

**Great Place Scheme**  
Report by Head of Strategy and Projects

|                        |   |
|------------------------|---|
| <b>Summary:</b>        | A new scheme has been launched with funding for 12 pilot areas to form a partnership to oversee how arts, culture and heritage can be built into the heart of social and economic growth. The scheme seems to fit the aspirations to develop the Broads National Park brand and profile and this paper draws out the ambitious outcomes and constrained timescale for submitting a bid. |
| <b>Recommendation:</b> | That Members are asked to endorse the submission of an expression of interest under the Great Place Scheme in time for the deadline of 6 October 2016.  |

## **1 Introduction**

- 1.1 A new funding opportunity has been launched that is offering £0.5 to £1.5M grant aid to help 12 pilot areas put the arts, culture and heritage into the strategic planning, targeting and implementation of specific locations as a tool to help social and economic development.
- 1.2 The funding will come from Arts Council England, Heritage Lottery Fund and Historic England and will be allocated through a competitive bidding process and can be spent from 1 April 2017 through to the end of March 2020.
- 1.3 The details of the scheme, summarised below, seem very closely allied to the objectives for developing the brand and profile for the Broads National Park and officers are seeking support to develop a partnership and submit an Expression of Interest.

## **2 The Scheme Details**

- 2.1 The aim of the Great Place Scheme is to put arts, culture and heritage at the heart of the local vision for 12 places across England, making a step change in the contribution of culture in those areas, and embedding them in the places' plans for the future. Four of the places will be rural. It will fund projects in areas where there is already a strong local partnership approach and a commitment to embed arts, culture and heritage as a core part of local plans, policies and strategies – cementing partnerships across the public, private and voluntary sectors.
- 2.2 The ambitions for the scheme is to support local areas to:

- **Inspire a vision of how culture can change your place** – create a sense of place, build social capital, grow local economies, cultural education, prosperous, healthy and cohesive communities; think through change, by bringing communities, people and organisations together
- **Connect culture with new partners to help change places for the better**
- **Incorporate a vision for culture into ambitions for your place** –into the emerging social, economic and spatial plans for a local area
- **Build and share learning** –cultural projects in unusual settings, pilot new activity, form new partnerships, changing the places, inspiring similar activity across the rest of the UK.

2.3 It is anticipated that most of the Schemes funded will deliver activities that fit into the following four broad areas:

- **Talking to people**
- **Exploring new ideas**
- **Creating tools to realise step changes**
- **Building capacity**

2.4 Evaluation of the programme and individual schemes will assess the success of each scheme in terms of these outcomes:

- Everyone has the opportunity to experience and to be inspired by arts, culture and heritage
- Your local area/ community will be a better place to live, work or visit
- Your local economy will be boosted
- Arts, culture, heritage and other local organisations will be more resilient
- Arts, culture and heritage organisations will have built sustainable partnerships with other sectors, agencies and organisations in the local area, and culture will be reflected in local plans and strategies

2.5 Expressions of interest need to be submitted by midday 6 October. If an applicant is invited to take the idea forward, the on-line application will be available from 1 November until 12 January. Decisions will be made to enable spending to be undertaken between 1 April 2017 and 31 March 2020. A 10% minimum cash contribution, preferably from a number of sources, would be expected.

2.6 Extracts from the scheme guidance include:

*“Making a step change in the contribution of culture in those areas, and embedding them in the places’ plans for the future.”*

*“Fund projects in areas where there is already a strong local partnership approach and a commitment to embed arts, culture and heritage in local plans, policies and strategies – cementing partnerships across the public, private and voluntary sectors.”*

*“Projects will enhance the role that culture plays in the future of each place participating in the Scheme. In time this will lead to the social and economic benefits that arts, culture and heritage can achieve.”*

*“This is a pilot scheme. It will fund activities which can be built on in the future, and whose learning can be shared with other places.”*

### 3 Initial ideas

3.1 Ideas have been generated internally and from initial discussions with potential partners. As ideas firm up the Broads Authority will be seeking agreement from key partners to submit a partnership bid together.

3.2 The overall ambition about the bid is starting to form around the framing concepts of:

“The Broads National Park has been formed through the interaction of people and place over centuries. Dealing with an ever changing watery landscape has left a plethora of heritage features that reflect human needs. It has been a landscape that has inspired artists from the Norwich School of Painters to modern day writers like Mark Cocker. Its distinctive culture and heritage is however in need of care though they remain assets that can benefit human well-being.

Relatively few people live in the heart of the area but hundreds of thousands surround it and millions visit it. A huge potential exists to build on its unique heritage and cultural connections to express this interaction of people and place as a foundation for sustainable living.

*“Waves in the Broads’* (working title) will bring people together for new perspectives around arts culture and heritage in the environment perhaps using water as part of the USP.”

Background papers: None

Author: Simon Hooton

Date of report: 20 September 2016

Broads Plan Objectives: LC1, LC2, PE1, PE2, PE3, TR1, TR2

Appendices: None