

CABINET

Wednesday, 7 December 2016

GREAT PLACES EXTERNAL FUNDING BID (REP1493)**EXECUTIVE SUMMARY**

1. The aim of Great Place is to put arts, culture and heritage at the heart of the local vision, it will fund new ways of working, building capacity, research, consultations and developing partnerships.
2. Great Places has the potential to position culture within Lowestoft as a driver for economic growth and to build a sense of place, community pride and enhance people's lives.
3. This report seeks Cabinet approval to proceed with a grant proposal to Great Places.

Is the report Open or Exempt?	Open
Wards Affected:	Lowestoft
Cabinet Member:	Councillor Michael Ladd Cabinet Member for Tourism, Economic Development and Rural Affairs
Supporting Officer:	Paul Wood Head of Economic Development and Regeneration 01394 444249 paul.wood@eastsoffolk.gov.uk

1 INTRODUCTION

On 04 August 2016 the Arts Council England (ACE) and Heritage Lottery Funding (HLF) announced the opening of the Great Places Scheme. Under the criteria published, partnerships could apply for grant aid from £500,000 to £1,500,000 to deliver projects that places arts, culture and heritage at the heart of the local vision.

2 GREAT PLACES:

- 2.1 The Great Place Scheme aims to put arts, culture and heritage at the heart of the local vision, making a step change in the contribution of culture in those areas, and embedding them in the places' plans for the future. It will fund projects in areas where there is already a strong local partnership approach and local plans, policies and strategies – cementing partnerships across the public, private and voluntary sectors. 12 'places' will receive investment through the Great Places Scheme, which will have a share of £15million of lottery investment. The Great Place Scheme is one part of the Government's Culture White Paper.
- 2.2 Officer meetings took place in September and early October with Great Yarmouth Borough Council and Suffolk County Council to explore the opportunity for a partnership bid to the Great Places Scheme. There was also engagement with the ACE and HLF, who welcomed a proposal that focused on Lowestoft and Great Yarmouth.
- 2.3 An Expression of Interest (EIO) was submitted to the Great Places Scheme, administered jointly between HLF and ACE on 06 October. Feedback received from HLF and ACE was that the proposal showed good potential in helping culture contribute more to meeting social and economic objectives in our chosen area and therefore invited the partnership (Great Yarmouth Borough Council (GYBC) and Waveney District Council (WDC) to make a full application. While GYBC and WDC have been invited to full application stage, it is a competitive process, so there are no guarantees that it will prove successful and funding will be awarded. The deadline to submit a full application is 12 January 2017. Officers will be working with our partners and Great Yarmouth Borough Council over the next few weeks to shape the proposal.
- 2.4 The geographical focus is the neighbouring coastal towns of Great Yarmouth and Lowestoft and their immediate rural hinterlands on the edge of the Broads National Park. The project will therefore cross district council and county council boundaries.

3. PROJECT BENEFITS:

Through Great Places there is potential to use culture to reinforce the work in Lowestoft around place making and raise pride, community confidence and aspirations. There is opportunity to enhance the work being undertaken by Lowestoft Rising Cultural Education Partnership, which aims to provide a rich and varied cultural education offer for all children living in Lowestoft. Furthermore, understanding current audiences and underrepresented groups through project activities and consultation will help shape an effective cultural offer in Lowestoft. Through holding signature participatory cultural events that showcase high-quality art performance will also help raise the profile of Lowestoft and provide a boost to the

visitor economy and through the support and creation of cultural enterprises, training and employment opportunities this will further act as a catalyst for growth.

4. THE GREAT PLACE SCHEME ACTIVITIES:

Our proposed activities are centred on resident-led cultural activity, as a vehicle for transformation. The budget and grant request is currently being developed but has been estimated at £825,000, with a 50:50 funding split between Lowestoft and Great Yarmouth. The project will last for 3 years and during the life of the project it will build capacity of our cultural community assets to enable the project outcomes to be sustainable. A decision is expected by 31 March 2017.

The proposed activities will include:

- Connecting and strengthening cultural community assets through grassroots support to existing and emerging cultural players to grow capacity.
- Embedding high quality participatory cultural events and installations to transform our town centres/seafronts.
- Raising the profile of cultural education and work with young people to drive the vision for the area's future.
- Making Culture - building cultural enterprises to create training and employment opportunities.
- Developing a more collaborative approach to culture in place-shaping efforts across both towns and share learning between ourselves and with others.
- To deliver activities that can provide context and audience evaluation to achieving a long term audience development strategy leading to a cultural strategy.

5. HOW DOES THIS RELATE TO EAST SUFFOLK BUSINESS PLAN?

Great Places contributes towards the business plan priorities of 'Economic Growth' and 'Enabling Communities' specifically:

- Deliver and support further high profile cultural and sporting events as a catalyst for greater tourism opportunities.
- Increase visitor numbers to East Suffolk outside of the main tourist seasons.
- Fund and support community-led initiatives to improve health and wellbeing, including Men's Sheds, Carer support projects and Mental Health First Aid (Waveney priority).

6. FINANCIAL AND GOVERNANCE IMPLICATIONS:

6.1 Great Yarmouth Borough Council will act as lead applicant for the partnership and will manage the financial and contractual obligations of the grant. Waveney District Council will be responsible for ensuring the delivery of Council-led activities, as well as scrutinizing the scheme, delivery partners and making recommendations. The proposed partnership with Great Yarmouth Borough Council would be formalised upon confirmation of the Great Places funding. Waveney District Council Funding Team are coordinating the project with Great Yarmouth Borough Council and assisting in preparing the full application.

6.2 Funding will include costs for resources to coordinate the deliver of Lowestoft activities and build capacity within the sector and communities. Council resources will be required to

support the partnership including, financial, legal, communications and human resources support. The relevant internal departments have been informed and principally EDR and Active Communications would have the role of overseeing the deliverables of the project relevant to their area.

- 6.3 Applications submitted to Great Places must include a minimum of 10 per cent match funding (cash contribution), therefore to meet the criteria of the Scheme, the Council will need to commit approx. £13,750 per year (total partnership funding approx. £41,250) to the project.

7. OTHER KEY ISSUES:

This report has been prepared having taken into account the results of an Equality Impact Assessment, a Sustainability Impact Assessment and a Partnership Impact Assessment.

8. REASON FOR RECOMMENDATION:

If the grant funding is approved then it will bring in external investment into Lowestoft which has the potential to increase cultural provision, audience participation, change the perception of the town and boost the visitor economy.

RECOMMENDATIONS

1. That Cabinet supports the submission of a partnership application with Great Yarmouth Borough Council to the Great Places Scheme administered by Heritage Lottery Fund and Arts Council England.
2. That Cabinet agrees to provide 10% match funding towards the overall cost of the project.
3. That Cabinet enter into a partnership agreement with Great Yarmouth Borough Council, support delivery partners and deliver activities subject to the confirmation of Great Places funding.

APPENDICES – None

BACKGROUND PAPERS – None