

BRENT 2020



2020 Culture Fund: Guidance Notes

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Thank you for your interest in applying to the 2020 Culture Fund; a grant scheme of £500,000 to support projects, events and activities rooted in and inspired by Brent to take place as part of our year as London Borough of Culture in 2020.

We have opened up the 2020 Culture Fund to ensure that residents and community groups can lead and take forward their own projects as part of Brent's year as London Borough of Culture.

The London Borough of Culture is a fantastic opportunity for Brent residents and organisations to show and tell the world about our culture and heritage. We will use this opportunity to improve the Borough and the lives of our residents. We want to make residents proud of where they live and put Brent on the cultural map.

1. What is the London Borough of Culture?

The Mayor's London Borough of Culture award is a new initiative by the Mayor of London, Sadiq Khan, to celebrate the wealth of creativity across every corner of London. The two winners of the inaugural London Borough of Culture awards were Waltham Forest, who won the title for 2019, and Brent Council, for 2020.

The London Borough of Culture title will put Brent on London's centre stage in 2020. This will be a brilliant opportunity to celebrate life here, tell the rest of the capital what we're about and create a cultural programme which leaves a lasting legacy.

We want people who don't know Brent to discover it in 2020, and those who do to enjoy celebrating everything that's special, intriguing and ground-breaking about our incredible corner of London.

2. Objectives of the 2020 Culture Fund

The 2020 Culture Fund aims to:

- Develop high quality creative and cultural projects and events that will form part of Brent's London Borough of Culture 2020 Programme;
- Support local individuals, organisations and groups to develop and deliver arts-based creative activity and cultural events which engage a wide and diverse audience across Brent;
- Enable original projects that will engage and inspire, encouraging a varied artistic mix across the programme;
- Encourage new cultural partnerships and enable ambitious creative ideas to be realised.

3. Criteria: What we will fund

The 2020 Culture Fund will support arts and cultural activities including events, performances, workshops, exhibitions, talks, walks, installations, festivals, carnivals, screenings and participatory projects of all shapes and sizes and across all art forms.

We welcome proposals for original new projects to be part of the London Borough of Culture 2020 (LBOC 2020) programme, in addition to proposals to lead activities as part of the following two LBOC 2020 Commissioned Projects: *The Street Party*, the mile-long street party taking place on Kilburn High Road on 11 July 2020 or *No Bass Like Home*, the celebration of the roots and legacy of reggae involving a month-long festival of events in and around Harlesden in October 2020, as well as exhibitions and activities throughout 2020.

See the website for further information about these commissioned projects: www.brent2020.co.uk

All activities will need to meet the following criteria to be eligible for funding, they must:

- Be creative and cultural activities and involve artists*
- Be open to the public
- Take place in Brent during 2020
- Create opportunities for people from different generations or backgrounds to come together
- Involve opportunities for local participation and volunteering
- Respond to one or more of the four LBOC 2020 curatorial questions listed below in section 4

The Council reserves the right to ensure that the grants contribute to a varied and balanced programme of activity spread across the borough throughout the year.

**we use 'artist' to mean someone who makes art – whether professional or non-professional – including those creating work in or across the following mediums: film, music, dance, photography, theatre, visual art, poetry, craft, puppetry, creative writing, new media, digital and live art.*

4. The Four London Borough of Culture 2020 Questions

Applicants to the 2020 Culture Fund will need to demonstrate how their proposed activity responds to one or more of the following questions which will underpin the cultural programme and guide the curation of the year:

Where are we?

Brent hasn't been here for long. Most of London doesn't know about us and where we are. Brent LBOC 2020 will present projects that show where Brent is and where it sits in relation to London, the country the world and the universe. What does the world look like when viewed from here? Where are our borders? What are our landmarks? What do we look like to those looking in?

Where have we come from?

Brent is a meeting point of roads, canals and railways, bringing new ideas in and out of the borough. Millions pass through every day - some stay. Brent LBOC 2020 will support projects which tell the stories of those who have struggled, loved, rebelled and made life here. We stand on the shoulders of those who came before us. What stories from Brent's past need to be told?

Where do we live?

Much of Brent's creative and cultural life is behind closed doors - just over fences, walls and behind gates. In kitchens, gardens, on laptops, in sports clubs, gyms, allotments, cafés, libraries and community organisations. LBOC 2020 will support projects that uncover, reveal, and explore the private and semi-private lives of families, friends and communities across the borough.

Where are we going?

Brent is always on the move. Building, creating, enterprising - into the future. LBOC 2020 will support projects that help us to think about the future of the borough. Can Brent be a place where things are done differently, independently and creatively? What kind of places does the borough need, and who can make them?

5. Eligibility

- Applications can be made by individuals, community groups, voluntary and not-for-profit organisations (i.e. voluntary and community organisations, charities, schools and other forms of social enterprise for public and community benefit whose constitutions prohibit the distribution of surplus funds);
- Applicants are not required to live or work in Brent, but applicants based outside of the borough need to be working in partnership with local artists, community groups or organisations and be able to provide evidence of this;
- Applications for projects from any art form will be considered;
- Applicants must be at least 18 years of age;
- All activities applied for must be delivered in Brent;
- All activities must be delivered in 2020;
- If an organisation has already successfully secured grant funding from other departments within the Council they can still apply to this scheme, providing it is relating to a different project or a new development of an existing project. The assessment panel will focus on each application's score when awarding funds, however they would also take into account the level of other funding awarded by the Council as the intention is to fund as many organisations as possible.

6. What the 2020 Culture Fund won't support

- Projects which are for private gain, or result in a profit;
- Activities where the primary focus is the promotion of a particular political or religious view;
- Activities that can be considered offensive;
- Activities that are not open for all to engage with;
- Duplication of existing provision;
- Projects that don't have a strong cultural component and don't involve artists;
- Activities which have already taken place, or will commence during the six-week assessment period;
- Activities where the benefit falls mainly outside of Brent;
- Projects that don't respond to any of the LBOC 2020 Culture themes listed in section 4.

7. How much can you apply for?

- Individuals can apply for grants up to a maximum of £3,000;
- Organisations can apply for grants up to a maximum of £10,000;

8. Application Timeline

There are three rounds of the 2020 Culture Fund:

Round 1 opened on Thursday 17 January 2019 and closed on Monday 18 March 2019.

Applicants were informed of the outcome by Monday 13 May 2019.

Round 2 opened on Thursday 13 June 2019

In this round, we are particularly looking for projects that would like to be part of the No Bass Like Home and Street Party projects, although all applications will be considered equally. We are happy to support applicants in finding a suitable space and or venue. Please get in touch if you have any questions.

The deadline for applications Monday 16 September 2019.

Applicants will be informed of the outcome by Monday 4 November 2019.

Round 3 will open on Thursday 16 January 2020

The deadline for applications is Monday 16 March 2020.

Applicants will be informed of the outcome by Monday 4 May 2020.

9. Decision-making process

Applications will be assessed against how well they meet the following criteria:

Criteria	Description
Artistic Quality and Track Record	Clear, creative vision and connection with one or more of the London Borough of Culture 2020 Questions. The artistic quality of activity and the quality of the cultural experience that the activity will have on the people experiencing it. Demonstrable track record or experience of delivering similar initiatives or activity. Evidence that the skills and capacity of the team are sufficient to deliver the project.
Outcomes	Demonstration of how the project or activity meets the funding objectives and criteria outlined in sections 2 and 3 of this document.
Outputs	A clear overview of what the project will deliver, who will be reached and a planning, delivery and evaluation timeline.
Public Engagement	A clear idea of target audiences and participants and how to reach and engage them. Opportunities for local participation for volunteers and for young people within the leadership of the project.
Budget Management	A clear demonstration that the project represents value for money. Budget is appropriate for the activity that is planned and all items in the budget are relevant and reasonable.
Evaluation and next steps	Your approach to evaluation and how it will help you to improve what you are doing during the activity and inform what you do next time. Experience and potential for sustaining the project and ensuring the outcomes are evaluated, and form part of the individual's / organisation's development. The legacy of your project.

We are looking for a fair geographical spread of projects across the borough to enable events to be accessible to all residents and are particularly keen to encourage applications for activities in the north of the borough, which has less cultural provision. The geographical location of projects and events will therefore also be taken into account in the assessment process.

The grant budget for each of the three funding rounds is approx. £167,000. If the full budget isn't allocated, any unallocated funding will be rolled over to the next grant round. In order to make sure that the London Borough of Culture 2020 grants contribute to a varied and balanced programme of activity spread across the borough, throughout the year, Brent Council reserves the

right to offer a lower grant than applied for. A lower grant may be offered if the assessment panel find that budgeted items can be provided at a lower cost, if they can be sourced or provided in-kind, or if they are not considered core to the delivery of the activity applied for. We will always ensure that the grant awarded is enough to enable the activity to go ahead.

10. Notification of outcome

- Organisations and individuals will be notified by email of the outcome of the application within six weeks of the deadline for applying;
- If successful, you will be asked to formally accept the offer via the grant portal within two weeks of notification;
- A formal offer letter will then be sent with proposed outcomes and payment dates which can be negotiated and, once agreed, should be signed and returned along with all supporting documentation (see Appendix A below);
- Only once the supporting documentation and signed offer letter have been received will the first payment will be made;
- On occasions, the offer of a grant might be subject to the applicant's satisfactory response to additional requests for information;
- All successful organisations will be asked to provide supporting documentation (e.g. policies and procedures, organisation's constitution, recent bank statement) before any grant agreement can be signed or funds released;
- All successful individuals will be asked to provide two professional references before any grant agreement can be signed or funds released.

11. Payment Arrangements

Payments will normally be made in two instalments depending on the nature of the project – with 80% paid when the project commences and a retainer of 20% withheld to the end of the project and paid upon proven delivery of outcomes. The provider should submit required evidence as outlined in the formal offer letter prior to payment being released.

12. Project Monitoring and Evaluation

- If your application is successful, evaluation requirements will be confirmed in the formal offer letter depending on your project. You will be assigned a project monitoring officer from the LBOC 2020 team;
- Evaluation will be against outputs and outcomes of the project as listed in your application. These will be confirmed in your Project Agreement Form;
- Evidence for and a breakdown of expenditure is required prior to an instalment being paid;
- A simple report will need to be completed on the project at two stages unless otherwise agreed - halfway through the project, and when the project has completed.

13. How to apply for funding

- Our preference is for applications to be submitted using the online application form on our website

- Plan your project. Be as creative as possible and talk to other groups and individuals who may be interested in getting involved or who can bring something exciting to your project idea;
- Ask someone unfamiliar with your activity to read your completed application. Is it well written and easy to understand? Does it meet the funding criteria?
- If your activity involves working with young people under 16 or vulnerable adults, you will need to confirm you have relevant safeguarding policies (e.g. child protection policies) and staff / mentors DBS checks in place;
- If your application is successful, you will need to have public liability insurance in place before the activity goes ahead. If you do not have this insurance, we may be able to add the cost of cover to the grant awarded and we will contact you to discuss this further;
- You will also need to provide a copy of all the relevant risk assessments – we can help you with templates and advice on this if needed.

14. Support Available

There will be a large demand on this fund, and not all applications will be successful. The following events aim to provide support and guidance to anyone interested in applying.

Funding Skills workshops

We are running funding skills workshops throughout the summer. These workshops are for applicants new to grant applications and those who would like to improve their skills. You'll learn about: assessing what the funder is interested in; demonstrating the success of your project; planning your project; writing a budget; and how to avoid common mistakes. The workshops will focus on the 2020 Culture Fund, but you'll also be able to apply what you learn to other funders. Workshops will run at venues across the borough. Please book via the Brent 2020 website using the appropriate link.

Date	Time	Location
Thursday 13 June 2019	6.30 – 8pm	The Granville, South Kilburn
Saturday 22 June 2019	10 – 11.30am	ASC Studios, Alperton
Thursday 27 June 2019	6.30 – 8pm	Brent Civic Centre, Wembley
Thursday 04 July 2019	6.00 – 7.30pm	Willesden Green Library
Thursday 18 July 2019	1.30 – 3pm	The Corner, Wembley Library
Thursday 01 August 2019	6.00 – 7.30pm	Brent Civic Centre, Wembley
Thursday 15 August 2019	6.00 – 7.30pm	Harlesden Library
Thursday 29 August 2019	6.30 – 8pm	The Granville, South Kilburn
Thursday 05 September 2019	1.30 – 3pm	Brent Indian Association, Ealing Road

15. LBOC 2020 branding and promotion

All projects funded through the 2020 Culture Fund will be given a logo to display on marketing materials. All publicity for the funded projects must adhere to the London Borough of Culture 2020 Branding Guidelines which will be shared on award of the grant. Brent Council's funding must be acknowledged in marketing campaigns of Grant recipients. Subsequent developments or exploitation of funded projects must credit Brent Council's support with the following wording: *"Researched and developed with support from the London Borough of Brent"*.

Appendix A

The following documents should to be supplied to the London Borough of Brent upon offer of grant; electronic or hard copies will be accepted. These will need to be sent within two weeks of the offer of a grant, however special circumstances (e.g. awaiting new DBS clearance) will be taken into consideration.

Required:

1. Two signed professional references and referee contact details.
2. Evidence of public liability (third party) indemnity insurance.
3. Copy of your organisation's constitution (for organisations only).
4. A recent bank statement – opening statement for new group (for organisations only).
If your organisation's annual income is £10,000 and above (for organisations only) – a copy of annual accounts for the last year; or
you have been trading for less than three years (for organisations only) – a statement from your accountant stating performance to date and projected outturn for the following year; or your organisation's annual income is less than £10,000 (for organisations only) – a statement of income and expenditure signed by your management committee and an independent examiner.
5. Evidence of professional indemnity insurance (if you/your organisation are providing advice to members of the public) (if applicable).
6. Evidence of employers' liability insurance (if you/your organisation are employing any staff) (if applicable).
7. Copy of the responsible person's Hygiene Certificate (if you/your organisation are providing catering) (if applicable).
8. Copy of your Child Protection Policy (if relevant to the Project).
9. Copy of your Protection of Vulnerable Adults Policy (if relevant to the Project).
10. Copies of any other policies and procedures to the extent relevant to the Project.
11. Copies of DBS clearances (if relevant to the Project).
12. Risk assessments for your activity (note, if this has yet to be undertaken, please ensure you/your organisation furnish same prior to commencement of the Project).
13. Disclosure of any unspent convictions.

Brent Council reserves the discretion to waive your obligation to provide any of the above documentation, without prejudice to the Council's right to subsequently request and require the provision of same from you.

1. Two signed Professional References (for individuals);
2. Evidence of Public liability (third party) indemnity insurance if applicable (to be confirmed by the London Borough of Culture 2020 team post award);
3. Organisation's Constitution (organisations only);
4. A recent bank statement - opening statement for new group (organisations only);
5. If your organisation's annual income is £10,000 and above (organisations only);
 - a) Copy of annual accounts for the last year

Or, if you have been trading for less than three years, (organisations only)

 - b) Statement from your accountant stating performance to date and projected out turn for the following year

Or, if your organisation's annual income is less than £10,000 (organisations only)

- c) Statement of income and expenditure signed by your management committee and an independent examiner
- 6. Evidence of Professional indemnity if advice is given to members of the public;
- 7. Evidence of Employers Liability insurance if employing any staff;
- 8. Copy of the responsible person's Hygiene Certificate if you/your organisation are providing catering;
- 9. Copy of your Child Protection Policy;
- 10. Copy of your Protection of Vulnerable Adults Policy;
- 11. Copies of any other policies and procedures relevant to your project;
- 12. Copies of DBS clearances if relevant;
- 13. Risk assessments for your activity;
- 14. Confirmation of any spent or unspent convictions.

Application questions

These notes are for drafting/guidance purposes only. Applications must be submitted using the online form.

SECTION A: ABOUT YOU / YOUR ORGANISATION

A1

*Name of contact person for this project
(Title, First Name, Last Name)

A2

*Organisation name
(Please re-enter the contact name if there is no relevant organisation name)

A3

Address of contact person for this project

*Address1:

Address2:

Town:

County:

*Postcode:

A4

*Telephone number for contact person

A5

*Email address for contact person

(This email address will be used to send you an acknowledgement and a copy of your application form when you have submitted your application)

A6

*Select the most appropriate description of your status

Arts organisation – professional

Arts organisation – voluntary

Community Interest Company (CIC)

Charity, Community or Voluntary organisation

If you are a Charity, please write your charity number here:

Youth group

Health group or organisation

Individual

Arts organisation – amateur

Other

A7

*Tell us about yourself/your organisation and about your relevant experience relating to this application

(Approximately 250 words, maximum 2000 characters)

SECTION B: THE PROJECT

B1

*Name of your project?

(Approximately 15 words, maximum 120 characters)

B2

*Tell us where in Brent your project will take place

B3

*Why have you chosen this location(s)?

B4

*Do you have written permission to use this location(s)?

(Answer YES or NO)

You will need permission from the person who owns the delivery location before submitting your application.

B5a

*Which of the following art forms does your activity involve?

(Select all that apply)

Literature / Poetry

Music

Dance

Visual arts

Carnivals and Festivals

Theatre

Crafts and Design

Performance/Live Art

Street Arts and Circus

Film, Video and Digital Arts

Other

B5b

If you ticked 'Other', in no more than ten words, give details

(Maximum 255 characters)

B6

*Provide a description of your project and how you will manage it
(Approximately 500 words, maximum 4000 characters)

Write a summary of your idea and why / how your project will make a difference. We are particularly interested in the reasons behind the project and what you hope to achieve.

Tell us how you will manage your project – e.g. how will you ensure the project is delivered on time and on budget?

B7

Who are your target audience / participants?
(Approximately 100 words, maximum 800 characters)

Identify who you expect to take part in / visit your activity, including any specific target groups. Where a targeted group of people will benefit, there needs to be clear rationale for this. Otherwise there is an expectation that a wide range of people will benefit and activities will be inclusive. This is in line with our equality requirements and focus on local communities interacting together.

B8

Approximately how many people overall do you expect to directly participate in your project, not including your audience?

B9

How will you promote your project?
(Approximately 200 words, maximum 1600 characters)

Show us how your project or business will reach its target audience: how will you encourage people to get involved? What type of engagement activities will you undertake?
Will any partner organisations be involved? If so, who?

B10

Please outline the proposed timeline for your project.
(Approximately 200 words, maximum 1600 characters)

- a) When will you start planning?
- b) When will you start publicly promoting your activity?
- c) Start date of the activity or project
- d) End date of the activity or project
- e) Evaluation start date, please give your best estimate
- f) If you have identified any other key milestones, please give a brief description here and estimated dates below
- g) Key milestone 1
- h) Key milestone 2

B11

How will you know if your project is successful?
(Approximately 200 words, maximum 1600 characters)

What kind of success will you aim to have and how will you record or monitor this e.g.

- *Partnership development / feedback from partners*
- *Numbers of audiences / participants*
- *Feedback from audiences / participants*
- *Your own learning*
- *Social benefits*

B12

*What is the artistic content of your project and who are the artists involved?

B13

*Please describe how you plan to work in partnership with local artists, community groups or organisations?

(Approximately 200 words, maximum 1600 characters)

SECTION C: THE FOUR LONDON BOROUGH OF CULTURE 2020 QUESTIONS

Applicants need to show how their proposed activity responds to **one** of the following questions which underpin the cultural programme. Which of the following Brent Borough of Culture questions does your project connect with (see section 4 above for further info). Applicants must select one question. Please explain how your project connects with the question(s).

C1

Who are we?

(Approximately 100 words, maximum 800 characters)

C2

Where have we come from?

(Approximately 100 words, maximum 800 characters)

C3

Where do we live?

(Approximately 100 words, maximum 800 characters)

C4

Where are we going?

(Approximately 100 words, maximum 800 characters)

SECTION D: BUDGET

This budget should be for the total cost of the activity you are applying to do. The 'income' and 'expenditure' costs for your activity should match. Ensure you have included all relevant expenses including (but not limited to): insurance, DBS clearances, marketing, transport, venue hire, equipment and materials, facilitators and performers, project management and evaluation.

D1

*Expenditure

The Breakdown should show how each cost will be reached, e.g. 1 artist at £200 per day for 5 days
= £1,000

Expenditure	Breakdown	Cost	LBOC 2020 Funded - Yes/ No
*Artist Fees			
Equipment/Materials			
Marketing			
Venue			
Administration/Overheads			
Other - please specify;			
Other - please specify;			
Other - please specify;			

*For guidance on how to calculate artists' fees for community projects please visit <http://bit.ly/2KndXab>

D2

*Income

Earned income, e.g. tickets or sales projections, should show how it has been calculated

Income	Source of funding	Value (£)	Status (applied/ approved)
Grants from Brent Council e.g. NCIL			
Grants, e.g. from trusts or foundations			
Donations			
Sponsorship			
Earned income			
In-kind support			
Other - please specify;			
Other - please specify;			
Other - please specify			

D3

*How much are you applying for from the Brent 2020 Culture Fund?

SECTION E: SUPPORTING DOCUMENTS

Attach evidence that your project is needed or has local support, e.g. responses to a local survey, letters of support or offers of help from local people, groups or partners.

E1

*Document 1

E2

Document 2

E3

Document 3

E4

Document 4

E5

Document 5

E6

Document 6

SECTION F: DECLARATION

F1

*Have you received funding from Brent Council in the last two years?

F2

If 'Yes', please give the following details:

Date of application

Name of project

Amount awarded

F3

*Are you related to anyone at Brent Council? (Answer YES or NO)

If yes, please give details

F4

*How did you hear about the 2020 Culture Fund?

(Maximum 1000 characters)

F5

INDIVIDUALS

In submitting this application, I confirm that, as far as I know, the information in this application is true and correct.

Name (Use CAPITAL letters)

Date

F6**ORGANISATIONS**

In submitting this application, I confirm that the organisation named on this application has given me the authority to submit this application on their behalf. I confirm that the activity in the application falls within the powers of the organisation's Constitution or Memorandum and Articles of Association. I confirm that the information in this application is true and correct.

Name (Use CAPITAL letters)

Position

Date

F7

*If you are not already on the LBOC 2020 Mailing list, would you like to be added

YES / NO