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**FUND INFORMATION & APPLICATION GUIDANCE - The ‘We are Hounslow’ fund for culture**

*Please use this information to apply for the Fund (no more than 15 pages) via the London Tenders Portal.*

The London Borough of Hounslow is ambitious for the borough and its residents. As a council, we also believe culture has transformative power.

We want providers to come forward and outline how they will deliver innovative and transformative ambitions for culture in Hounslow through our new ‘We Are Hounslow’ fund.

**Culture Context**

The borough is blessed with a range of significant cultural infrastructure. In recent

years, the Council has been able to bring significant investment into the borough to support the regeneration of key cultural sites, including Boston Manor House and

Park, Gunnersbury, and Hogarth’s House as well as the recent success of winning

Creative Enterprise Zone status in Brentford.

This cultural activity is not the limit of the borough’s cultural capital, however.

Defining culture in broad terms, GLA and council research highlights a range of

cultural assets – typically physical locations rather than specific cultural activities –

that exists across the public, private and third sectors as well as broader civil society.

Building on this data, LB Hounslow has also undertaken its own data-gathering

activity as part of the co-creation of our Borough of Culture bid. Local residents have

highlighted cultural assets that are of importance to them. This engagement – set

out in the map below – provides additional cultural infrastructure beyond that

captured by the GLA in its Cultural Map.



This cultural infrastructure notwithstanding, participation varies significantly.

Taken as a whole, cultural participation in Hounslow is lower than many neighbouring boroughs and below the London average of 72%. The average resident in Ealing, Hammersmith and Fulham, or Richmond upon Thames all engage in cultural activities more than their Hounslow counterpart.

The most recent Active Lives Survey (2015-17), a nationwide assessment of

involvement in sporting and cultural activities, shows that across the borough fewer

than two-thirds (64%) of adults attended an arts event or a museum or gallery or

spent time doing an arts activity in the last twelve months.

The 64% figure hides intra-borough differences. The east of the borough is better

served by cultural opportunities and paying for cultural activities is much more

common in Chiswick, becoming progressively less common as one moves further

west.

The most recent available ward-level evidence (Snapshot London Performing Arts

data, 2012) suggested almost every other Chiswick Homefields household (48%)

engages with the arts whereas only 3% of Cranford households do.

What is more, there is relatively little cultural exchange within the borough; with local

activity being focused in local areas. Most cultural participation happens close to

home, and the same holds true for involvement in the broader cultural economy.

**What do we want for the future?**

We know that Hounslow’s geography, stretching from Zone 2 to Zone 6, combined

with our transport infrastructure makes for a particular type of borough, one of many

smaller communities and pockets of cultural activity but no centre of gravity. Our

evidence base highlights a borough that is supremely connected to the rest of the

world but surprisingly disconnected to itself. There is a clear perception that

Hounslow is a place people move through on the way to somewhere else.

This ‘connectivity of sorts’ plays out through stronger local identities, combined with

weaker connections across the borough as a whole – conclusions informed by

engagement with local people, by the Hounslow Together Policy Commission on

promotion and identity earlier this year, and through quantitative data showing that

75% of residents feel part of a community, albeit a more localised community than

that coterminous with the borough’s boundaries.

The We are Hounslow fund intends to promote culture across the borough. It is designed to:

* *extend cultural participation* – by making a diverse range of cultural opportunities available and attractive to a wider range of local residents, and engaging new audiences with the borough’s cultural offer.
* *connect and strengthen the community-based cultural offer* – by building connections and capacity amongst local cultural groups across the borough.
* *increase Hounslow’s profile and reputation as a cultural destination* – by providing quality cultural programming that draws people into the borough;

*Guidance : Tell us* *how your proposal will meet the 3 key objectives of the We Are Hounslow Fund* (1000 words max.)

We also know that the benefits of culture are wide-ranging. That means, we want the fund to be able to demonstrate impact against one or more of our corporate outcomes, *viz.*:

* a borough where residents are at the heart of what the council does;
* a borough where people live in good homes and pleasant neighbourhoods;
* a borough where people feel proud to live and work;
* a borough where businesses flourish, and local people enjoy good quality local jobs;
* a borough where children reach their potential;
* a borough where people are safe;
* a borough where residents are healthy, active and socially connected; and
* a borough where residents receive the right help and support.

*Guidance : Tell us* *how your proposal will meet one or more of the 8 Corporate Plan outcomes.*

(1000 words max.)

**What we want from your bids?**

We want to use culture to ‘*create an unstoppable movement of people, ideas and opportunity*’. This means your bid should :

* demonstrate how culture sets potential free;
* develop opportunities for residents across the borough;
* bring diverse people together to spark new ideas; and, crucially
* multiply the value of the funding by ensuring a meaningful legacy.

**Size of commissioning pot** ­– the fund has an annual value of £175,000. Depending on the nature of proposals received, this could be allocated to support both large and small bids from different organisations.

**Length of award** – It is important that those undertaking cultural work have as much certainty as possible, both to support organisations’ medium-term planning and to provide the best opportunity for meaningful engagement with, and involvement of, communities in cultural activity.

As such, the fund is a three-year commissioning arrangement. We feel this provides sufficient clarity into the medium-term for providers as well as helping support a more stable cultural environment across the borough.  
  
*Guidance :* *Tell us what your proposal will cost and what could you achieve with more (or less)?*

*Note that the We Are Hounslow fund could be shared amongst several providers. Can your proposal flex dependent on the funding awarded to it?*

(1000 words max.)

*Guidance : if relevant to your proposal, please also tell us if your proposal depends on other funding from elsewhere ?*

*If Yes, please list any other funders with amount and period of funding and provide supporting information about the funding, including if secured, with your application*

**Progress monitoring** – We would expect to see any proposal contribute both to the council’s corporate outcomes as well as our ambitions for culture in the borough. We would also expect twice-yearly opportunities to understand how providers are making a difference through their work – at least one of these should include a chance to speak with residents benefitting from your cultural offer as well as see cultural activity taking place.  
  
*Guidance : Tell us* you how you will *evaluate your work and demonstrate its impact on local residents.*

*(1,000 words max)*

**Bidders** – We want the best cultural provision to be available to local residents. This means we are keen to hear from providers with good ideas, particularly if those proposals come from organisations - or consortia of organisations – based within the borough.

*Guidance : Please tell us any other organisations will you be working with as part of your proposal – please list with a description of their role.  
  
Guidance : Culture is important to our local economy – so please tell us if your proposal would create new jobs (and how many) or if it would safeguard any jobs currently at risk (and how many).*

*Guidance: We won’t rule out an application from outside the Borough, but we do want to know more about its economic impact locally – so if your organisation is based outside the Borough, please tell us specifically how many jobs would be created in the Borough or how many would be safeguarded (if already existing but at risk).*

**Timeline** – The fund will be available from April 2020. We expect the commissioning process will follow this timetable:

* 20 January 2020 – Fund details published
* late January 2020 – Surgery Sessions
* 7 February – Deadline for full applications
* Late February – Cultural Panel Interviews
* 5 March 2020 – LB Hounslow confirms successful provider(s)
* April 2020 – Year One delivery commences
* 31st October 2020 – deadline for progress update #1
* 31st March 2021 – deadline for progress update #2
* April 2021 – Year Two delivery commences
* 31st October 2021 – deadline for progress update #3
* 31st March 2022 – deadline for progress update #4
* April 2022 – Year Three delivery commences
* 31st October 2022 – deadline for progress update #5
* 31st March 2023 – deadline for progress update #6

**Please see our Eligibility Criteria & Award Criteria before applying.**