

From: Hayman, Evie <Evie.Hayman@breckland.gov.uk>
Sent: 29 June 2021 13:17
To: JUDY ANSCOMBE; Town Clerk | Swaffham Town Council
Subject: Consortia guidance
Attachments: HSHAZ Cultural Programme Local Grants Application Guidance 2020-2024.pdf

Good afternoon,

I don't have Stewart's emails so apologies, could this be forwarded to him please.

I have attached the guidance documents that I have received from HE. They may be useful, but probably not! At the very end of the guidance it also includes the bid application form. IT extends over quite a number of pages

Below are questions and answers from both me and Sue to HE. They were answered mostly by Joe from Historic England who covers the majority of the cultural programme queries.

- I can't find it in the guidance, I know there is a cultural programme, but does this come solely from HE? And does the consortia need to apply for that themselves? Is there an ultimate cap/budget on how much they can apply for? **The cultural programme is administered by HE but it is run in partnership with ACE and NLHF. The consortia put in a bid to the cultural programme – there is an overall cap of £120,000 but most high streets have been awarded under that around £80/90,000.**
- What defines an event? – is it a day event (Walkaround, market) or is it the refurbishment of the museum which has been suggested? **There have been a wide range of events funded – it could be an cultural event in the market place or it could be digital or refurbishment of a museum – all of those would be eligible. You can also include resources to help administer your bid. Page 7 in the guidance explains what we are looking to support.**
- Sue would like to remain the lead and act like a budget holder – if that makes sense! Like below when you mention that some other leads control the issuing of the grant.
- **Sue could remain as lead and the consortium would be expected to manage its budget. Are you expecting Breckland to hold the money for the consortium?**
- And the HLF funding that is available, Sue would like to apply for some throughout the programme, is she fine to do that? It doesn't conflict with the cultural funding?
- **As the NHLF are part funding this programme – I don't believe this can be used as match funding as they are partly coming from the same source. If Sue wants to bid for a distinct but aligned project then I think that would be fine. But it would be worth check with them.**
- ☐ If I am the lead who is my line manager – is it yourself or AN Other from either Breckland, Historic England or elsewhere?
 - **The Cultural Consortium should be made up of local cultural organisations and ideally operate with some degree of independence from the Lead Partner, though this may not always be the case. Whilst there is no requirement to be line managed by separate organisation, there would be a requirement as lead to ensure the programme is delivered, and reporting, evaluation and monitoring is completed as required. If funding is awarded, HE would allocate a monitoring officer.**
- ☐ What authority do I have to decide on what events happen in the town? Does it have to ratified by the Town Council or Breckland? What if another person wants to do or create something under the Swaffham Cultural Consortium programme which the working group I set up with permission from

the Town Council do not think is suitable or achievable. Can they apply to the Town Council or Breckland separately?

- Following on from the first point, We expect each high street to form a Cultural Consortium. This group will oversee the design and delivery of the cultural activity that takes place, ensuring that it is responsive and appropriate to the local communities and users of the high street. It may be an existing group or network within the region, or an entirely new one created specifically for the High Street HAZ. The Cultural Consortia should include a focussed group of organisations that are active in the current cultural offer of the town and community. This could include festival organisers, studio groups, charities, theatres or galleries. Within this group there should also be a representative from the Leading Partner and regular communication with the teams involved in the capital programme and other community engagement projects around this. There may also be representatives from local ACE (Arts Council England) National Portfolio Organisations.

Ideally, the programme would consist of a cultural offer that celebrated several aspects of town's cultural offer. The cultural programme submission would be assessed and reviewed by HE's cultural team and if successful, would form the delivery programme. If there is an existing cultural consortia already in place, then that may well be the best group to take a submission forward rather than forming a new group. It should be noted that HE's High Street Cultural fund is available for HSHAZ to apply for so we would not expect to see other groups from the town apply. Additionally, once established, the Cultural Consortium can access other funding streams and for example, the Arts Council have confirmed HE's cultural funding can be used as match funding.

- . If I am applying for funding do I then choose any fund I think applicable and just say that I am the Lead for the Culture Consortia attached to the Swaffham HAZ? Or is there a special form? Are the Arts Council and HLF working together? Do I first have to meet with my line manager? Do I have to adopt a new identity with HLF separate from the museum one?
 - The purpose of the cultural consortium is to deliver a programme complementing the aims of the HSHAZ and apply to HE's cultural programme. You would be required to supply details of the makeup of the consortium during the application. As a point of clarification, this project is funded and managed by HE (ACE and HLF provided additional funding). As advised above, it is possible for Cultural Consortia to apply for separate funding from other funding streams.
- . I would need to know more about the role and responsibilities of the lead of a Culture Consortium
 - The Cultural Consortia lead should ensure that there is a clear governance framework of authority and accountability defined within the application. This framework should control the outputs, outcomes and benefits from all projects and programmes which they may undertake as part of the Cultural Programme. Both myself and HE want to ensure that the activity is well planned and governed and ties in with the other elements of the High Streets HAZ project. Each Consortium should have a nominated Lead, who will act as the main point of contact for sharing information to and from the Consortium. It is also recommended that within the group, there will be a nominated representative to lead on communications and marketing for the scheme.
- . The last quote below indicates that there is money set aside for this. How is it accessed? Would I, as lead for Carter 22, also have to devise events for 2023 and 2024 or could another lead take over?
 - The lead is named person for the cultural consortium. As a collaborative group, the Cultural Consortium would submit an inclusive, overarching programme, so in this instance, Carter 22 could form part of the offer alongside other activities which promote cultural activities and celebrate the heritage of the high street throughout the lifetime of the programme. I should add, there would be nothing to stop the cultural consortium organising more than one key event during a year, there may well be opportunities to develop other activities in addition to Carter 22.

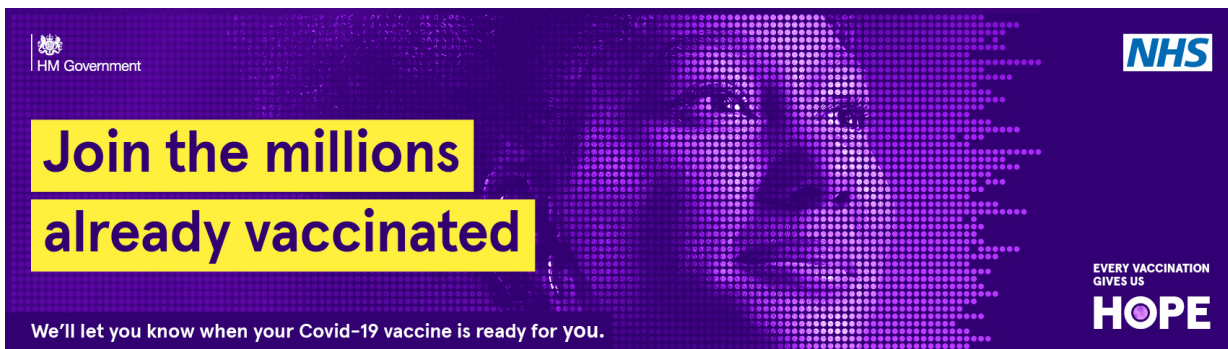
A lot of information, but I hope it helps with understanding it a bit.

I will also draft a 1 pager explaining what the consortia does and what is required of people who volunteer, but it might be early next week as there is quite a bit to get through before a few days of leave this week.

Thanks,

Evie

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