

Culture Development Fund

13 July 2018

BACKGROUND

The Culture Development Fund (CDF) has been launched with the aim to allow cities and towns to invest in creative, cultural and heritage initiatives that lead to culture-led economic growth and productivity. The fund is from DCMS with a budget of £18.5m (£20m less ACE administrative costs).

DCMS are focusing the CDF on: *'Towns and cities outside London who want to make the most of culture's contribution to their local economy... who have a strategic vision for their development and can demonstrate both cultural maturity and commitment to culture-led growth, but need investment to accelerate and broaden their vision...The fund seeks to deliver benefit to economically functioning towns and cities with an urban focus. It's unlikely that applications seeking to benefit predominantly rural areas will be able to meet the aims of the fund'*.

The aim of the CDF is to: *'...to support towns and cities to develop transformative culture-led economic growth and productivity strategies by investing in place-based cultural initiatives and the creative industries'*. Place-based initiatives are about bringing local people together to utilise their skills and knowledge to create places where people want to live, work and do businesses. The CDF funding should unlock economic growth and productivity, strengthen local leadership in culture and/or the creative industries, enhance creative skills and made places attractive to live in, work and visit.

KEY INFORMATION

CDF grant range is £3m to £7m, from a budget of £18.5m and DCMS is expecting to fund 4 or 5 projects.

A minimum of 20% match funding must be secured to be eligible and must include some non-public funding (corporate sponsorship, individual giving, crowdfunding, etc.) and can include in-kind funding. No less than 50% of match funding should be cash. If the project generates an income stream, applicants will be required to consider social investment. Applicants with higher levels of non-public matched funding and/or a greater variety of funding sources may be prioritised.

Applicants are expected from a partnership for the area, led by a LA, LEP, or other appropriate body, who would lead a consortium of partners from both the public and private sector. At least one partner organisation would be from the cultural, heritage or commercial creative industries. One organisation must act as the lead organisation.

DCMS want to see applicants take a 'place-based approach', rather than a sector-based approach when forming partnerships and consortiums, seeing culture and the creative industries as being complementary. Bids must align with relevant existing or proposed local strategies and strategic-based initiatives, e.g. Strategic Economic Plan, and key national priorities such as 'Culture is Digital', 'Creative Industries Sector Deal', 'Industrial Strategy' and the 'Heritage Action Zone' programme.

Application and delivery deadlines:

Activity	Deadline	Notes
EoI / Stage 1 Opens	Midday, 3 July	
EoI / Stage 1 registration	4pm, 1 August	Can take 10 days to register on Grantium with ACE; 2,500 characters
EoI / Stage 1 deadline	Midday, 15 August	
Stage 2 opens	Midday, 7 September	
Stage 2 deadline	Midday, 19 October	
Activity start date	1 February 2019	50% outcomes to be deliverable by mid-point
Activity end date	31 March 2022	

Can rural areas apply?

DCMS criteria states that applicants could be a city or large town, two or more neighbouring cities or towns, or a closely linked set of urban areas. The area must be categorised as 'urban' according to the **ONS 2011 Rural-Urban Classifications**; Cornwall seems to be down as 'mainly rural' or 'largely rural' with Bodmin, Penzance, Truro, Helston, Newquay, St Austell classified as 'Built Up Area Hub Town'.

If ONS classification is 'urban with significant rural', the project would be expected to cover a number of towns or to be part of a programme that brings benefit to other urban areas

No predetermined minimum size of population or geographical area, however: *'...it is unlikely that a smaller town, with limited capacity and acting on its own, without an existing cultural or creative industries infrastructure, or engagement with wider government initiatives, or an established arts, culture and heritage offer, would be able to deliver the stated objectives'*

Cornwall could therefore consider either putting forward a single town/city, or several places with a culture & creative industry linking 'story' along the 'dispersed city' narrative.

Funding activity/broad categories:

- Events, e.g. new festivals, city branding campaigns, major showcase events, major public events
- Leadership training / upskilling to give places the capacity to develop local cultural propositions or increase the scale and impact of their work
- Capital investment in physical space for culture, heritage and CIs, e.g. new cultural / community spaces, regeneration of existing assets including heritage, adaption or extension of existing cultural venues to increase capacity or extent their function, sustainable creative workspaces / workshops / makerspaces
- Capital and resource investment in new creative skills development and materials
- Growing the local visitor economy through investment in the cultural and heritage capacity of destinations
- Business support for CI sector SMEs, helping them scale up or exploit IP potential
- Social investment through impact bonds

What are we expected to deliver?

- Resource investment in creative programmes, events and activities for culture and the creative industries
- Resource investment in upskilling local leadership in the cultural and creative industries
- New skills development programmes and materials
- Capital investment in physical space for culture and creative industries

Applications should be:

- Able to deliver against the programme objectives
- Focused on place-shaping
- Ambitious, distinctive, relevant, inclusive and representative of their city/town

- Transformative and represent a step change in how areas will build on existing growth in the local economy, especially within the cultural sector and the wider creative industries
- Economically and commercially viable
- Providing strong leadership, management and governance
- Framed by realistic and credible plans for managing, funding and delivering the bid
- Able to provide qualitative evidence of the economic impact of culture-led investment at the application stage, as noted in the economic impact datasheet:
 - o Businesses and organisations that will be supported
 - o Number of jobs created
 - o Impact on visitor (domestic and inbound) and audience numbers
- Can demonstrate how they intend to monitor the impact of their specific bid