



The Mighty Creatives' Cultural Life Fund

What is the Cultural Life Fund?

The **Cultural Life Fund** is a three year £650k programme designed address the long-standing inequality in children and young people's access to a high quality cultural education in the East Midlands. We see the Cultural Life Fund as an investment not a grant.

Where

The fund is looking to invest a minimum of £25,000 in collaborative projects that are seeking to address this inequality in the following places:

Amber Valley	Mansfield and Ashfield
Bassetlaw	Newark and Sherwood
Bolsover	North East Derbyshire
Chesterfield	North West Leicestershire
Corby	Nottingham
Derby	Skegness, Boston and South Holland
Kettering	Wellingborough
Leicester	West Lindsey

What

All investment proposals to the Cultural Life Fund must demonstrate:

- how they will enable schools and cultural organisations to work together in one or more locations to tackle inequality of access to a high quality cultural education
- an actual cash match for the amount requested
- an ability and willingness to evaluate the impact of cultural education (e.g., using relevant indicators such as Artsmark and Arts Award).

How

All investment proposals to the Cultural Life Fund must demonstrate how a strategic partnership will produce a sustainable model for cultural education in the specified place(s). We appreciate that not every location listed has such a partnership; nor is every cultural inequality overcome by a local partnership but any application to the Cultural Life Fund must also demonstrate:

- an alignment or a commitment to developing an existing Cultural Education Partnership's strategic priorities; or
- a commitment to aligning to an existing Cultural Education Partnership's strategic priorities; or
- a commitment to establishing a new Cultural Education Partnership.

Who



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We are particularly interested in applications that work on or with:

- early intervention, including provision for children aged 0-5 years old and their families;
- young people and families not in education, employment or training;
- disabled children and young people;
- culturally diverse communities including BAME, traveller and economic migrants.

In addition to the funds' investment supported projects or programmes will benefit from:

- Cultural education profiles to identify and address inequality
- Crowd-sourced theory of change as a design tool
- Support to build and or connect to Cultural Education Partnerships
- Evaluation methodology to drive continuous learning and improvement
- Business planning tools
- Advocacy strategy to extend reach and influence.

What are Cultural Education Partnerships?

Cultural Education Partnerships organise and collaborate to overcome inequality of opportunity by driving forward a locally based strategy so that every child and young person has access to a consistent and high quality, art and cultural education. [See Cultural Education Challenge](#). These partnerships

- include schools and cultural organisations working together within a defined geographic area and with a common vision for children, young people and culture;
- have a strong lead organisation and or leadership structure;
- demonstrate the creativity and capacity for innovation to overcome traditional barriers to access and inclusion and scale delivery to benefit many more children;
- address the needs of children, young people and schools, with the potential to create demand and grow supply of new opportunities;
- demonstrate capacity to align existing resources to maximize impact and secure potential investment for future growth.

We currently have Cultural Education Partnerships in: Amber Valley, Chesterfield, Corby, Derby, Leicester, Mansfield and Ashfield, Nottingham and Skegness, Boston and South Holland. If the project or programme you are seeking investment for is not in one of these locations but is in the above list, this should not get in the way of you pursuing this opportunity. The Mighty Creatives could support you in either establishing or aligning to an existing partnership.

What are the Cultural Life Funds' overarching objectives?

Ultimately, through co-ordinated local activity, we want this investment to enable:

- a more effective use of the available resources for cultural education, overcoming duplication and the under-utilisation of resources;
- the sustainable growth of high quality cultural education provision for children and young people, their families, schools and communities so that...
- **more children and young people to access and enjoy a high quality cultural education.**



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How do I apply?

Before making an application to The Cultural Life Fund please speak with [Laura Lannin](#), Development Manager (Arts Alliances). In no more than 1000 words please set out how your proposal responds to the criteria above (**where, what, how, who**) including:

- evidence of cash match the amount requested from the fund;
- where you will work;
- what you are seeking to achieve;
- how you will work in partnership; and
- who you expect to benefit from your proposal.

If the focus of the work is every child can the starting point be a specific age range (e.g. 0-5 or 16- 19)?

Yes. We would also want to see how plans for a specific age range connect across the life course, e.g. transition from early years to primary, or primary to secondary.

What is the minimum amount a cultural education partnership can apply for from The Cultural Life Fund?

The minimum amount is £25,000.

What are the criteria for applying?

The criteria for the fund covers:

- evidence of cash-match;
- where you will work;
- what you are seeking to achieve;
- how you will work in partnership; and
- who you expect to benefit from your proposal.

Can I access the Cultural Life Fund without being in a Cultural Education Partnership?

Yes, however the Cultural Life Fund is aimed at supporting strategic partnerships.

Will more than one partnership be supported by TMC per geographic area?

No. We will support a minimum of 12 cultural education partnerships and expect each partnership to have a different geographical area.

You offer business planning tools including a business diagnostic. Can more than one organisation take part in the business diagnostic?

Ideally yes 2-3 representatives from major partners, as the diagnostic looks at strategic business areas such as governance, marketing and income generation.

What income can be included as match funding and what evidence do I need to provide?

Income needs to be in cash form and has to be secured income from a non-Arts Council funded source. In kind offerings are unfortunately not eligible as match, though are of course welcome to be included in any planning on top of any cash match where appropriate. The sources of the cash match could be for example:

- grant funding (e.g. public/corporate/private)
- contracts (e.g. commissions/procurement/tenders/licensing)



- trading (e.g. sales/consultancy/training/rental)
- fundraising (e.g. donations/gifts/sponsorship/events)
- loan/investment finance (e.g. social investment)

In order for the funds to be released the match income secured will need to be demonstrated. Documentary evidence will be required to show that either the funds have already been received or there is sufficient expectation that the funds will be received in the near future (e.g. a funding agreement, offer letter, contract, statement showing funds already received and available)

To find out more and apply please email Laura Lannin - laura@themightycreatives.com.



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