

## **FREQUENTLY ASKED QUESTIONS**

### **Q. What is the London Borough of Culture?**

Inspired by the UK City and European Capital of Culture Programmes, London Borough of Culture is an award that will put culture at the heart of the community, celebrating the unique and distinctive creativity, character and diversity of London's boroughs. The title will be awarded to two winning Boroughs (2019 and 2020) to be announced in February 2018.

### **Q. What do you mean by culture?**

The London Borough of Culture award defines 'culture' in its broadest sense. This includes the visual and performing arts, museums, libraries and literature. It includes 'popular' and informal culture too and everyday creativity in a variety of settings. It may be led by professional artists or local people. It also covers heritage, from historic buildings and sites to cultures and memories valued by local people. It does not include sports.

### **Q. Who can apply?**

Only London boroughs can apply and the application must be signed by the Chief Executive and endorsed by the Leader of the Council. A council service that has been outsourced or an organisation that has been contracted to deliver the borough's arts and cultural provision can (and should) be a partner in the application, but the applicant must be the borough.

### **Q. What is the budget for it and how is it being paid for?**

The total investment by the GLA towards London Borough of Culture award is £2.5m. City Bridge Trust has also contributed £300k towards the programme, so the total award is up to £1.1m for each winning borough. £600k will be awarded, in addition, to up to six individual exemplary projects that are deemed to be of an outstanding nature, but fall outside of the winning bids.

The winning boroughs will also be supported to bid for funds that have been agreed by our external partners Paul Hamlyn Foundation and Heritage Lottery Fund.

Boroughs are expected to provide at least 30% match funding (25% in cash, 5% in kind).

### **Q. Does all partnership funding need to be in place at the point of application?**

You will need to demonstrate the council's commitment and which budgets/departments will support the programme. You will also need to outline fundraising plans including co-commissioning, public subsidy, private sector support and local business partnerships.

### **Q. What will you not fund?**

We will not fund bids that are not led by a London borough, or that are led by more than one borough, capital projects, sports programmes, bids that do not have a clear plan for involving local people or existing programmes of work, (unless you can demonstrate additionality).

### **Q. Will you support costs for equipment (e.g. dance mats, digital software/hardware) or minor capital repairs to buildings (e.g. for meanwhile use/pop up shops)?**

Small capital costs as part of the production costs of a cultural activity are permitted. However, this funding is for revenue programmes.

**Q. Will the 2019 and 2020 winners be able to draw down funds in advance of 2019/2020?**

Once the programme and budgets are agreed with GLA and a funding agreement has been put in place, you will be able to start drawing on funds.

**Q. Can funding be used for a one-off or time-limited project?**

Yes, but one-off projects must demonstrate long term impact.

**Q. Who selects the winning bids?**

A panel of senior GLA Officers will evaluate applications. Following the evaluation, a moderation panel will review scores to ensure consistency of approach. The Strategic Partners' Board will provide recommendations, and the Mayor will make the final decision.

**Q. What organisations are represented on the Strategic Partners' Board?**

The strategic partners' board includes Arts Council England, Association of London Chief Librarians, City Bridge Trust, City of London Corporation, Clore Duffield Foundation, Heritage Lottery Fund, Historic England, Paul Hamlyn Foundation and Society of Chief Librarians.

**Q. What will the grant conditions look like?**

Each grant award is composed of a series of grant conditions which set out the programme objectives, milestones and funding schedule alongside a detailed description of the proposal. As part of grant agreement, all successful applicants will be required to monitor progress on a regular basis and evaluate their project at the end of the programme to assess its impact and offer learning for future activity.

**Q. Is it a stronger application if we're working across a range of local authority services?**

Yes. Successful bids will be those that demonstrate real potential to use culture to deliver against wider council objectives, to embed culture in local policy and make a lasting change in their boroughs.

**Q. Is this about an events programme only?**

No. We want boroughs to shine a spotlight on the amazing creative work that is happening under the radar and in everyday settings, as well as celebrate people's creativity through larger events.

**Q. Do I have to provide a year around programme?**

You will hold the title for one year, but you are not expected to provide year-round activity. It is up to you to decide how to shape activities in the year.

**Q. How do I get involved if I'm not a local authority?**

Strong partnerships will be fundamental to a successful bid. Borough applicants will be expected to work in partnership with a range of stakeholders to develop and deliver the programme. Partners could include arts and cultural organisations, local businesses, education, voluntary sector and civic society organisations, and public sector agencies.

**Q. How can members of the community get involved?**

London Borough of Culture will show how culture can strengthen communities. We want to see local people involved in shaping the programmes, as well as taking part as participants and audience members. The winning boroughs will demonstrate that they will engage their communities in innovative ways.

**Q. How can I get advice on how to prepare my bid?**

Small grants are available to support boroughs in the initial stages of developing bids. You can contact London Councils <http://www.londoncouncils.gov.uk/> who will be administering these grants on behalf of the GLA. They have a list of expert advisors who can help you develop your bid. Throughout the summer, the Culture and Creative Industries team will also hold a number of surgeries with borough applicants. More information will be available on [www.london.gov.uk/boroughofculture](http://www.london.gov.uk/boroughofculture)

**Q. My borough is already a recipient of Great Places and/or Creative People and Places. Will this jeopardise our chances?**

No. But you will need to clearly show how this programme is additional and how it adds value to these programmes.

**Updated FAQs**

**Q. How much detail on baseline data should we include in the bid?**

Provide as much detail as you can which is relevant to your bid, to give us a snapshot of your borough, to set the context for the approach you have taken, and to demonstrate need. If you do not yet have access to all the data you need, tell us about the gaps you have identified and how you will go about addressing these, and the rationale behind your approach to the bid.

**Q. How can we compete with other boroughs that have a lot more / lot less cultural infrastructure?**

We are assessing the journey a borough will take and where they want to get to, based on their starting point and their ambition for the programme. For boroughs with a lot more cultural infrastructure, this might be about demonstrating additionality, extending their cultural offer and working in new ways. For boroughs with a lot less cultural infrastructure, this might be about thinking big, the opportunity to take some risks and trying something for the first time. Either way, we will be assessing ambition and the potential for new partnerships. London Borough of Culture may be a catalyst for embedding culture in the local plan and/or exploring opportunities for cultural infrastructure in new developments in the future.

**Q. How much community engagement / consultation should be completed by the time a bid is submitted?**

We want to see that the community is at the heart of your bid and encourage you to engage communities at the earliest opportunity. If you have not been able to do so before you submit your bid, please clearly outline how you will go about this during the planning year. We will also expect to see an ongoing dialogue with the community during the year of culture, so that there is authentic engagement in the process, decision making and programme delivery.

**Q. How much definition does the programme need to have? How fixed should the programme be?**

Provide as much information as you can about the proposed programme so that we can get a flavour of the bid and a feel for artistic vision and ambition, including art form focus (where applicable), confirmed artists or cultural partners. However, the programme does not have to be fully defined and we would expect some elements to emerge/develop organically through the planning and delivery years and with the community.

**Q. Should we specify if we are going for either 2019 or 2020?**

If you have a preference, do please specify and provide your reasons for this choice. If you do not have a preference, then let us know. Bids will not be assessed by “year”; the preference will help us once all the bids have been assessed, regardless of year, and once the top scoring bids have been identified.

**Q. Will there be a geographical spread as part of the selection process?**

Geographical spread is not part of our assessment criteria. We are looking for authentic bids and how the proposed programme will tell the story of the local area.

**Q. Are you looking for artform spread? Can public art (artform) be the focus of the bid?**

We are not prioritising a particular art form and we will welcome proposals which focus on a range of activity or a single art form. However, if public art is a focus for your bid, do consider the level of capital investment that might be required to deliver this. We will want you to demonstrate the level of public engagement.

**Q. Are there any particular governance structures / models we should have in place if we win?**

No, the governance structure you have in place to deliver your programme will need to be appropriate to your borough. You will need to demonstrate that, whichever model you use, there is clear accountability for the borough and good project management systems in place.

**Q. How detailed does the budget breakdown have to be?**

Provide as much detail as you can at the time of submitting the bid. If there are details which are not yet confirmed, include indicative amounts. We will be assessing realistic/achievable budget projections and value for money.

**Q. How much of the 30% match fund needs to be confirmed at the time of submitting the bid?**

We expect to see a firm financial commitment from the borough at the time of submitting the bid. Provide as much detail as you can on any outstanding applications or other expected income. We will be assessing the likelihood of you being able to reach the target. If expected income becomes confirmed during the assessment process, do let us know.

**Q. Does the match funding constitute 30% of the Mayor's £1.1m investment or 30% of the full project costs?**

Match funding should be calculated as a minimum of 30% of the Mayor's £1.1m investment. You may, of course, provide more than 30%.

**Q. How much does the council need to put in towards the 30%? If the borough says it will underwrite the budget (if there is a shortfall) will they be held to this or can borough investment go up or down, depending on additional funding secured?**

There is no set amount that we expect the borough to commit, as every borough will be in a different financial position. We encourage boroughs to bring in income from other sources, so will not penalise boroughs for doing this. However, we do expect to see a firm financial commitment from the borough.

**Q. Can we upload supporting information and promotional material?**

If you would like to provide additional media to give us a flavour of your bid, you may include direct links to this content online (in a word document). However, we will not be scoring or assessing these.

**Q. How should we approach evaluation and how do we measure long term outcomes when the programme delivery is one year?**

The Audience Agency is our official evaluation partner and will be working with the winning boroughs to support them in developing an evaluation framework. They will be holding an evaluation workshop on 31 October and we encourage all bidding boroughs to attend this, to find out more about the approach.

**Q. What is the GLA's expectation of legacy?**

Legacy will be different for each borough. Ultimately our expectation is that culture will become more embedded in the borough as a result of being the London Borough of Culture. This could be expressed in a number of ways, including (but not limited to) further financial commitment to culture, culture embedded in policy/strategy, new models for delivering culture, new partnerships, specific long-term impacts for residents etc.

**Q. How will you assess our bid? Are you reserving the right to bring boroughs in for interview? Will there be any negotiation?**

The bids will be assessed and scored by GLA officers, against the application criteria, which is outlined in the guidance notes. The internal working group (made up of GLA representatives across policy areas) and the strategic partners' board will have an opportunity to read and comment on all the applications. Following this, recommendations will be made to the Deputy Mayor for Culture and Creative Industries and then to the Mayor for final decision. At this stage, we are not anticipating that interviews with boroughs will take place, as we have a robust decision-making process.

**Q. What support will GLA offer the winning borough around comms and marketing?**

We are currently in discussion with partners and will make this information available as soon as it is confirmed. At this stage, ensure that you have factored sufficient comms and marketing costs into your budget projections. Any further support from the GLA will add value to this, rather than replace it.

**Q. Can the Good Growth Fund or other capital funds/investment be used as match funding?**

Capital funds/investment can be used to provide additional resources to the London Borough of Culture bid, but as this is a revenue programme, capital funds cannot be used as part of the 30% match.

**Q. What is the forecast of funding over 2018, 2019 and 2020 in terms of cash flow? Can we include development activity before the year?**

Winning boroughs will be able to draw down funds once the funding agreement is signed. If you win the title for 2019, you can expect to draw down approximately one quarter of the award in 2017/18, half of the award in 2018/2019 and the final quarter before the end of 2019/2020.

**Q. How do we demonstrate cross party support through the bid?**

Cross party support can be presented in the risk template, or as part of your supporting documentation e.g. in the letter from your leader.

**Q. Can some of our activity happen outside of the borough / across borough boundaries?**

We recognise that residents do not always identify with borough boundaries and that some communities / geographical locations exist across borough boundaries. With this in mind we will consider some activities that happen on the borough boundaries, and will welcome projects initiated by winning boroughs in partnership with other boroughs, provided this is not the whole focus of your bid. It is a competition between boroughs after all!

**Q. Will you fund something that we will be able to tour to other boroughs?**

Yes, as we recognise the value in sharing / disseminating good practice and reaching more Londoners. However, we would not expect this to be the main focus of your bid.

**Q. What programme partnerships will the Mayor of London help to broker or provide?**

In response to great interest from partners across the city we are talking to many larger creative and cultural organisations/institutions to develop funded programmes, event opportunities and partnerships for the winning boroughs. These programmes will need to be shaped by and with the winning boroughs in the planning year.

**Updated FAQs 17.11.17**

**Q. Is there a maximum number of project activities that we can include in the outcomes and outputs template?**

No, you can list as many projects as you wish, but please do not exceed a maximum of ten outcomes and outputs per project activity.

**Q. If we are applying for either year, do we have to complete the outputs and outcomes for both years?**

If you are applying for either year, you do not have to provide duplicate outputs/outcomes for both years. Complete one year, with a footnote to say the same would apply if you deliver in the alternative year. Where there will be ongoing or legacy outputs over two years, then complete both columns.

**Q. There are two outcomes/outputs tables in the guidance, but only one template in the application form. How do we present our outputs and outcomes under the people and place headings within this template?**

The outcomes and outputs in the guidance (under people and place) are just example outcomes and outputs for boroughs to consider. They do not have to be broken down in this way in the application, as long as holistically the bid clearly impacts on local people and places.

**Q. We want to mention all the partners that are supporting our bid, but we can only upload 3 supporting letters. How can we present the extent of our partnership?**

Where relevant, you should mention the core partners within the narrative of your bid. Additional partners can be listed in the same document attachment that you upload with your partner letters.

**Q. Can we amend the budget template in order to add additional lines or headings?**

Yes, as long as you keep to the broad headings within the template. We want to receive budget information from boroughs in a consistent format, but acknowledge that there may be additional items you want to include, that are specific to your bid. You can also add additional worksheets in the same budget file, if you want to breakdown budgets per project, but this is not essential.

**Q. How should we breakdown our budget over the three financial years in the template?**

The budget can be split as appropriate to your borough and project. We would expect the majority of the budget to be for the delivery year, but you may need to spend some money in advance, during the planning year. Equally there may be some carry over expenditure to the end of the financial year. The programme delivery year automatically covers two financial years, so this may impact your borough budgets in terms of match funding and when this is available.

**Q. If we are applying for either year, do we have to complete the budget template for both years?**

If you are applying for either year, you do not have to provide duplicate budgets for both years. Do consider any money that you may need to spend in advance, during the planning year, and any carry over expenditure the following year.

**Q. The application guidance gives a word count for each question but the portal has a character limit? What is the conversion of words to characters?**

If you prepare your bid in a word document, you will be able to see the word count and its equivalent character limit. Ensure you include spaces and punctuation. See below a conversion table.

<b>Word limit</b>	<b>Character Limit</b>
100 words	660 characters
150 words	1,000 characters
200 words	1,400 characters
300 words	2,000 characters
250 words	1,630 characters
500 words	3,330 characters
1,000 words	6,660 characters (split over two boxes)
1,500 words	10,000 characters (split over three boxes)

**Q. Some questions on the portal state that we can continue our answer in a further box below if required. Does this mean that the word count has changed from what was in the guidance?**

No. The functionality of the portal has a maximum character limit per box. The additional boxes allow you to complete your answer to the required limit. The word counts have not changed, see the above table for the conversion from word limit to character limit.

**Q. Why is Exemplary Project section broken down into questions with individual character limits, when the application guidance has an overall word limit?**

The functionality of the portal has a maximum character limit per box and so we were not able to have an overall word limit for these questions. Each question has been allocated individual character limits. Please check the portal to view these limits.

**Q: Are boroughs able to submit their bids in person on 1 December?**

All bids need to be submitted online, through the application portal, by midday on Friday 1 December. Neither the Mayor or the Culture team will be available to accept printed bids in person.

**Q. Does the income for the exemplary project need to be included within the main budget or separately?**

Any income – including match funding - should be included in the exemplary project budget, not the main application budget.

**Q. Do we need to describe a project that we want Paul Hamlyn Foundation and Heritage Lottery Fund to fund and if so, do we include their potential funds in the budget?**

No, the discussions with PHF and HLF about specific projects will begin once the winners have been announced. For the London Borough of Culture application, you need to demonstrate how you will address the partner themes within your programme. You do not have to include PHF and HLF in your budget. This will be a separate application process.

**Q. Can the declaration from our Chief Executive be the same as the letter of support?**

The letter of support from your Chief Executive is the same as the declaration required on the portal. There is no separate declaration that needs to be signed.

Please note that all your letters of support need to be uploaded as one document and not as individuals.