

## Record of Officer Decision

<b>Decision title:</b>	Decision to approve use of UKSPF funds as match funding for Arts Council England (ACE) Place Partnership Project grant application to deliver ' <b>Our Place</b> ', a targeted cultural development programme to disadvantaged and at risk young people and families across Herefordshire.
<b>Date of decision:</b>	6 August 2024
<b>Decision maker:</b>	<b>Corporate Director of Economy and Environment</b>
<b>Authority for delegated decision:</b>	The cabinet took a decision on the 15 December 2022 to accept and spend the UK Shared Prosperity Funding (UKSPF) allocated to Herefordshire (£6.6m) in accordance with the Investment Plan approved by government. The decision delegates all operational decisions to the Corporate Director for Economy and Environment. <a href="#">Decision - To Accept and Spend Any Approved UK Shared Prosperity Plan and Rural Prosperity Funds Approved by Government - Herefordshire Council</a>
<b>Wards:</b>	Newton Farm, Red Hill, Hinton and Hunderton, Saxon Gate, Leominster North & Rural, Leominster West, Leominster South, Leominster East, Dorstone
<b>Consultation:</b>	Consultation has taken place with the Corporate Director, Community Wellbeing, Service Director for Communities, Director for Economy and Growth, the social prescription team at Taurus Healthcare, Talk Community officers, Public Health and member organisations of the Hereford Cultural Partnership. Discussions have also taken place directly with the regional lead at Arts Council England and DLUHC who are both in support of the bid application from the Herefordshire Cultural Partnership and Herefordshire Council.
<b>Decision made:</b>	<ul style="list-style-type: none"> <li>To approve the allocation of UKSPF funding (E6) with a total budget of £86,400 as match funding for the ACE 'Our Place' project. The total value of the project to Herefordshire is £730,660. The funding will support a Herefordshire Cultural Partnership-led cultural development programme over three years (2024-27) delivering targeted creative programmes to disadvantaged and at risk local young people and families across Herefordshire as ill-health prevention and to boost pride in place.</li> </ul>
<b>Reasons for decision:</b>	<p>In April 2022, the Government launched the UK Shared Prosperity Fund (UKSPF), to replace the European Union funded structural funds.</p> <p>The primary goal of the UKSPF is to build pride in place and increase life chances across the UK. This aligns with the Levelling Up White Paper missions. Funding is targeted where it is needed most: building pride in place, supporting high quality skills training, supporting pay, employment and productivity growth and increasing life chances.</p> <p>The council has been allocated £7,545,330 to be spent between 2022 and 2025, of which, £903,194 is for 'Multiply' adult numeracy support which is subject to a separate decision. The government announced approval of the Investment Plan on the 5 December 2022, and Cabinet took the decision to accept and spend these funds on 15 December 2022 <a href="https://councillors.herefordshire.gov.uk/ieDecisionDetails.aspx?ID=9216">https://councillors.herefordshire.gov.uk/ieDecisionDetails.aspx?ID=9216</a></p> <p>In consideration of the above, the ACE Place Partnership Project scheme allows Herefordshire Council to maximise UKSPF funds (by the award of a full grant with only 15% match contribution) and delivers measure E6, which supports local arts, culture, heritage and creative activities under the Community and Places Investment Priority. The overall total value of the project</p>

to Herefordshire is £730,660.

**‘Our Place’** is a targeted cultural development project led by the Herefordshire Cultural Partnership (HCP) that will deliver a transformative programme of creative activity in three areas of the county, exploring themes of creative activity as ill-health prevention; rural identity; and pride. It seeks to transform the way people connect with and benefit from cultural activity in their community, linking into on-the-ground health and wellbeing provision and Talk Community initiatives.

HCP, supported by Herefordshire Council and integrated with its community services, will work with community partners to deliver place-based programmes of participatory creative activity in three deprived wards: South Wye in Hereford; Leominster (both among the top 25% most deprived nationally, with ‘Golden Post - Newton Farm’ in Hereford the most deprived area in the county); and the Golden Valley.

The project is well aligned with Herefordshire Council’s UKSPF Investment Plan which seeks to ‘strengthen the community infrastructure and delivery of arts, culture and heritage activities to increase the vibrancy of communities and accelerate the delivery of the culture strategy’.

It will also strongly deliver against Arts Council England’s Place Partnership focus of Creative Communities: The participatory and co-production experience of lead organisations will **support and involve communities in creation of high quality culture**; delivery of activity in community spaces will **improve creative and cultural education for children and young people**; exploration of creative activity as prevention and integration with social prescribing network will **improve health and wellbeing**; and inclusion of training, mentoring and volunteering opportunities will **build skills and capacity in the cultural sector and grow its economic impact**.

Over a three-year delivery period, **‘Our Place’** will:

- Meet the specific needs of local communities
- Use culture and creative techniques to tackle social inequalities and deprivation in a preventative way; specifically with early years, families, and young people.
- Support the improvement of wellbeing, health and happiness of residents
- Build pride in place
- Strengthen community networks and engagement strategies across Herefordshire; using existing social/communication platforms in new and innovative ways
- Trial new approaches and draw on cross-sector innovation
- Create a new and sustainable model for community arts provision; specifically whether culture can be integrated into a Community Paradigm model of delivery
- Deliver new skills, training and volunteering opportunities for communities and facilitators; upskilling people and improving social mobility
- Deliver an exemplar project of creative programming, analysis and consultation that can be disseminated and employed by rural communities across the UK

The project will create a new and sustainable programme of embedded community-led arts, culture and creative programmes across Herefordshire, improved engagement, and new volunteering opportunities as per UKSPF outcomes and outputs:

- Community-led arts, culture and creative programmes
- 20 people volunteering

	<ul style="list-style-type: none"> <li>• improved engagement numbers</li> <li>• 54 receiving non-financial support</li> </ul> <p>The application to Arts Council was successful and the project was awarded £596,000 on 21 May 2024. The target project start date is 15 August 2024.</p> <p><b><u>Project Management</u></b></p> <p>The project will be led and managed by the Herefordshire Cultural Partnership, as the county cultural compact and appropriate body for delivery and representation of the cultural sector in Herefordshire. Herefordshire Council will be a key stakeholder in the project.</p> <p>The Herefordshire Cultural Partnership will provide a dedicated project manager and communications and engagement officer to deliver the project. Three lead cultural organisation(s) – Meadow Arts, Leominster Cultural Consortium and Rural Media - will be placed in each area to build on existing connections and work with community partners to explore how different art forms (visual arts; digital arts; performance arts) can sustainably support communities to deeply connect with and use cultural wellbeing activity to improve lives and respond to place-based issues. Additional cultural practitioners contracted to the project through the delivery partners will be commissioned to deliver required activities following Council and UKSPF transparency, due diligence and procurement rules.</p> <p>The Herefordshire Cultural Partnership will be responsible for reporting on the outputs and outcomes of the project to Herefordshire Council for the purposes of reporting to DLUHC.</p>
<p><b>Highlight any associated risks / finance / legal / equality considerations:</b></p>	<p><b><u>Finance</u></b></p> <p>The budget allocation is £86,400 paid in financial year 2024/25 as part of the Arts Council Place Partnership project. This was identified in the Herefordshire UKSPF Investment Plan. All funds allocated to the project will be spent within the financial year up to 31 March 2025. Other match fundraising from delivery partners will combine with UKSPF funds to deliver the project, in addition to £15,660 value of 'in-kind' volunteer hours.</p> <p><b><u>Legal</u></b></p> <p>A grant agreement will be signed between HCP and Herefordshire Council to transfer and devolve the use of the funds as part of the 'Our Place' project subject to UKSPF and Herefordshire Council terms, conditions and delivery outputs. HCP will be responsible for providing reporting information to both DLUHC and Arts Council England.</p> <p><b><u>Risks</u></b></p> <p><b>Programme delay:</b> resulting in lack of UKSPF funding spend within the 24/25 financial year window. Project is due to start in August with UKSPF funds earmarked for early spend on project testing and trial programmes.</p> <p><b><u>Equality</u></b></p> <p>Equality is an integral part of the 'Our Place' project and HCP and project deliverers will adhere to Herefordshire Council's Equality, Diversity and Inclusion Policy. Equality impact assessments will be undertaken early in the planning and development of any activity to ensure that we place equality at the heart of the project.</p>

<b>Details of any alternative options considered and rejected:</b>	The Arts Council England (ACE) grant scheme provides a unique opportunity to maximise the UKSPF funds to gain even more targeted outcomes and outputs for Herefordshire's communities. If this bid application is not submitted, local deprived areas would miss out on much needed cultural programming that can help address issues of wellbeing, mental health, education and skills provision, social isolation, rural deprivation and disadvantage. No other funding avenues are currently open to provide this level of commitment in the region.
<b>Details of any declarations of interest made:</b>	None.

Signed: Ross Cook, Corporate Director Economy and Environment  
Dated: 16 August 2024