your activity, and of how partners' commitment will be secured and sustained.

# Section six – how to apply

## Talking to us about your application – the Expression of Interest form

Once you have read the guidance and started to think about your application, you must speak with an Arts Council England or Heritage Lottery Fund officer in the area where your Great Place Scheme project will be located. To make contact with your relevant officer, please visit [the programme website](#).

We require all prospective applicants to submit an expression of interest form. This brief form (500 words maximum) will outline your project ideas, timescales and identify how much funding you might require. We only require outline information at this stage, but you should cover the following:

- The place where you hope to locate your project.
- The key social and economic priorities as set out by stakeholders and local leaders in that place.
- The range of activity that you seek to deliver to contribute to these priorities.
- How your activity will seek to embed arts, culture and heritage into the vision and plans for the place where your project will be delivered, the partners you will seek to work with and influence, and the extent of their commitment to your plans and to culture.

- Membership of your partnership and how other arts, culture and heritage partners/stakeholders will be involved in project leadership and delivery.
- Plans for how you will finance and manage your Great Place Scheme project.
- Who you have discussed your project with from Arts Council England or Heritage Lottery Fund

Once the **6 October** deadline for Expression of Interest forms has passed, we will adopt a sift approach to identify those projects which we think have the ability to deliver against the five Great Place Scheme outcomes (**see pages 18-19**).

If we believe that your project does have potential, we will invite you to make a full application. .

# Section six – how to apply

## Submit a full application form

The Great Place Scheme application form will be a maximum of 6,500 words, divided into three sections:

- Meeting the brief – the potential of the project to strengthen **networked arts and heritage** within your place, leading to a more prominent role for culture in meeting local social and economic priorities and achieving the five programme outcomes (3,000 words)
- Project management (2,000 words)
- Financial viability (1,500 words).

You do not need to use the full word count if you do not feel it is necessary. Use the criteria/prompts in Section seven of this guidance to help you structure your proposal.

The online application form will be available from **1 November 2016. Applications must be submitted by midday on 12 January 2017.**

Applications submitted after this time will not be considered. We will not be able to read or provide written comment on draft applications. It is your responsibility to develop and write the application, including what you feel to be all the relevant information. We cannot guarantee success for any applicant.



# Section six – how to apply

## Attachments

You must upload the following mandatory attachments with your full application. The combined limit on file size for all the attachments taken together is 10 megabytes and 10 items.

<b>Detailed budget</b>	A detailed budget for the Great Place Scheme project, showing proposed income and expenditure (as an Excel sheet or similar)
<b>Work plan</b>	A work plan for the proposed project, including milestones and key review dates
<b>Financial statements</b>	Financial statements for your partnership's lead organisation showing previous financial year, prepared to the relevant legal standard
<b>Management accounts</b>	The latest management accounts for your lead organisation
<b>Governance documents</b>	The governance documents for your lead organisation
<b>List of partner organisations with contact details</b>	A list of all partner organisations giving their organisation names, address information and contact details for a main contact person

### You may also upload the following optional attachments

Up to three other relevant attachments e.g. letters of support from local community groups. These must each be a maximum of five pages in length.

## Section six – how to apply

We will use the information you give us in your application form and any attachments to decide whether your application is eligible and whether we will offer you funding to deliver your Great Place

Scheme. If your application does not contain the information we need in the format we ask for we might not be able to consider it. After you have read this guidance, if you have any further questions

### Help with your application

We are committed to being open and want to make the Great Place scheme application process accessible to everyone. If you experience any barriers within the application process, require help

to make an application, or simply have any further questions which aren't answered above, please contact us.

<https://www.greatplacescheme.org/contact-us>

### After you submit your full Great Place scheme application

You will receive an acknowledgement email confirming that we have received your application. This will be sent to the email address which you used to send in the application.

is not eligible, this means that we cannot process it any further and it will not be considered for funding. If your application is not eligible we will write to let you know and will explain our decision.

We will conduct an eligibility check after your application has been submitted. If your application

# Section seven – how we will make our decision

We will check your application to ensure that you have provided all the information we have requested and taken account of the feedback provided to your Expression of Interest. We will then make our decision based on the information you provide in your application, any further information that we request and, where relevant, data and information from the Charity Commission and Companies House websites relating to your lead organisation's constitution and financial statements from the past two years.

We will assess each application against the following criteria, using the assessment prompts below:

## Criteria

**Meeting the brief** - the potential of the application to strengthen **networked arts, culture and heritage** within the place, leading to a more prominent role for culture in meeting local social and economic priorities (word count: up to **3,000** words):

- An understanding of the people, place and arts, cultural and heritage assets where the proposed Great Place activities will be delivered
- Knowledge and experience of working across the cultural sector, with a wide range of stakeholders (including local people)
- A track record, within the partnership members, of delivering or being involved in activity that promotes arts, heritage and placemaking, especially in the place where project activities will occur
- A track record of working collaboratively and developing partnerships to achieve shared aims, both within the arts and heritage sectors and beyond
- Your plans to deliver activity and the extent that this will achieve the five outcomes of the Great Place Scheme
- An understanding of the context you are operating in locally, and how you will secure and sustain appropriate partnerships which will embed arts, culture and heritage in local plans and strategies

# Section seven – how we will make our decision

## **Project management** (word count: up to **2,000** words):

- Demonstration of the capacity to deliver the proposed programme across the partnership
- Quality and range of the partnership
- Demonstration of the existing level of involvement of cultural sector in local place-shaping strategies
- Appropriate governance arrangements in place and/or planned, including how partners are engaged
- Demonstration of how equality and accessibility will be addressed

## **Financial viability** (word count: up to **1,500** words):

- Financial viability of the lead applicant, and of the project
- Demonstration of appropriateness of proposed budget
- Cash investment or in-kind support, in addition to the minimum 10% cash contribution

## Decision making

Once we have assessed your application and a recommendation has been made whether to fund it, we will make our decision. To do this we will consider how strongly your activity scored against our criteria, and we will also consider your activity alongside other applications on the following balancing criteria:

- Geographical location and urban/rural focus
- Balance across types of activity, the social, cultural and economic value to be added by activity, and the form and membership of delivery partnerships

- Equality and diversity – e.g. the diversity of those delivering the proposed activity, the proposed reach of the activity in terms of participants, and the extent to which the proposed activity can promote equality of opportunity

These balancing criteria will be used to ensure a good spread of Great Place Scheme projects – both in terms of geography and proposed activities/ approach - and to differentiate between a number of proposals that are all considered strong.

We will aim to notify applicants of our decision no later than **31 March 2017**.

# Section eight – other information about your application

## Complaints

If you are not happy with the way we have dealt with your application, please contact us and we will discuss this with you. If you are still unhappy, you can ask us for a copy of our complaints procedure. Details can be found [here](#):

[Arts Council England](#) / [Heritage Lottery Fund](#) / [Historic England](#)

Please note that you can only complain if you believe we have not followed our published procedures when assessing your Great Place Scheme application. You cannot appeal against the decision.

## Freedom of Information and Data Protection

We are committed to being open about the way we will use any information you give us as part of your application. We work within the Freedom of Information Act 2000 and the Data Protection Act 1998.

When you submit your declaration with your application form you are confirming that you understand our obligations under these Acts.

## Receiving a grant

If you are awarded a grant, you will need to:

- Comply with our terms of grant.
- Acknowledge National Lottery support using a grantees' acknowledgement logo. We will give you guidance on this and can provide some acknowledgement materials free of charge.

- Give us the right to use any images you provide us with. You must get all the permissions required before you use them or send them to us.

If you are successful in receiving a grant, we will give you more detailed information on our approach to project monitoring, grant payment, buying works and services and evaluation in a separate guidance note.

**Great  
Place  
Scheme**

Great Place Scheme  
Heritage Lottery Fund  
7 Holbein Place  
London  
SW1W 8NR

Email  
[contact@greatplacescheme.org.uk](mailto:contact@greatplacescheme.org.uk)



# Great Place Scheme

Grants between £500,000 and £1,500,000

Guidance for applicants in England



**ARTS COUNCIL  
ENGLAND**



Historic England

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# Summary of key information

## What is the focus of the Great Place Scheme?

The aim of the Great Place Scheme is to put arts, culture and heritage at the heart of the local vision for 12 places across England, making a step change in the contribution of culture in those areas, and embedding them in the places' plans for the future. Four of the places will be rural. It will fund projects in areas where there is already a strong local partnership approach and a commitment to embed arts, culture and heritage as a core part of local plans, policies and strategies – cementing partnerships across the public, private and voluntary sectors.

By strengthening the networks between arts, culture and heritage, civic and community organisations, and by involving citizens, projects will enhance the role that culture plays in the future of each place participating in the Scheme. In time this will lead to the social and economic benefits that arts, culture and heritage can achieve. We refer to this as networked arts and heritage.

This is a pilot scheme. It will fund activities which can be built on in the future, and whose learning can be shared with other places. See below for more detail on who and what we expect to fund.

## Who can apply?

Partnerships led by a not-for-profit organisation.  
**See below (Section three) for more details.**

## Who cannot apply?

Individuals; single organisations; partnerships led by for profit/private organisations or companies .

## What is the deadline for expressions of interest?

**Midday 6 October 2016**

# Summary of key information

**What is the deadline for applications?**

**Midday 12 January 2017**

**How much can be applied for in one application?**

Between £500,000 and £1,500,000.

**When must the activity take place?**

Activities must start no earlier than **1 April 2017**. Funded activities must end no later than **31 March 2020**.

**Minimum match funding from other sources**

10% - this must be a cash contribution. In-kind contributions will not be eligible as match funding.

To demonstrate a broad base of support for the project, we would expect this contribution to be drawn from more than one source/ organisation within the partnership.

**When will we make our decision?**

We will aim to notify applicants of our decision no later than **31 March 2017**

# Section one – introduction

## Welcome

Thank you for your interest in the Great Place Scheme, which is being delivered in partnership by Arts Council England, the Heritage Lottery Fund and Historic England. This guidance gives you information on how to apply for funding and outlines what we will fund.

## About the Great Place Scheme

The Great Place Scheme is one part of the Government's Culture White Paper - the first comprehensive Government strategy for the cultural sector in more than fifty years. The ideas and proposals in the White Paper aim to boost access to arts, culture and heritage, to help improve social mobility and increase life chances across the country.

Each year, Arts Council England, the Heritage Lottery Fund and Historic England invest in and enable projects which have positive impacts on

educational attainment, health and well-being inclusion, and community cohesion – creating jobs, developing skills and boosting local economies in a huge number of places.

However, realising the full potential of this investment relies on a wide range of local partners having an understanding of how arts, culture and heritage can – and often already do – support the achievement of their area's strategic objectives. This understanding needs to be factored into their planning and investment decisions from the outset.

### Our ambition for this programme is to support local areas to:

- **Inspire a vision of how culture can change your place** – how the arts, culture and heritage create a sense of place, build social capital, grow local economies and align to local plans for cultural education, making for prosperous, healthy and cohesive communities; and how they can help us to think through change, by bringing communities, people and organisations together.
- **Connect culture with new partners to help change places for the better** – arts, culture and heritage organisations, citizens, civic leaders, community groups, Local Cultural Education Partnerships, schools, education and youth work settings, public agencies and authorities and businesses - at all levels – working together to form strong, sustainable partnerships.

# Section one – introduction

- **Incorporate a vision for culture into ambitions for your place** – develop new ideas for making better use of arts, culture and heritage, into the emerging social, economic and spatial plans for a local area, supported by the relevant partners
- **Build and share learning** – develop new ideas for cultural projects in unusual settings, pilot new activity and form new partnerships, changing the places participating in the Great Place Scheme, and inspiring similar activity across the rest of England and the UK as a whole.

As well as finding new ways to work, we want to see local partnerships building Great Places where arts, culture and heritage make a real difference – see Section five. You will need a clear vision of the difference you want to make for communities in your area.

**This guidance is for the operation of the Great Place Scheme in England. We expect versions of the Scheme to operate in Wales, Scotland and Northern Ireland, with separate guidance for these nations.**

## About Arts Council England

Arts Council England champions, develops and invests in artistic and cultural experiences that enrich people's lives. Arts Council England supports a range of activities across the arts, museums and libraries – from theatre to digital art, reading to dance, music to literature, and crafts to collections.

Great art and culture inspires us, brings us together and teaches us about ourselves and the world around us. In short, it makes life better. Between 2015 and 2018, Arts Council England plan to invest £1.1 billion of public money from government and an estimated £700 million from the National Lottery to help create these experiences for as many people as possible across the country.

For more information visit [www.artscouncil.org.uk](http://www.artscouncil.org.uk)

# Section one – introduction

## About the Heritage Lottery Fund

From the archaeology under our feet to the historic parks we love, from precious memories to rare wildlife, the Heritage Lottery Fund uses money raised by National Lottery players to help people across the UK explore, enjoy and protect the heritage they care about. The Heritage Lottery Fund is the largest dedicated funder of heritage in the UK, and has awarded over £7billion to over 40,000 projects since 1994.

Heritage includes many different things from the past that we value and want to pass on to the future including: historic buildings and sites; natural heritage; objects and sites linked to the UK's industrial, maritime and transport history; museums, libraries and archives; cultures and memories; and community heritage. HLF invests in the full breadth of the UK's heritage and aims to make a lasting difference for heritage and people.

For more information visit [www.hlf.org.uk](http://www.hlf.org.uk)

## About Historic England

Historic England is the public body that looks after England's historic environment. We support historic places, by helping people to understand, value and care for them. We do this by: Championing the values of historic places; Identifying and protecting our heritage; Supporting and guiding change; Sharing understanding of historic places; and, providing national expertise at a local level.

Many of our historic places are at risk, and last year we provided £13 million in grants to help reduce heritage assets at risk.

For more information visit [www.historicengland.org.uk](http://www.historicengland.org.uk)

Throughout this guidance references to 'culture' and 'arts and heritage' include the full range of activities and assets funded or supported by Arts Council England, Heritage Lottery Fund and Historic England.

# Section two – purpose of the Great Place Scheme

## Aims

The Great Place Scheme will enable cultural organisations to make a step-change in how they work together, and with other organisations in other sectors, in order that arts, culture and heritage contribute more to meeting local social and economic objectives.

## What will the Great Place Scheme do?

The Great Place Scheme will invest in 12 places across England to achieve the following:

- Build on existing strengths within the local arts, culture and heritage sectors in order to maximise their positive cultural, social and economic contribution.
- Build new partnerships to realise this contribution and to lever resources into the sector to support that.

- Develop these partnerships so that the contribution of the sector is recognised in and supported by long-term plans and strategies for the area – for instance, the Joint Health and Wellbeing Strategy, the Local Enterprise Partnership's Strategic Economic Plan, or destination management plans.

The Scheme will enable 12 places across England to put culture at the heart of the future vision for their area. The successful places will be able to access investment, advice and guidance from the national development agencies and National Lottery funders for arts, culture and heritage - Arts Council England, Heritage Lottery Fund, and Historic England.

## How much funding is available?

You can apply for between £500,000 and £1,500,000 for activity to be delivered over a period of up to three years.

The application process has one round only, but you must submit an Expression of Interest before completing an application form. See **pages 3-4** for deadlines.

# Section two – purpose of the Great Place Scheme

## Geographic focus

The Great Place Scheme is a pilot. In England we aim to support successful applicants from 12 places to participate in the Scheme, including four rural areas. For the purposes of the Great Place Scheme a local area can apply as a rural area if the benefits accrue to a population where at least 70% of the intended beneficiaries live in a local authority area or areas defined as rural by Defra/Office for National Statistics.

You will need to provide evidence of how your area meets the [rural definition](#).

We invite you to think creatively about the geographies that you could serve. This might be across more than one district council area, a county-wide approach, or the relationship between an urban area and those living in its rural hinterland. Boundaries need not be contiguous.

You will need to determine the scale and the geographic boundaries of the 'place' where your project will be delivered. You should make a case in your application for why the geography you have chosen is relevant and meaningful in the light of the ambitions of the Great Place Scheme. The scale of a place should be defined using local authority boundaries but could be:

- A city-region
- A combined authority
- A single local authority area – unitary, lower or upper tier
- A grouping of local authority areas
- A Local Enterprise Partnership area
- A grouping of civil parish areas

# Section three – eligibility

Please read the eligibility requirements for the Great Place Scheme carefully. If you do not meet these requirements we will be unable to consider your application for funding.

## Who can apply?

Partnerships including (but not limited to):

- Arts organisations
- Museums and libraries
- Historic environment and natural heritage organisations
- Community / voluntary groups
- Social enterprises
- Commercial businesses
- Unitary, upper and lower tier local authorities
- A combined authority with a devolved powers agreement
- Parish councils
- Local Enterprise Partnerships
- Destination organisations
- Further and higher education institutions
- Public Health and Wellbeing Boards
- Clinical Commissioning Groups and other NHS bodies
- Other national strategic agencies
- Other public sector organisations

One of the not-for-profit organisations in the partnership will need to be nominated as the lead partner.

We positively welcome leadership from organisations from outside the cultural sector, but we expect that at least one arts, culture or heritage organisation is part of the partnership, and will ask for evidence that the partnership meaningfully includes the cultural sector more broadly.



# Section three – eligibility

## Who cannot apply?

Individuals; single organisations; partnerships led by for profit/ private organisations or companies

## What activity cannot be funded?

- Any activity outside of England
- Activities where the beneficiaries are predominantly outside of the defined 'place' for which funding is being sought
- Projects that aim to operate on a national scale
- Activities (including buying goods or services) or any part of the projects that have already started, been bought, ordered or contracted before we make a decision about your application. This is because we cannot fund activity retrospectively
- Costs that are already paid for by other income including your own funds or any other funding
- Large-scale capital work to buildings, cultural venues and other types of arts or heritage asset.

Other funding opportunities may be available for projects which are not a priority for Great Place funding – contact the Arts Council, Heritage Lottery Fund or Historic England for more information.

## Delivery timetable

Activities must start no earlier than **1 April 2017**

Funded activities must end no later than **31 March 2020**

Activities can be any length up to three years.

# Section three – eligibility

## Partnership agreements

One organisation must act as the lead organisation and submit the application. All partners must show a firm commitment to joint working through a partnership agreement or Memorandum of Understanding. If we decide to fund your project we will enter into a legally binding grant agreement with the lead organisation. This organisation must accept our terms and conditions of grant and will be solely accountable to us for all monitoring information, how all the money is spent and for the full and successful delivery of the project.

To be eligible to apply to this programme the partnership need not be separately constituted as an organisation. We will need you to make available copies of the governance documentation for the lead organisation only.

Successful partnerships will be able to demonstrate that they have the skill and capacity to deliver their project proposals, including:

- An understanding of the people, place and cultural assets where the proposed Great Place activities will be delivered.
- Knowledge and experience of working across the arts, culture and heritage sectors, with a wide range of stakeholders, including local people.
- A track record, within the partnership members, of delivering or being involved in activity that promotes arts, culture and heritage and placemaking, especially in the place where project activities will occur.
- A track record of working collaboratively and developing partnerships to achieve shared aims across the cultural sector.
- A clear vision for the value which will be added to the place from the activity for which support is being applied for, how it will contribute to the place in the next 3 years and beyond, and which stakeholders, partners or organisations need to be engaged to achieve this.
- A track record which can be significantly further developed, or robust and ambitious future plans, for partnership with organisations beyond the arts, culture and heritage sectors – with a clear indication of existing or likely commitment from those partners to ensure that culture is included in plans for the local area in the future.
- The partners, stakeholders and organisations will in large part be determined by the particular cultural, economic or social impact which is envisaged. For example, if the activity is to embed culture in plans for local economic growth then we would expect to see the application set out how the Local Enterprise Partnership, Higher Education and Further Education sector, and local Cultural Education Partnerships (where relevant), and destination organisations, would be engaged in the work.
- A commitment to diversity and equality.
- Robust project management, financial management, change control and reporting systems.

# Section four – what we will fund

This is an activities-based programme and we will not be funding any large-scale capital work e.g. building refurbishment or gallery re-fits. Some small-scale capital expenditure may be considered for support only if it is needed for the delivery of specific activities, e.g. creation of spaces for 'meanwhile' or 'pop-up' uses.

We anticipate that most of the Schemes we fund will deliver activities that fit into the following four broad areas:

## Talking to people

- Community-based discussions using evidence about current opportunities to engage with arts, culture and heritage and its impact, e.g. using Taking Part, the Heritage Lottery Fund/RSA Heritage Index to talk about the strengths, weaknesses and opportunities of arts and heritage assets and activities. These could be at everything from a city-region to a local authority scale.
- Holding a series of events that build or support new local networks that cut across sectors and organisational barriers – for example, between any or all of heritage, arts, health, education, civic and community organisations as well as local authorities and economic development and business groups.
- Help to make arts, culture and heritage a building block of long-term place strategy by holding discussions amongst local place-shaping forces: creative industries, civic entrepreneurs and social innovators

## Exploring new ideas

- Research the role of arts, culture and heritage in the local economy – not just tourism but businesses and industries where traditional strengths may still offer potential to meet local or export demand, partnering with universities where appropriate.
- Investigate the inter-relationship between cities and the surrounding rural hinterland – tourism, the role of landscape in flood protection, water quality, energy, food production, as well as recreation and cultural identity.

## Section four – what we will fund

- Investigate the relationship between cultural production and consumption, identifying opportunities to exploit and overcome barriers to this.
- Explore the potential for new models of governance and operation within the arts and heritage sectors, and seek to run short pilots of these.
- Commission artists to work with local communities to help them define their aspirations and vision, or to catalyse change.
- Work with museums and libraries to extend the partnership's reach into communities.
- Run public competitions to come up with new ideas for using and commemorating local cultural assets in different ways.
- Explore how to incorporate more about arts, culture and heritage in local educational provision, at all levels.
- Working with universities to explore how arts, culture and heritage can be better used to address social and economic priorities.

### Creating tools to realise step change

- Enable arts, culture and heritage organisations to work with commissioners in co-producing frameworks for social outcomes.
- Create new ways of recognising local culture, such as blue plaque schemes for significant historic sites, or digital catalogues of a place's artworks or collections.
- Involve the public in contributing to local arts, culture and heritage records/catalogues.
- Incorporate arts, culture and heritage data into local open data platforms.
- Better integrate culture into place marketing and branding, to attract tourism or investment.

### Building Capacity

- Encourage take-up of existing powers such as the Community Right to Bid, or the listing arts, culture and heritage assets as Assets of Community Value.
- Investigate options for transferring cultural assets to community ownership.
- Create opportunities for people to discover more about local arts and heritage and feed ideas into new DIY arts, culture or heritage projects.
- Provide funding for individual arts, culture and heritage activists to build their personal networks and skills.
- Audit local cultural organisations for skills, including digital communication and community engagement, and seek out local people with those skills; or add local resident representatives to project steering groups and boards of arts or heritage organisations.

## Section four – what we will fund

- Develop regional, England-wide, cross-UK or international partnerships.
- Partnership building that levers in investment from other public funders.

These events and activities could make use of heritage and arts buildings by opening them up to temporary exhibits and activities. But they could also take place in shopping centres, cafés or bars, sports centres or stadia – wherever people live, work and play.

We expect that activity leading to more opportunities to engage with arts, culture and heritage will lead to new commissions of cultural work, which will be designed to deliver the

outcomes of the Scheme (see Section five). Your plans should also explain how you will incorporate and use social media.

We will work with participants in the Great Place Scheme to capture the learning that emerges and will expect you to work with us to disseminate this. We will discuss this with participants in the Scheme

### Resources – Heritage Lottery Fund

In the last two years Heritage Lottery Fund and the RSA have been carrying out research looking into the connections between heritage, identity and place. Many outputs from this work are already available, with more published in autumn 2016. The following can be found on the [research web page](#) and will be useful for applicants looking to develop their Schemes:

- The [Heritage Index](#) is a key tool for places to use in developing Great Place applications and as a starting place for project activities that are funded through the programme.

- There are 30 blogs on the [RSA Heritage, Identity and Place](#) research web-site that provide ideas and accounts of activities.
- You could connect with your [local heritage ambassador](#), an RSA network of volunteers who want to help bring together heritage conversations at the local level.

# Section four – what we will fund

## Resources – Arts Council England

In the last few years, the Arts Council has delivered a number of strategic funding programmes which have supported local partners to invest in a place-based way to strengthen and grow the arts and cultural sector, and to increase the value that it adds to local, regional and national life. There is a wealth of developing practice to help inform your thinking.

- [Ambition for Excellence](#) – aims to contribute to the development of strong cultural places. A number of places across England are being supported to deliver innovative cultural programmes, initiatives and events.
- [Creative People and Places](#) – supporting 21 places across England where cultural engagement has been lower than elsewhere, innovative cross-sectoral partnerships are taking a bottom-up approach to increasing cultural opportunity. The participating partnerships are sharing their learning with each other and with the other places.
- [Cultural Destinations](#) – 10 partnerships between the tourism and cultural sectors across England have received investment to grow culture's contribution to the visitor economy.
- [Creative Local Growth Fund](#) – the Arts Council has provided match funding for European Structural and Investment Funds to 9 projects across the country who are investing in culture to drive economic growth. Partnerships include universities, business support partnerships, Local Enterprise Partnerships as well as arts and cultural organisations.

- [Cultural Commissioning programme](#) – this programme seeks to build capacity in the arts and cultural sector to secure commissions to deliver outcomes in health, well-being and social care. The programme supports innovative practice and partnerships, and shares good practice.
- [Enterprising Libraries](#) – this fund provided investment to public libraries to provide business support, building on their role as community hubs, helping local economic growth and supporting social mobility.

The Arts Council commissions and publishes a wealth of [research into the arts and cultural sector](#) and its social and economic impact. Applicants from rural areas may wish to consider the [Arts Council's Rural Data and Evidence Review](#).

In addition, there are key datasets published by the Department for Culture, Media and Sport.

- [Taking Part](#) is a regular survey which collects data on participation across a range of sectors including the arts, museums, libraries and heritage. It provides data relating to reasons for participating and not participating, barriers to participation and frequency of participation, as well as social capital, volunteering, and the socio-economic status and demography of respondents.
- [Creative Industries Economic Estimates](#) – information on the economic contribution of the creative industries – including the arts, culture and heritage – with reference to gross value added, exports, employment, number of businesses.

# Section four – what we will fund

## Resources – Historic England

Earlier this year Historic England launched its Heritage Action Zone initiative. Through this range of resources and expertise we seek to achieve sustainable economic growth in historic places. Each Heritage Action Zone will be tailored to local circumstances and will be delivered in partnership between the local authority, Historic England and other relevant organisations. We expect some Heritage Action Zones to complement the Great Place Scheme.

Through Heritage Action Zones, Historic England will use its skills, experience and resources by pulling together its services which could include:

- Support for research into understanding the heritage importance of a place, which could lead to identifying the need for additional protection measures;
- Enhancement of existing listing descriptions that clarify how change can be managed; support in using effectively other tools for managing development such as Local Listed Building Consent Orders;
- Specialist advice ranging from legal support for projects tackling Heritage at Risk, to technical advice from our Expert Advisory Group; and
- Funding which could be used for specific area-based schemes or as a contribution towards a post to coordinate and deliver the above described range of potential projects.

Visit [Heritage Action Zones](#) for further details.

# Section five – the difference we want to make

We understand that every place is different; local context and flavour is at the heart of the Great Place Scheme. We want to support projects which respond to these individual needs and desires and make a real difference to life in the local area. But to measure the impact of our investment, each project that we fund must provide a 'return'. We will aim to secure this return by asking you and your project to deliver the outcomes below which we see as characteristic of how culture makes a Great Place. The proposed outputs of your Scheme should indicate how you will achieve them. Our evaluation of the programme and individual Schemes will assess the success of each Scheme in terms of these outcomes.

## **With our investment, everyone has the opportunity to experience and to be inspired by arts, culture and heritage**

There will be more people engaging with, experiencing and being inspired by the arts, culture and heritage around them. Audiences will be more diverse than before your project. Changes will have come about as a direct result of your project, particularly your audience development work and community consultation, by collecting and analysing information about the people who engage with your arts, culture and heritage – and those who don't – before, during and after your project.

## **With our investment your local area/ community will be a better place to live, work or visit**

Local residents will have a better quality of life and overall the area will be more attractive. As a result of increasing opportunities for local people to engage with the arts, culture and heritage around them, residents will report that they feel greater pride in the local area and/or have a stronger sense

of belonging. You will be able to demonstrate that the new partnerships you forge and the activities you undertake have a clear social impact – whether upon health and well-being, community cohesion, educational outcomes, or another local policy priority. You will be able to engage key partners such as health and well-being boards, clinical commissioning groups, schools, further and higher education institutions, local authorities, community and voluntary sector and others as appropriate.

## **With our investment your local economy will be boosted**

You will be able to demonstrate that you have contributed to growth in tourism, the creative industries or as an attraction for inward investment. There will be additional income for existing local businesses and/or there will be new businesses in your local area. You will be able to show that local businesses have benefited from the Great Place Scheme. This will be because you spent your grant locally, or because you encouraged more tourism visits to or a broader cultural offering in the local area, helped commercialise cultural products,



# Section five – the difference we want to make

supported start-ups or growing SMEs, or because you provided new premises for businesses that moved into the area or expanded their operations within it. You will be able to demonstrate that you have engaged key partners like Local Enterprise Partnerships and destination organisations.

## **With our investment arts, culture, heritage and other local organisations will be more resilient**

Local arts, culture and heritage organisations, alongside those from related sectors, will have greater capacity to meet challenges and to adapt to changing circumstances to give them a secure future. They will achieve this greater resilience through stronger governance and greater local involvement; increased management and staff skills; fresh sources of expertise and advice; and by working in partnership to share services, staff and resources.

## **With our investment arts, culture and heritage organisations will have built sustainable partnerships with other sectors, agencies and organisations in the local area, and culture will be reflected in local plans and strategies**

To deliver the outcomes of this programme you will not only make a difference to your local area, but also embed the necessary partnerships beyond the arts, culture and heritage sector in the long term, and see a clear role for culture reflected in local plans and strategies. We will need to see evidence of how culture relates to the key local plans and strategies relevant to your activity, and of how partners' commitment will be secured and sustained.

# Section six – how to apply

## Talking to us about your application – the Expression of Interest form

Once you have read the guidance and started to think about your application, you must speak with an Arts Council England or Heritage Lottery Fund officer in the area where your Great Place Scheme project will be located. To make contact with your relevant officer, please visit [the programme website](#).

We require all prospective applicants to submit an expression of interest form. This brief form (500 words maximum) will outline your project ideas, timescales and identify how much funding you might require. We only require outline information at this stage, but you should cover the following:

- The place where you hope to locate your project.
- The key social and economic priorities as set out by stakeholders and local leaders in that place.
- The range of activity that you seek to deliver to contribute to these priorities.
- How your activity will seek to embed arts, culture and heritage into the vision and plans for the place where your project will be delivered, the partners you will seek to work with and influence, and the extent of their commitment to your plans and to culture.

- Membership of your partnership and how other arts, culture and heritage partners/stakeholders will be involved in project leadership and delivery.
- Plans for how you will finance and manage your Great Place Scheme project.
- Who you have discussed your project with from Arts Council England or Heritage Lottery Fund

Once the **6 October** deadline for Expression of Interest forms has passed, we will adopt a sift approach to identify those projects which we think have the ability to deliver against the five Great Place Scheme outcomes (**see pages 18-19**).

If we believe that your project does have potential, we will invite you to make a full application. .

# Section six – how to apply

## Submit a full application form

The Great Place Scheme application form will be a maximum of 6,500 words, divided into three sections:

- Meeting the brief – the potential of the project to strengthen **networked arts and heritage** within your place, leading to a more prominent role for culture in meeting local social and economic priorities and achieving the five programme outcomes (3,000 words)
- Project management (2,000 words)
- Financial viability (1,500 words).

You do not need to use the full word count if you do not feel it is necessary. Use the criteria/prompts in Section seven of this guidance to help you structure your proposal.

The online application form will be available from **1 November 2016. Applications must be submitted by midday on 12 January 2017.**

Applications submitted after this time will not be considered. We will not be able to read or provide written comment on draft applications. It is your responsibility to develop and write the application, including what you feel to be all the relevant information. We cannot guarantee success for any applicant.

# Section six – how to apply

## Attachments

You must upload the following mandatory attachments with your full application. The combined limit on file size for all the attachments taken together is 10 megabytes and 10 items.

<b>Detailed budget</b>	A detailed budget for the Great Place Scheme project, showing proposed income and expenditure (as an Excel sheet or similar)
<b>Work plan</b>	A work plan for the proposed project, including milestones and key review dates
<b>Financial statements</b>	Financial statements for your partnership's lead organisation showing previous financial year, prepared to the relevant legal standard
<b>Management accounts</b>	The latest management accounts for your lead organisation
<b>Governance documents</b>	The governance documents for your lead organisation
<b>List of partner organisations with contact details</b>	A list of all partner organisations giving their organisation names, address information and contact details for a main contact person

### You may also upload the following optional attachments

Up to three other relevant attachments e.g. letters of support from local community groups. These must each be a maximum of five pages in length.

## Section six – how to apply

We will use the information you give us in your application form and any attachments to decide whether your application is eligible and whether we will offer you funding to deliver your Great Place

Scheme. If your application does not contain the information we need in the format we ask for we might not be able to consider it. After you have read this guidance, if you have any further questions

### Help with your application

We are committed to being open and want to make the Great Place scheme application process accessible to everyone. If you experience any barriers within the application process, require help

to make an application, or simply have any further questions which aren't answered above, please contact us.

<https://www.greatplacescheme.org/contact-us>

### After you submit your full Great Place scheme application

You will receive an acknowledgement email confirming that we have received your application. This will be sent to the email address which you used to send in the application.

is not eligible, this means that we cannot process it any further and it will not be considered for funding. If your application is not eligible we will write to let you know and will explain our decision.

We will conduct an eligibility check after your application has been submitted. If your application

# Section seven – how we will make our decision

We will check your application to ensure that you have provided all the information we have requested and taken account of the feedback provided to your Expression of Interest. We will then make our decision based on the information you provide in your application, any further information that we request and, where relevant, data and information from the Charity Commission and Companies House websites relating to your lead organisation's constitution and financial statements from the past two years.

We will assess each application against the following criteria, using the assessment prompts below:

## Criteria

**Meeting the brief** - the potential of the application to strengthen **networked arts, culture and heritage** within the place, leading to a more prominent role for culture in meeting local social and economic priorities (word count: up to **3,000** words):

- An understanding of the people, place and arts, cultural and heritage assets where the proposed Great Place activities will be delivered
- Knowledge and experience of working across the cultural sector, with a wide range of stakeholders (including local people)
- A track record, within the partnership members, of delivering or being involved in activity that promotes arts, heritage and placemaking, especially in the place where project activities will occur
- A track record of working collaboratively and developing partnerships to achieve shared aims, both within the arts and heritage sectors and beyond
- Your plans to deliver activity and the extent that this will achieve the five outcomes of the Great Place Scheme
- An understanding of the context you are operating in locally, and how you will secure and sustain appropriate partnerships which will embed arts, culture and heritage in local plans and strategies

# Section seven – how we will make our decision

## **Project management** (word count: up to **2,000** words):

- Demonstration of the capacity to deliver the proposed programme across the partnership
- Quality and range of the partnership
- Demonstration of the existing level of involvement of cultural sector in local place-shaping strategies
- Appropriate governance arrangements in place and/or planned, including how partners are engaged
- Demonstration of how equality and accessibility will be addressed

## **Financial viability** (word count: up to **1,500** words):

- Financial viability of the lead applicant, and of the project
- Demonstration of appropriateness of proposed budget
- Cash investment or in-kind support, in addition to the minimum 10% cash contribution

## Decision making

Once we have assessed your application and a recommendation has been made whether to fund it, we will make our decision. To do this we will consider how strongly your activity scored against our criteria, and we will also consider your activity alongside other applications on the following balancing criteria:

- Geographical location and urban/rural focus
- Balance across types of activity, the social, cultural and economic value to be added by activity, and the form and membership of delivery partnerships

- Equality and diversity – e.g. the diversity of those delivering the proposed activity, the proposed reach of the activity in terms of participants, and the extent to which the proposed activity can promote equality of opportunity

These balancing criteria will be used to ensure a good spread of Great Place Scheme projects – both in terms of geography and proposed activities/ approach - and to differentiate between a number of proposals that are all considered strong.

We will aim to notify applicants of our decision no later than **31 March 2017**.

# Section eight – other information about your application

## Complaints

If you are not happy with the way we have dealt with your application, please contact us and we will discuss this with you. If you are still unhappy, you can ask us for a copy of our complaints procedure. Details can be found [here](#):

[Arts Council England](#) / [Heritage Lottery Fund](#) / [Historic England](#)

Please note that you can only complain if you believe we have not followed our published procedures when assessing your Great Place Scheme application. You cannot appeal against the decision.

## Freedom of Information and Data Protection

We are committed to being open about the way we will use any information you give us as part of your application. We work within the Freedom of Information Act 2000 and the Data Protection Act 1998.

When you submit your declaration with your application form you are confirming that you understand our obligations under these Acts.

## Receiving a grant

If you are awarded a grant, you will need to:

- Comply with our terms of grant.
- Acknowledge National Lottery support using a grantees' acknowledgement logo. We will give you guidance on this and can provide some acknowledgement materials free of charge.

- Give us the right to use any images you provide us with. You must get all the permissions required before you use them or send them to us.

If you are successful in receiving a grant, we will give you more detailed information on our approach to project monitoring, grant payment, buying works and services and evaluation in a separate guidance note.



**Great  
Place  
Scheme**

Great Place Scheme  
Heritage Lottery Fund  
7 Holbein Place  
London  
SW1W 8NR

Email  
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