

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

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.