



London Borough of Lewisham

Arts & Culture Fund programme 2022 – 25 criteria and guidance

September 2021

Lewisham Arts & Culture Fund Programme

Section 1 – Overview

Culture is important to Lewisham. It has helped shape the borough that we now know, supports the health and wellbeing of our residents, brings communities together and provides employment for many. The benefits of Council investment over a period of many years are apparent and we want this to continue. The importance of continued investment is further highlighted by the way that art and culture has suffered so badly during the Covid pandemic, with an estimated 152,000 jobs at risk within London's culture and creative industries together with its supply chain [Creative Industries Supply Chain COVID-19 Impact | London City Hall](#). A report from the Digital, Culture, Media and Sport Committee warned that the pandemic presented “the biggest threat to the UK's cultural infrastructure, institutions and workforce in a generation” [Impact of Covid-19 on DCMS sectors \(parliament.uk\)](#) .

This funding programme is in line with the Council's overall approach to recovery and follows the themes of [Lewisham Council - Future Lewisham: Our borough's recovery](#) . These are:

- A greener future
- A healthy and well future
- An economically sound future
- A future we all have a part in

Lewisham's Borough of Culture year in 2022 comes at an opportune moment, providing a much needed boost to the sector and a means of supporting recovery from the Covid pandemic. As well as attracting funding for the core programme, being Borough of Culture has also put Lewisham in the spotlight with other funders, providing the opportunity for organisations to benefit directly through their own fundraising endeavours. Longer term planning is essential if we are to maximise benefits and this is why outcomes for the year have a strong focus on future legacy with the aim of ensuring that the sector continues to thrive beyond 2022. This funding programme is framed within that context and designed to best meet the needs of arts and culture in Lewisham for the next phase.

At a time when many other local authorities have completely cut their voluntary sector grants programmes we are pleased that we can continue to offer this support. Government cuts mean that we have to operate with reduced budgets and for this reason we are adopting a more targeted approach to the allocation of funds. We also recognise that provision of annual grant funding to organisations needs to be part of a wider package of support for arts and culture and so careful consideration has also been given to making best use of other resources available in order to respond to the wider needs of the sector.

From June to August 2021, consultation took place on the proposed priorities for the Arts & Culture Fund 2022-25. The overall response to this consultation was very positive with strong support or support for most proposals. Some questions were raised and so although we have broadly moved forward with the proposed approach, some amendments have been made.

Investing in Diversity

Lewisham is a borough is rich in cultural opportunities and yet many of our residents still experience significant barriers. The [Taking Part Survey - GOV.UK \(www.gov.uk\)](#) indicates that age, ethnicity, disability and socio-economic and employment status all play a part in excluding people from participating in cultural activities. While this continues to be the case, it is important that we support organisations to work with communities that find themselves at a disadvantage.

There continues to be a lack of diversity across the cultural workforce and we want to develop a more proactive way of addressing this issue. The GLA Culture Strategy [Culture for all Londoners](#) identifies that 95 per cent of jobs in London's creative economy are held by people from advantaged socio-economic groups, only 23.4 per cent of jobs in London's creative economy are held by people from BAME groups and that in the creative and cultural workforce in England, only 12 per cent of workers classify themselves as disabled.

Tacking inequality in arts and culture will be a cornerstone of this programme of funding and in order to be successful, applicants will need to indicate clearly how they will be part of the move to break down and remove barriers to participation. This is not just about fairness of opportunity but is also about recognising the huge benefits in harnessing the potential of all of Lewisham's diverse communities. To achieve change, bold decisions need to be made and so there will be a strong focus on supporting diverse led organisations – reflecting the make-up of workforce and board membership. Where organisations do not currently have diverse leadership, they will be expected to provide an action plan detailing how this will be achieved.

Building a Track Record

We know that there is likely to be a high level of interest in this funding - previous experience tells us that the process will be very competitive, with a high number of very good applications that address the priorities and meet the funding criteria. In this context we will particularly consider the applicants track record of delivering the services described in the application and of accessing funding from a range of sources. We understand that this can sometimes be frustrating for smaller or newer organisations that are trying to access this kind of funding programme and this is why we have developed alternative funding streams to support and provide a pathway for artists and organisations on this journey. The following initiatives already exist or will be the subject of future announcements. For more information email cultural.development@lewisham.gov.uk

- Small grants. We recognise the value of providing one off funding to organisations in order for them to develop new activities and develop a track record for delivering activities and managing funds. In Lewisham we have benefitted hugely from the creative and innovative approaches taken by arts and culture based organisation to addressing some of the most challenging issues and this funding will help us to continue to invest
- Bursary funding for emerging artists in the early stages of their career to help them develop activities that work alongside some of the Council's civic events eg Black History Month, International Women's Day, LGBT+ Month. Alongside the bursaries other support and mentoring will be available around issues such as fundraising and activity development. This approach has been piloted this year and we will be looking to review and build on it.
- Broadway Theatre associate artists. The Broadway Theatre is currently being refurbished and will reopen in 2022 ready to claim its place as a venue fit for the challenges of the 21st Century. A refreshed vision will see a multi-purpose approach that includes an associate artist's programme based around the studio theatre.
- Employment and training programmes. We will continue to support employment and training activities which support greater diversity in the cultural and creative sectors. This includes a [new £500,000 two-year programme](#) from July 2021 to June 2023, funded by the Council and the European Social Fund (ESF), which will broker work placement and employment opportunities for 125 residents in the creative sector; also the [Stride London programme](#) which is supporting a range of employment and training activities in

Lewisham, Southwark, Lambeth and Wandsworth to address inequalities in the creative industries.

- Support for Cultural and creative enterprise and growth. Cultural and creative businesses already play an important part in the wider prosperity of Lewisham and will increasingly do so in the future. Working with colleagues in the Council's Economic Development team we will provide a better joined up approach to business advice, support and training. This will build on the existing Creative Enterprise Zone in Deptford/New Cross, using the networks and learning from this programme to also benefit other areas of the borough. We will seek to ensure there is a good supply of suitable and

Section 1 - Applications and process

Funding secured through this application will be available for three years starting from 1 April 2022. Applications should be made via the application portal which can be found by using the following link.

<https://communityfunding.lewisham.gov.uk/>

1.2 Timetable

Please submit this completed form by 11.59pm on 18 November 2021. All applicants will be written to with the outcome of their application in December 2021.

1.3 Workshops

There will be a series of application workshops in October 2021. Details of these are available on the Community Funding Lewisham website at:

<https://communityfunding.lewisham.gov.uk/>

Section 2 - Criteria for grants programme 2022-2025

1 Investing in cultural infrastructure

This priority focusses on delivering support to the arts and culture sector as a whole through strong infrastructure, coordination and fundraising services rather than trying to directly fund everything that is needed in the borough. In the context of scarce public resources it is essential that we seek to future-proof the local arts and culture sector by cultivating a climate of self-sufficiency, where leadership comes from within.

In order to achieve this we will provide annual funding of up to £150,000 to a cultural anchor organisation.

An anchor organisation would be expected to:

- Co-ordinate consortium funding bids. Broker partnerships to maximise access to external funding streams
- Support emerging artists and organisations to reflect and develop their creative practices, working closely with other artists
- Nurture partnerships. Develop and coordinate networks and collaborations and provide effective representation.

In submitting applications, organisations should demonstrate how they will:

- Lead by example and support other organisations to address inequalities

- Promote a culture of continual development in response to emerging needs of the sector and the wider context.
- Represent the interests of a broad range of arts and culture eg performing and visual
- Serve the interests of other organisations equitably – specifically in relation to developing consortium bids
- Engage with regional and national industry bodies
- Engage with existing networks
- Work closely with the Lewisham Council Culture Team

2. Investing in diversity

As outlined above, investing in diversity is a key priority for this funding – tackling inequality and barriers to participation in arts and culture. Applications will be expected to demonstrate how they will increase and diversify participation, nurture talent and provide progression pathways, including developing outreach links into other settings such as schools. We want to continue to encourage innovation and the ongoing development of an atmosphere in which new things can emerge.

We are likely to fund approximately 8 organisations with grants of up to £30,000 to deliver services that focus on:

- Race
- Disability
- Economic disadvantage
- Age (young people and older people)

In submitting applications, organisations should demonstrate how they will:

- Ensure that their organisation is diverse led
- Address issues around intersectionality and work towards community cohesion
- Work with Lewisham Council around key events such as Black History Month

Section 3 – GUIDANCE on answering questions

This guidance will take you through each of the questions on our application form. Some of these questions will only be applicable to organisations applying for borough-wide advice services, or a coordinated social prescribing service. These questions will be highlighted in green. If you are not applying for either of these services, you will not be required to answer these questions.

All applications will be assessed and scored in relation to:

- Quality and feasibility of proposed activity
- Track record
- Approach to diversity as an organisation
- Fundraising and financial sustainability

Q.1 Contact details

All we need in this section is your organisation name and contact details including website and social media.

Q.2 Eligibility

The questions in this section will enable us to check that you are eligible to apply for funding under this programme.

In order to be eligible for a grant from Lewisham Council you must be a not for profit organisation. The following types of organisation are eligible to apply for a grant:

- Registered Charity
- Company Ltd by shares
- CIC (Community Interest Company)
- Cooperative
- Other – constituted (including CIO's and Social Enterprises)
- Other – un-constituted – *please give details of your organisation's governance document for example a constitution, aims and objectives, membership and how decisions are made*

Lewisham residents - This question also checks whether the majority of the recipients of your activity live in Lewisham. This is a requirement for activity funding but if you are a national or regional organisation based in Lewisham please explain this at question 5.

Q.3 Your service offer

Please tick the theme under which you wish to apply and tell us the annual sum you are requesting.

Q.4a Organisation and activity summary

This is an important part of the assessment and it is essential that you complete this section fully and address as many aspects of the criteria as possible.

Organisations who wish to submit more than one activity will need to complete a separate application for each activity.

You should provide details of your users, your engagement methods, and how you will deliver your activity.

We would expect you to use your local community knowledge to inform your submissions but there is also a wealth of information on the borough available at the JSNA website and on the Lewisham Observatory, which may be useful to applicants.

<http://www.lewishamjsna.org.uk/>

<https://www.observatory.lewisham.gov.uk/>

We are looking for organisations that:

- Address the theme requirements
- Are clear about the needs of potential service users
- Have a clear approach to engaging with stakeholders, including service users
- Have objectives that are in-line with theme requirements

Q.4b Please describe your activity

This question is designed to get a good understanding of your activity. It is important that you address each of the bullet points as a minimum as we will be looking for a comprehensive picture.

Please describe your activity. Your response should include:

- What is your activity?

- The need for the activity
- Why your activity is specifically needed in Lewisham – what evidence do you have that this is needed in Lewisham – your evidence could include knowledge you’ve gained from service users, national and local data, knowledge from partners etc.
- How it meets one or more of the Arts & Culture Fund priorities (see guidance above)
- What difference will the activity make to Lewisham residents
- What type of activities will you provide?
- How many activities will you be providing?
- Where will the activity be delivered (in which area/s of the borough?)
- Who will deliver your activity?
- What information governance (including compliance with GDPR) do you have in place?
- How you will ensure activities are COVID-19 safe as per government advice at time of activity mobilisation.

Q.4d. User Profile

Tackling inequality in arts and culture has been identified as a priority for this programme of funding. You will need to state which of the groups below your activity is specifically designed to work with, beyond your commitment to working with people with protected characteristics.

- Race
- Disability
- Economic disadvantage
- Age (young people and older people)

Please use the box provided to give further details of how you will specifically meet the needs of these groups.

Q.5 Protected characteristics

This question aims to find out how your service will engage and promote services to groups with protected characteristics. We will be assessing how proactive you are in ensuring your service is accessible and that it is representative in terms of service use.

Please tell us:

- How will you make your service accessible?
- How will you reach communities who need your services but aren’t currently using them?
- Who are the groups that you will target?
- How will you target those groups?

Q.6 Covid-19

The COVID-19 pandemic has changed the way we work in many ways.

Please tell us:

- If your organisation has changed due to the pandemic and if so, what you have done to deal with the changes
- How you adapted to new ways of working

This question asks about the lessons you have learnt from your experiences during COVID-19 and how your approach might differ in the future as a result (please include both positive and negative experiences).

Q.7 Partnerships and resources

In your answer you should aim to address the following key points that are appropriate to your activity.

- Who you have worked with
- What you have achieved as a result of partnership working
- The names of the organisations/groups you plan to work with
- The needs you have identified for your service users
- The specific buildings and spaces you plan to use

To assist you, we have provided some examples of case studies that you may find useful in telling us more about your activity and your partners.

Our organisation has grown a number of relationships over the last three years: through the launch of xxxxxxxxxx Activity we deliver in direct partnership with statutory services, community partners and public services such as the Met Police and CCG. We have steadily built upon our positive relationships with a range of local organisations including x y and z over the last 5 years, which enabled us to deliver the xxxxxxxxxx activity successfully to over 800 vulnerable local people in the last year.

We have worked collaboratively with a large number of smaller Lewisham organisations and community groups to ensure that young people 18 - 25 have access to activities that meet their needs. We have proactively supported the xxxxxxxxxx network which has enabled the development of strengthened services, a growing number of partnerships and better referral pathways between groups.

We are proud of our achievement in receiving a number of prestigious awards and nominations over the last 3 years including a b and c. Our success is also well reflected in the grant and sponsorship funding we have been able to attract including a major grant of £150,000 from the Downgrove Trust and the Award for best partnership activity from the xxxxxxxxxx Foundation.

Most of all we are proud of our success in placing xxxxxxxxxx number of vulnerable young adults into further education, training and employment.

Q.8 Developing services and attracting additional resources In your answer you should aim to tell us how you aim to develop your activity and maximise your resources. The list below provides you with some possible examples.

- How many extra people you would expect to work with
- The activities you will deliver
- The difference you want your service to make
- How your service is different from those that are already in place or already funded/commissioned by the council (if applicable)
- How much extra funding you think you will attract in this period. You should state the level of funding that you would anticipate attracting during this period

We are assessing organisations plans and ideas for identifying additional resources to complement grant application.

Q9. Shared values

In applying for the Arts & Culture Fund funding you are agreeing to work in partnership with us to demonstrate your commitment to:

- London Living Wage
- Equalities diversity and wellbeing
- Sustainability
- Being Dementia Friendly
- Ending Modern Slavery
- Help with promoting Council events to residents
- Information sharing e.g overview of service users
- Sector leadership

If you haven't ticked one or more of the above, please explain why.

Q.10 Outputs and outcomes

We are looking for details of your planned activity, including the number of activities you are planning to deliver, and the number of people you are planning to work with. We are also seeking information on the outcomes you believe your activity and individual activities will achieve.

Please use the table below as an example to guide your approach to completing the online table. You can add additional lines for each activity.

<i>Detail your outputs (activities, how often they will be delivered, and numbers of people who would benefit) and outcomes (the difference your activities will make to your service users and the wider community) and explain how you propose to measure your performance against what you say you will do. Please remember your outcomes must be linked to the theme priorities. Please see below some examples</i>		
Outcomes	Outputs	How you will measure outcomes
<i>e.g. people increase their fitness levels to improve their health and well-being.</i>	<i>e.g. weekly online dance classes for 100 previously social isolated adults will be delivered. 150 sessions (each 60 minutes long) will take place in 2 locations (Downham and New Cross).</i>	<i>e.g.</i> <ul style="list-style-type: none"> • Registers of all attendance at activities • Questionnaires / interviews will be used to assess impact on participants. • An external health professional will evaluate health, fitness and well-being impact. • Comments and observations from teaching and support staff, artists, facilitators etc.

Q.11 Track record for attracting resources

We are interested in your track record as an organisation of raising funds, other kind of income, human resources, and in kind support. This could be equipment, volunteers, donations, or free HR or finance support.

Q.12 Overall financial position

We are asking that you give us your details of income and expenditure and year end surplus/deficit. This will help us assess your organisation's financial position, including your resources for delivering the services you are seeking to fund through Arts & Culture Fund.

Q.12a Reserves and sustainability

Please tell us what reserves you hold, which areas of your reserves are ring-fenced vs. free reserves, and whether you have a reserves policy. Please also provide your income/expenditure along with surplus/deficit for the last three years.

Q.12b Accounts filing

Please confirm that you are up to date with filing your accounts with the Charities Commission and please attach your most recent set of audited accounts. Please use the additional text box to provide a reason if you are not up to date with your accounts filing

Q.13 Budget (activity and staff costs)

Please provide a breakdown of your proposed expenditure. Please feel free to add additional lines as required. We will fund part or all of your core activities if they meet the criteria specified, as well as new activities meeting the criteria. We do not want to be prescriptive about how you use the funds (eg you may choose to back-fill an existing post in order to increase new activities) but we want you to tell us how the money will be spent.

We have provided an example of the kind of breakdown that is required below:

ACTIVITY FUNDING ONLY - please complete the below table	Annual expenditure
Staff costs (please specify)	
Includes salaries: 1 PT activity coordinator @ e.g. SCP 25 X 0.6 = 2 Session instructors @ e.g. SCP 23 X 20 hours X 6 weeks: £14.38 X 20 X 6 = Employers NI @ 13.8% Pensions @ e.g. 6% TOTAL	e.g. £17,746 e.g. £1,725 e.g. £2,686 e.g. £1,168 e.g. £23,325
Activity costs (please specify)	
Volunteer Costs: lunch and travel cards for 3 volunteers X 15 hours X 6 weeks @ £10.00 per day =	£2,700
Equipment Costs: Footballs, rounders bats, mini trampolines X 2, mini obstacle course	£2,500
Venue Costs: e.g. Hire of hall @ £20 per hour X 2 hours X 20 sessions	£800
Refreshments £25 X 20 sessions	£500
Other session Equipment £50 per quarter	£200
Running costs (please specify)	
Office costs 30% of total office costs of £5,500 p.a	£1,650
Marketing and promotion:	

Quarterly members newsletter @ 500	£2,000
Website hosting cost	£300
Digital lead contractor – £30 per hour X 5 hours per month	£1,800
Other costs (please specify)	
Management, Governance & Fundraising 10% of manager and administrator's costs @ £45,000	£4,500
Total	£40,275

Q.14 Who is in your organisation?

Please provide us with details of people involved in your organisations and the numbers in each category listed on the application form.

Q.15 Trustees/board details

Please provide us with details of your trustees, please add additional lines as required.

Q.16 Board statement

We would like to know that your trustees are aware and supportive of your application to the Arts & Culture Fund programme. Therefore, we would like a statement from your board on your organisation and its governance, your strategic plan and how often it is reviewed, your management and supervision arrangements. We also want to know about the diversity of your board and how you plan to address any lack of diversity.

Please be aware this may take time to coordinate if there is not a board meeting scheduled during the application period.

Q.17 Monitoring and evaluation

This is an opportunity for applicants to tell us more about their organisation, how it works and how they monitor success including details of who is involved in assessing and monitoring performance. Please address each of the points listed in the question.

Q.18 Banking arrangements

Please provide your bank account and other details as requested on the form.

Q.19 Documentation

It is not a requirement as part of the application to submit the documentation listed at this question but this must be available within 10 working days when requested otherwise your application may be invalidated.