

## PROPOSED APPROACH TO CULTURAL FRAMEWORK BUDGET

A budget to facilitate the Cultural Framework and a thriving arts and cultural community in Preston was identified in the cabinet report 'Cultural Framework – Draft for Consultation' 2013. It was noted that where possible the budget would be used strategically to enable further external investment to be attracted into the city.

Over the previous three years a cultural grant scheme has operated offering funding up to a maximum of £3K for projects that meet the goals of the framework. 20 projects a year have been supported with an average grant awarded of £1K. In addition budget has supported arts and cultural activity in the city centre and the publication of 'a what's on' guide, which has since ceased.

A range of creative projects across art forms have been supported, however the funding has not delivered a significant and measurable step change in the city's cultural delivery, strengthened the independent sector or contributed towards considerable external investment.

The budget needs to clearly deliver against the vision of the Framework:

*'Preston is recognised as a major centre for culture in the North West, with a thriving creative sector and where everyone has opportunities to be inspired by and participate in arts and heritage and to have joyful experiences which reinforce the spirit of the Guild'*

In order to maximise the impact of the budget, deliver measurable outcomes and further the vision and goals of the Framework a revised approach to the budget is proposed.

Item	Amount
Spark Fund to support new projects, provide small amount of match or the testing of activity. Grants between £200 - £1K. The Spark Fund could be tailored to focus on a particular area of interest e.g. low arts engagement or graduates	£5K
Match Funding towards large scale projects, which will only be awarded on the successful procurement of external funding. Projects will be developed and delivered in partnership with the board to maximise the output and impact.  Possible grant options: 4 x grants up to £5K, 2x grants of £10K or one consortia bid for the full £20K	£20K
Support towards the running costs of PCP, to cover admin, stationary, web, travel expenses, training and activity	£2K
Events fund to support opportunities throughout the year e.g. arts exchange or to host an arts advocacy event	£3K
<b>Total</b>	<b>£30K</b>

- It would be proposed to launch the Spark Fund and Match Fund as an application process, concurrently at the beginning of the financial year and allocate the money in one round. If all monies are not allocated, then a second round would be launched later in the year.
- Projects applying for funding would need to demonstrate how they meet the Cultural Framework goals and in particular demonstrate quality, ambition, developing cultural audiences and sustainability of provision. In addition project will meet the Council's Fairness For You priority.
- The PCP grant would be allocated on receipt of an annual outline proposal, setting out how the group would use the money to further the development of the organisation and meet the goals of the Cultural Framework.
- The Events Fund would be open for applications throughout the year and reserved for special events approved by the Cultural Framework Board.
- All projects would be required to complete a robust evaluation, capturing key data to feed into an overall city wide cultural evaluation. Retention of the grant would be paid on successful completion of the evaluation.
- Projects would be provided with marketing support and branding from the Framework Board to provide a coordinated approach to the Framework programme, ensuring high visibility and strong engagement and participation.
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The outlined approach would further the vision and goals of the Framework in the following ways:

Approach	Outcome
Spark Fund	Supporting a thriving sector, funding grass roots delivery, facilitating the development of new provision and piloting activity. Growing small/medium projects to larger scale ambition. Opening opportunities for participation and engagement.
Match Fund	Supporting the sector to deliver larger scale projects, take risks and realise ambition. These projects will provide a greater level of meaningful participation and the opportunity for people to experience high quality arts. The fund will contribute towards positioning Preston's cultural offer at the core of the cities narrative/offer.
PCP Support	Contribute towards a thriving and strong independent sector that is empowered to drive forward change and support the growth of new and emerging organisations.
Events Fund	Help to position Preston as a cultural centre and advocate the success and quality work being delivered. Advocate to funders, partners and key strategic bodies the value and impact of the arts.