

GREATER LONDON AUTHORITY

REQUEST FOR MAYORAL DECISION – MD2167

Title: Culture Seeds

Executive Summary:

Culture Seeds is a new Mayoral micro-grants programme to support local talent, nurture bright ideas and connect communities at grassroots level through cultural activity from autumn 2017 to spring 2020.

This is a joint programme between the Culture and Communities and Social Policy Units within the Greater London Authority. It has social integration and culture at its heart.

It will contribute to the Mayor's vision to harness the value of culture to create a more connected and more integrated London, where everyone can participate and feel part of their community.

The fund will help communities to make better use of limited resources, realising new projects and adding value to existing festivals and programmes. The goal is to reach grassroots communities who may not ordinarily access grant funding in London and catalyse change through cultural activity.

Decision:

That the Mayor approves the following:

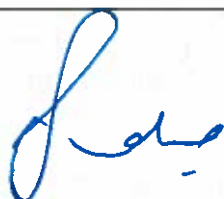
- Expenditure on the Culture seeds project from 2017/18-2020/21 set out in the main body of this report. Up to a maximum of £1,000,000 on Culture Seeds grants and £160,000 which will include procurement of a grants management system, delivery and evaluation costs.
- Procurement of a system to support the process of administering and managing grants.

Mayor of London

I confirm that I do not have any disclosable pecuniary interests in the proposed decision, and take the decision in compliance with the Code of Conduct for elected Members of the Authority.

The above request has my approval.

Signature:



Date:

23/8/17

PART I – NON-CONFIDENTIAL FACTS AND ADVICE TO THE MAYOR

Decision required – supporting report

1. Introduction and background

- 1.1 Culture contributes to the Mayor's vision for a more connected and integrated London. Building a more integrated city means giving people the opportunity to participate in civic life regardless of ethnicity, faith, culture, age-group, income or background. Cultural activities positively promote social integration and cohesion by bringing people together in the creative process through participation and engagement in public performance.
- 1.2 In the publication '*a City for all Londoners*' the Mayor stated his ambitions for London and belief that for a city to be successful, Londoners in all their diversity must live well together. Culture can be a leading uniting factor for communities across London. Culture enriches people's lives bringing social and health and well-being benefits, also accounting for one in six jobs in London and being a main driver of regeneration.
- 1.3 However current statistics show that, even though London is internationally renowned as being a leading global city in terms, only one third of Londoners feel that they currently make the most of the amazing and varied cultural offerings right on their doorstep. London is home to globally renowned cultural institutions, yet too many Londoners are still not engaging in culture or cultural activities.
- 1.4 Culture Seeds is a new £1.16m micro-grants programme to support local talent, nurture bright ideas and connect communities at grassroots level through culture between autumn 2017 and spring 2020.
- 1.5 Great ideas come from each and every Londoner. The micro-grants will stimulate and support brilliant ideas generated by grassroots community organisations who are unlikely to access other forms of grant funding.
- 1.6 Internal consultation indicates a strong appetite from across a range of GLA teams to connect with and promote Culture Seeds to communities and stakeholders with whom they engage. These micro-grants will enable team across the GLA to engage and connect with small organisations and community groups and broaden access to cultural activity for all Londoners and community groups.

2. Objectives and expected outcomes

- 2.1 Eight grants rounds will run from October 2017 to May 2020. Each round will allocate approximately £120,000 with flexibility to respond to expected higher seasonal demand to support outdoor and summer activities. Grants will be available within the range £1000 to £5000. This will ensure investment is deployed to attract small and micro projects.
- 2.2 Culture Seeds will be primarily aimed at individuals and organisations that are often too small or informally constituted to apply for grants. These small grants will make a big difference to communities by generating locally relevant cultural activity. The top priority is to connect with London's 'hard to reach' communities in a simple but effective way. As an example, this could include granted individuals and organisations holding local cultural events aimed at young people or running cultural workshops for local communities to widen access and engage more Londoners with culture and the arts.
- 2.3 A key objective is to reach communities and projects that are potentially harder to reach. A light touch application process with up to 10 questions/1000 words or video applications are being developed to ensure organisations do not face barriers to access grant funding. Proportionate due

diligence will be employed, in line with the GLA's grant funding toolkit, to manage risk. Applying organisations will be subject to a credit check and smaller un-constituted groups will be required to provide two reference letters and relevant financial documents. Reporting will be kept streamlined so that organisations can focus on the delivery of their Culture project, keeping the bureaucracy of monitoring and reporting in proportion to the grant.

- 2.4 We hope the leverage of funded projects will support the Mayor to calculate the value added into the grassroots community sector.
- 2.5 The validation and decision-making process comprises assessment and scoring against criteria by GLA officers. Applications meeting all the basic criteria will be shortlisted for review by an awarding panel meeting quarterly. Grant approvals will be subject to applicants meeting necessary due diligence requirements.

Organisations and projects applying for Culture Seeds micro-grants will need to demonstrate the following:

- A creative approach at the heart of the proposal. Activities funded by Culture Seeds must be shared creative experiences made by Londoners that build bridges between communities. Grants can be used to fund arts and cultural projects and activities in London's communities. This includes visual and performing arts (including music), heritage projects, digital art, cultural events/festivals, literature, spoken word or creative writing.
- Evidence of leadership and proposed partnerships are in place.
- Commitment to openness, community participation and fostering connections between different communities.

- 2.6 The Culture and Creative Industries Unit will procure a grants management system to administer the grant awards and to ensure that they can be managed in the most efficient most user-friendly way possible due to the volume of grants and size of the programme. An assessment has been undertaken to ensure a grant solution which is best value and represents the best fit for the demands of a microgrants programme.
- 2.7 Evaluation will start at programme inception, tracking the logic model and capturing the social, cultural and economic impacts of the investment. Culture Seeds will be evaluated to assess the impact of the investment and local activity. Geographical spread, grant level, activity type and beneficiaries will be monitored. Findings will feed into programme development over years two and three, especially identifying communities and geographical areas where fewer applications have been received.

A set of Key Performance Indicators will track impact and deliverables for the programme. Metrics will include numbers of events, direct and indirect beneficiaries and audiences, volunteers, event type, map of partnerships and investment leveraged. Assets created will include showcase films and photography for promotional and documentation use.

- 2.8 Grant recipients will have access to resources, surgeries and local borough networks. Designing-in capacity building will support legacy for grant recipients by better connecting them with networks in their local area and better placing them to connect with pan-London opportunities. Culture Seeds will celebrate local talent and new partnerships by harnessing the creative interests of local people and voluntary organisations, arts centres and libraries. It will empower local people and organisations to support and develop creative talent and brilliant ideas on their doorstep.

- 2.9 A Coordinator post will be created as part of the management of the project. Currently the grade of the post is unknown.

3. Equality comments

- 3.1 Under Section 149 of the Equality Act 2010, as a public authority, the Mayor of London must have 'due Regard' of the need to eliminate unlawful discrimination, harassment and victimisation as well as to advance equality of opportunity and foster good relations between people who have a protected characteristic and those who do not.
- 3.2 This new programme will be open to all individuals and organisations that meet the specified criteria and who wish to apply for grant funding. The funding will be issued fairly and transparently, with all applications being scored against equal criteria.
- 3.3 The Culture and Creative Industries Unit will ensure that any organisations who apply have firm and robust equality policies in place at their organisations and are committed through their funding agreements to proactively apply the principles of the Equality Act 2010, and to regularly refresh their equality and diversity policies and practices.
- 3.4 Culture Seeds programme aims to enable greater access to funding for grassroots organisations who seek to create positive impact in their local communities, and increase the opportunity for those individual and organisations to apply for funding who previously may not have had such access to other grant funding schemes.

4. Other considerations

- 4.1 Links to Mayoral strategies and priorities

The Culture Seeds programme will deliver against the following Mayoral commitments:

- *A City for All Londoners*, wherein culture is outlined as the golden thread, both for integrating and strengthening communities and supporting more liveable and successful places.
- That all Londoners can benefit and participate from the city's arts and culture.
- The Mayor's vision for *Healthy Streets*, which are more welcoming to people and encourage them to make active and sustainable travel choices, for example by contributing to the healthy streets aspiration of 'things to see and do'.

5. Financial comments

- 5.1 Approval is being sought to authorise the expenditure of £1.16m on a new micro grant programme which supports culture within community contexts.
- 5.2 The proposed programme is expected to run over four financial years in which expenditure of £410,000 is expected to take place in 2017/18 and £250,000 in each of the subsequent three years.
- 5.3 As grants are issued, most likely prospectively, applicants will be subject to due diligence checks.

6. Legal comments

- 6.1 Sections 1 to 2 of this report indicates that the decision requested of the Mayor concerns the exercise of the GLA's general powers, falling within the GLA's statutory powers to do such things considered to further or which are facilitative of, conducive or incidental to the promotion of economic development and wealth creation, social development or the promotion of the improvement of the environment in Greater London; and in formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties to;
- Pay due regard to the principles that there should be equality of opportunity for all people;
 - Consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
 - Consult with appropriate bodies.
- 6.2 In taking the decisions requested, the Mayor must have due regard to the Public Sector Equality duty; namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010, and to advance equality of opportunity between persons who share a relevant protected characteristics (race, disability, gender, age, sexual orientation, religion or belief, pregnancy and maternity and gender reassignment) and persons who do not share it and foster good relations between persons who share a relevant protected characteristic and persons who do not share it (section 149 of the Equality Act 2010). To this end, the Mayor should have particular regard to Section 3(above) of this report.
- 6.3 Section 2 of this report indicates that there may be contributions towards the costs of third party projects which amount to the provision of grant funding and not payment for works, supplies or services. Officers must ensure that:
- 6.3.1 the funding is distributed fairly, transparently, in accordance with the GLA's equalities and in manner which affords value for money in accordance with the Contracts and Funding Code; and
- 6.3.2 appropriate funding agreements are put in place between and executed by the GLA and the recipient of the funding before any commitment to fund is made.
- 6.4 All other services or supplies required must be procured by Transport for London Procurement (who will determine the detail of the procurement strategy to be adopted) in accordance with the GLA's Contracts and Funding Code. Officers must liaise with Transport for London Procurement in this regard and ensure that appropriate contracts are put in place between and executed by the GLA and the successful bidders before the commencement of any such services or supplies.

7. Planned delivery approach and next steps

Activity	Timeline
Procurement of grant management contract	Summer 2017
Announcement	Autumn 2017
Delivery Start Date	Autumn 2017
Final evaluation start and finish (external)	Autumn 2017-2020
Delivery End Date	Summer 2020
Project Closure:	March 2021

Appendices and supporting papers: None

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary. **Note:** This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:

Is the publication of Part 1 of this approval to be deferred? Yes

A defer is requested to coincide with media coverage and the Mayor's announcement. Expected to be by 28 February 2018.

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to confirm the following (✓)

Drafting officer:

Dominic Trembath has drafted this report in accordance with GLA procedures and confirms the following: ✓

Sponsoring Director:

Jeff Jacobs has reviewed the request and is satisfied it is correct and consistent with the Mayor's plans and priorities. ✓

Mayoral Adviser:

Justine Simons has been consulted about the proposal and agrees the recommendations. ✓

Advice:

The Finance and Legal teams have commented on this proposal. ✓

Corporate Investment Board

This decision was agreed by the Corporate Investment Board on the 21 August 2017

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

Date

M.T. 22.08.17
TOM MIDDLETON ON BEHALF OF MARTIN CLARKE

CHIEF OF STAFF:

I am satisfied that this is an appropriate request to be submitted to the Mayor

Signature

Date

D. Bellamy

22/8/2017.