



Report to: Portfolio Holder for Economic Development & Visitors
 Decision Date: 22 November 2022
 Portfolio Holder: Councillor Rhona Holloway
 Director Lead: Matthew Finch – Communities & Environment
 Lead Officer: Carys Coulton-Jones, Business Manager - Heritage and Culture, Ext. 5773

Report Summary	
Type of Report	Open, Non-key decision
Report Title	Arts Council Funding Bid on Behalf of Newark Cultural Consortium
Purpose of Report	To update the Portfolio Holder on the progress of Newark’s Cultural Consortium for the High Street Heritage Action Zone, and to request approval to submit an application on behalf of the Cultural Consortium to deliver increased and more impactful activity in 2023-24.
Recommendations	<ul style="list-style-type: none"> a) That approval be given to submit the bid to the Arts Council for a series of creative installations and activity in 2023-24; and b) If successful, the budget be added for 2023-24.
Alternative Options Considered	Do not enter a bid. However, the original funding for the Cultural Programme was very limited, and without this funding bid the final year of the programme will lack impact and legacy.
Reason for Recommendation	To enable Newark Creates, the Cultural Consortium for Newark’s High Street Heritage Action Zone cultural programme to deliver activity with the maximum impact and legacy in the final year of the HAZ.
Decision Taken	As per recommendations.

1.0 **Background**

- 1.1 Newark’s Cultural Consortium was created in 2020 in response to Historic England’s requirement that High Street Heritage Action Zone (HAZ) towns should develop consortia to deliver the cultural programme element.
- 1.2 Newark’s Cultural Consortium is led by Inspire – Culture, Learning Libraries, with NSDC as a key partner. Other key members include Newark Town Council, Newark Heritage

Forum, and Newark CVS. The Consortium successfully applied for £90,000 of Cultural Programme funding from Historic England in 2020 from a limited overall budget. That application included plans for a further funding bid to the Arts Council England (ACE) to deliver activity in the final year of the programme – 2023-24. To date the Consortium has delivered a wide range of engaging, inclusive activity and events across the funding period, including free family sessions at the Beach, working with the Towns Fund’s Heart of Newark Project, two annual Fun Palaces where communities are encouraged to share skills and deliver fun events, and a social prescribing project working with Sound Lincs to create soundscapes of residents’ memories of Newark and its heritage.

- 1.3 So far, the Consortium has focused on free, grassroots activity bringing residents into contact with local professional creatives and supporting improved cultural engagement within the HAZ area. The plan for 2023-24 is to deliver a number of high impact installations and interventions within the town which will raise the profile, reach larger numbers of people, attract footfall to the town centre and increase dwell time. In addition, these interventions offer an opportunity to pilot creative methods of public realm improvement and wayfinding, linking strongly to the wider ambitions of the Cultural Heart of Newark project. This can only be achieved through an additional funding bid.
- 1.4 The Consortium is limited in the number of organisations that have the capability to submit such a bid on its behalf – Inspire, as an existing National Portfolio Organisation, are not eligible to apply directly to the Arts Council’s Project Grants, therefore NSDC is the next most appropriate organisation to submit this bid.

2.0 Proposal

- 2.1 The proposal is to submit a bid for £87,416 on behalf of Newark’s Cultural Consortium and in support of the wider HAZ programme. This will be match funded by the Cultural Heart of Newark via Newark Town Council, the existing HAZ Cultural programme funding and sponsorship. The sponsorship element is being delivered in partnership with an external organisation who are experienced in fundraising. There are no requirements for match funding from NSDC.
- 2.2 The project is described as follows:

The Consortium’s goal is to celebrate Newark as a priority place, create legacy and use the Public Realm to transform, change perceptions and increase reach. The following interventions use creativity to animate spaces and tell Newark’s story:

- Digital Arts – a light, sound & technology installation working with young people and using spaces within the town centre, including the Castle and NCWC.
- Neurodiversity Umbrella Installation – an impactful installation in one of the main town centre streets, linked to a programme of activity for schools to improve engagement with and understanding of neurodiversity
- Urban Canvas - 3D Floor Art & workshops across the town
- Wild In Art – artistic Book Benches co-created with the local community that will create an experience and trail within the town

- Artist In Residencies will respond to the above, engage communities in co-creation, provide participatory & performance opportunities. This will underpin the main interventions

2.3 This proposal has been created with the objectives of driving town centre footfall and dwell time, and increasing cultural engagement, wellbeing and creativity within our local communities, in particular providing opportunities for cultural engagement for those who may be feeling the effects of the cost-of-living crisis. Key aspects of the project will work with schools and young people to help raise aspirations and upskill. Therefore, it supports the following Community Plan objectives to:

- *Deliver inclusive and sustainable economic growth*
- *Create vibrant and self sufficient local communities where residents actively contribute to their local area*
- *Improve the health and wellbeing of local residents*

3.0 **Implications**

In writing this report and in putting forward recommendations officers have considered the following implications; Data Protection, Digital and Cyber Security, Equality and Diversity, Financial, Human Resources, Human Rights, Legal, Safeguarding and Sustainability, and where appropriate they have made reference to these implications and added suitable expert comment where appropriate.

Financial Implications (FIN22-23/689)

3.1 NSDC is submitting this bid on behalf of Newark Consortium and will act as the grant holder. The activity is fully funded through the following:

Budget/Actual	£
Arts Council England - Project Grant	87,416
Historic England Cultural programme	14,000
Cultural Heart of Newark	20,000
Contributed income - e.g sponsorship, donations	20,000
TOTAL INCOME	141,416

3.2 Should the Arts Council Funding bid be successful, Newark Consortium will submit regular claims to all the funding partners

- Arts Council
- Historic England
- Newark Town Council (regarding their Cultural Heart of Newark allocation of Towns Fund)

3.3 Contributed income - e.g. sponsorship, donations £20,000 will be received as and when available. This income will be regularly reviewed as part of the reporting to the Arts Council, as if it becomes apparent that it is not achievable, the expenditure will be reduced to match revised expected income in consultation with the Arts Council.

- 3.4 Staffing is hosted by Inspire Nottinghamshire and each quarter they will invoice the Council for the associated costs as they do currently for the existing HAZ cultural programme.
- 3.5 Therefore, the Council will incur the costs of £141,416, which will be funded as per the table at 3.1 and a budget will need to be set up to reflect that.

Background Papers and Published Documents

None