

Birmingham City Council

Report to Cabinet

13th October 2020



Subject: Commonwealth Games Community Fund – Creative Communities Small Grants Funding Scheme

Report of: Programme Director, Commonwealth Games

Relevant Cabinet Member: Leader, Cllr Ian Ward

Relevant O &S Chair(s): Cllr Mariam Khan, Chair of Commonwealth Games, Culture and Physical Activity Scrutiny Committee

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|--|---|---|
| Are specific wards affected? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No – All wards affected |
| If yes, name(s) of ward(s): | | |
| Is this a key decision? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| If relevant, add Forward Plan Reference: | | |
| Is the decision eligible for call-in? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| Does the report contain confidential or exempt information? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| If relevant, provide exempt information paragraph number or reason if confidential : | | |

1 Executive Summary

- 1.1 As part of the Council's preparations for the 2022 Commonwealth Games, a sum of £6m has been set aside to be accessed from the 2021/2022 financial year to create a Commonwealth Games Community Fund. This report sets out the planned approach to investing this funding to deliver the maximum impact for local communities.
- 1.2 The Community fund is designed to ensure that BCC maximises the benefits of hosting the Commonwealth Games through enabling all communities of the city

play their part in celebrating the Games and sharing a common purpose in realising the legacy and benefits opportunities that are available.

- 1.3 It also allows BCC to demonstrate to its Games and wider partners that we fully intend to show how hosting the Games can change the city for the better and ensure Birmingham is rightly seen as a great city in which to live, work and grow.
- 1.4 This paper also requests approval from Cabinet to allocate £2m from the BCC Community Fund to the creation of a small grants fund – ‘Creative Communities’ – in April 2021 when the funding becomes available. This fund will be delivered in partnership with the Ceremonies, Culture and Queen’s Baton Relay Team within the B2022 Organising Committee (OC).

2 Recommendations

That Cabinet

- 2.1 Agree the approach to the £6m Community Fund as set out in this report.
- 2.2 Approve the recommendation to allocate £2m of the £6m Community Fund to the creation of the Creative Communities small grants fund
- 2.3 Approve the transfer of £2m to the B2022 Organising Committee to deliver the small grants fund on behalf of Birmingham City Council
- 2.4 Note that details of the programmes funded by the remaining £4m (including a Ward Funding programme of £2m) will be provided to a future Cabinet meeting.
- 2.5 Authorise the City Solicitor or delegate to negotiate, execute and complete all necessary legal documents to give effect to the above recommendations.

3 Background

- 3.1 The Birmingham 2022 Commonwealth Games has been described as a Games for everyone and will provide real opportunities for Birmingham to realise benefits before, during and after the Games, right across the city. It is important that BCC plays its part, as representing the Proud Host City, in ensuring that all residents and communities of Birmingham are afforded the opportunity to embrace the Games, but more importantly realise the benefits from hosting.
- 3.2 The Games has 5 mission pillars which set out the ambitions for the city (and wider region) in hosting the Commonwealth Games:
 - to bring people together,
 - to improve health and wellbeing,
 - to help the region to grown and succeed,
 - to be a catalyst for change
 - to put us on the map.

These mission pillars link directly back to the 5th objective of the Council Plan – ensuring Birmingham residents gain maximum benefit from the Commonwealth Games – and into the wider BCC legacy strategy and framework, which is currently under development.

3.3 The Games Partners (BCC, the Organising Committee (OC), Department for Culture, Media and Sport (DCMS), West Midlands Combined Authority (WMCA) and Commonwealth Games Federation (CGF)) have agreed that Games Legacy should be approached as a partnership, with each partner taking a lead responsibility for a specific area, but committing to ensuring that the remaining partners are all able to influence programme development and delivery within that area. A commitment has been given to produce a cross-partner Legacy Plan no later than December 2020, and a cross-partner Director of Legacy has been appointed, hosted by the OC.

3.4 The partnership has identified 9 specific themes for legacy and benefits programmes:

| Programme Theme | Organisation leading on behalf of the partnership |
|--|---|
| Infrastructure | BCC, alongside TfWM & Sandwell MBC |
| Community Cohesion/ civic pride | BCC |
| Jobs and Skills | WMCA |
| Physical Activity and Wellbeing | DCMS |
| Tourism, Trade and Investment | WMGC |
| Accessibility (Games-time) | OC |
| Sustainability (Games-time) | OC |
| Cultural Festival | OC |
| Youth Engagement, including Learning Programme | OC, with BCC closely supporting |

3.5 £6m Community Fund

3.5.1 The Council’s Financial Plan (approved on 11th February 2020) included the provision of £6m in 2021/22 to support community engagement, involvement and legacy programmes for Birmingham residents. To the extent that any of this identified funding is not utilised in 2021/22, it is intended to carry any balance forward to 2022/23 to continue to support these objectives.

3.5.2 The intention is to support the creation and development of engagement and legacy projects/initiatives that speak to wider BCC Commonwealth Games Programme objectives/KPIs to maximise the benefit to residents of Birmingham arising from hosting the Games.

3.5.3 The fund is intended to:

- Support and engage Birmingham communities to feel part of the Games
- Make sure engagement and participation opportunities are spread across the city

- To make sure that the projects delivered through the fund support and showcase our diverse communities
- To make sure the projects delivered celebrate Birmingham
- To deliver benefits and legacy for the city that aligns with city priorities
- Create feelings of connectivity, positivity and pride
- An element to be delivered via Wards on a 'per councillor' basis

The fund is not intended to directly support the delivery of legacy from capital projects, and has a strict geographical ringfence meaning that projects must be delivered in Birmingham, by Birmingham-based organisations.

3.5.4 The fund has been split into 2 sections –

Small Grants and Strategic Programme Fund - £4m.

£4m has been allocated on a themed basis with delivery planned to be via small grants fund and/or co-funded programme delivery elements. The cross-partner themes where the £6m fund can be best applied are the cultural programme (through the Creative Communities Fund, see below for further details), physical activity and wellbeing, the learning programme and community cohesion and civic pride (through the emerging BCC 'Stronger Communities' programme).

BCC can then position itself as primarily a commissioner of activity rather than as a delivery body (where appropriate). This should provide BCC with greater flexibility in terms of how we achieve outcomes from the funding themes, closer alignment with BCC priorities, and a greater reach into communities. It will also make it easier to attract match funding from external sources and ensure a legacy from BCC investment where delivery is through partners.

Ward Funding Programme - £2m

A total of £2m has been assigned to the design and delivery of a Ward Funding Programme. Funding will be allocated to each ward in the city using a methodology that takes into account the IMD* ranking of each ward (based on the 2019 *Indices of Multiple Deprivation report) and the number of councillors each ward has. A report will be brought to a future Cabinet meeting that will provide more detail on this scheme.

3.5.5 Capturing Impact

An outcomes framework has been developed, with associated KPIs and metrics in the process of being agreed. The metrics and KPIs within the framework have been identified from BCC's existing plans, and strategies, and contractual social value measures in order to provide a baseline wherever possible. The framework and associated KPIs/metrics will be reviewed and finalised following the completion of work to refresh the Council Plan, but examples include number of projects funded, geographical spread of projects, number of residents participating, participants reporting an increase in feelings of connectivity, civic pride, wellbeing etc.

Specific evaluation of each strand of the £6m fund will be carried out either by BCC or by the relevant contracted partner.

3.6 'Creative Communities' Fund

3.6.1 It is proposed to allocate £2m from the Small Grants and Strategic Programmes Fund to the Organising Committee, to deliver the Creative Communities Small Grants Fund on behalf of Birmingham City Council.

3.6.2 As part of the Commonwealth Games celebrations in 2022, the Organising Committee will be delivering a six-month cultural festival across Birmingham and the West Midlands from March to September 2022. The Festival will

- promote and showcase the rich and diverse creative talent of Birmingham and the wider region to a global audience,
- position Birmingham as an international city of creativity and culture
- play a key role in supporting the local cultural economy to not only recover from the impact of the COVID19 pandemic, but to grow and thrive in the future
- provide a key opportunity for Birmingham residents to directly engage with and participate in the celebrations surrounding the Games, as artworks, events and performances occupy the high streets, neighbourhoods, parks, waterways, venues and civic spaces of the city over a six month period.

3.6.3 In order to enable and support Birmingham's community arts organisations and Birmingham residents to fully engage with this opportunity and become a major part of the Festival, BCC has worked with the Organising Committee to explore options relating to the design and delivery of a £2m small grants fund across the city, the detail of which is attached as appendix A. This £2m small grants fund will be the first allocation of funding from the £6m community fund.

The Grants Programme will:

- Connect Birmingham residents and communities (of geography or interest) with artists to create new art works for the Cultural Festival of the Games
- Lead to co-created artistic outputs for their community, all across Birmingham, flooding the city with artistic interventions, celebrations and project
- Catalyse the creative energies of young people aged 16-30, as well as valuing the intersection of community of all ages – whether families with children or intergenerational approaches with elderly residents
- Seek to engage with every ward in the city, with a specific focus on those areas that have high levels of deprivation

This will be delivered by:

- A grant scheme comprising of £1.5million for grants between £10-20,000, offered in two grant rounds, ensuring at least 110 grants to Birmingham Communities

- £250,000 available through Project Enhancement Grants - offering at least 35 grants of between £5-10,000 to help grant recipients take full advantage of the presentational opportunities of the Games and culture festival –to repeat their showcase moment, stage their artwork/s elsewhere, reach a new audience, or to develop a digital or more accessible experience.
- A skills development programme for grant recipients - raising skills & aspirations. This will be offered as a 'self-selection' opportunity and it is currently envisaged that approximately 50% of grant holders will wish to engage .

The scheme will only be available to organisations based in Birmingham (with a Birmingham postcode). National organisations with a Birmingham base or office will not be eligible to apply.

Details of the proposed budget for the scheme can be found on page 10 of Appendix A.

Details of the proposed decision making structure for grant applications are contained on page 10 of appendix A.

A working draft of the likely grant parameters can be found on page 15 of Appendix A.

4 Options considered and Recommended Proposal

4.1 3 delivery options were considered for the small grants fund.

1. In-House delivery through BCC's Cultural Development Unit. This option was discounted following consultation with the Head of Cultural Development. The current team does not have the capacity to administer a large, city-wide small grants programme in addition to current business, including heritage, museums, Film Birmingham and local arts development. Additional resource would have to be bought in to administer commissioning. Working independently of the Organising Committee would also impact negatively on BCC's ability to secure match funding / draw down additional benefits to support the scheme and would not guarantee the positioning of the scheme at the heart of the Festival. The role of BCC's team is best served in assisting the oversight of the city's investment into the cultural programme.
2. Delivery of an arts and culture themed small grants fund through a third sector partner. This option was discounted as close connectivity with the Festival is essential to maximise the opportunities for communities, and the added value of an additional partner acting on behalf of BCC with the OC was not clear. In addition, any other partner would also be in direct competition with the OC in seeking match funding.
3. Delivery of an arts and culture themed small grants fund in partnership with the OC. This option is recommended for the following reasons:
 - The formal inclusion of the small grants fund within the Festival, ensuring local community arts organisations, and therefore

Birmingham residents can be fully involved and at the heart of the Festival

- Additional benefits such as networking, advice surgeries across the city, a specific skills development programme for successful grantees to support them in growing their ambitions
- Clear curatorial alignment with other elements of the Festival, creating a coherent showcase for Birmingham's cultural community
- Close alignment with work already underway with the OC, BCC and other cultural partners within the city and region to create a long-term cultural strategy that will really enable Birmingham to capitalise on the Commonwealth Games
- Ability to link across into Games assets such as ceremonies, Queens Baton Relay, Live Sites
- The Cultural Festival is not part of core Games budget so funding has to be found to support delivery. BCC's contribution of £2m for the delivery of a small grants fund is part of a much wider partnership endeavour to ensure the delivery of a major 6 month arts festival, but by contributing in this way we will be placing our local community arts organisations into the spotlight and providing the best opportunity for them to showcase the diverse arts and cultural offer within Birmingham.

4.2 The scope of the 'Creative Communities' Fund meets the objectives of the £6m Community Fund through its focus on engaging local community arts organisations and residents in the creation of tangible activity across the city that will inspire, excite and ensure every ward in the city has the opportunity to participate in Games-related activity. The 3 curatorial themes of the Festival (Our Place in the Commonwealth; The Present Moment; Stories of Birmingham and the West Midlands) will ensure that Birmingham's super-diverse population will be empowered to share stories and create art, events and performances that reflect our population and ensure Birmingham's voice is heard.

4.3 An independent evaluator will be appointed for the small grants programme, which will sit as part of a broader evaluation framework for the entire cultural programme.

5 Consultation

5.1 There is no statutory duty to consult externally on this proposal.

5.2 Internally, the Leader of the Council, Cabinet Members and Group Leaders have all been consulted prior to this report being submitted. There has also been extensive consultation with BCC's Cultural Development Unit to ensure alignment with priorities as set out in the current Cultural Strategy, as well as with the Organising Committee.

- 5.3 The Organising Committee has engaged widely with the cultural organisations, community organisations and community leaders in Birmingham in the development of the curatorial themes for the six month cultural festival.

6 Risk Management

- 6.1 Risks to programme delivery are managed within standard Birmingham City Council processes. The Commonwealth Games programme maintains programme level and individual workstream risks, issues and dependencies which are routinely monitored and updated. Risks are fed into the Corporate risk register where appropriate.

7 Compliance Issues:

7.1 How are the recommended decisions consistent with the City Council's priorities, plans and strategies?

- 7.1.1 It is critical that the £6m Commonwealth Games Community Fund reflects and connects with the longer-term vision for the city. The fifth outcome of the 2018-2022 BCC Council Plan states that "*Birmingham residents gain the maximum benefit from hosting the Commonwealth Games*". This funding will ensure that, as a result of hosting the Commonwealth Games, there will be a lasting and sustainable positive benefit for the city, its citizens and communities. It will also support the achievement of measures within the other outcomes in the BCC plan. In summary it will:

- Create a legacy of civic engagement and pride within Birmingham's residents
- Inspire children and young people to be ambitious and achieve full potential
- Improve the health and wellbeing of Birmingham residents
- Reduce social isolation, loneliness and develop active citizenship
- Reduce inequalities and build a fair, tolerant and inclusive city for all
- Ensure local people have a voice in how their area is run
- Enhance our status as a city of culture, sports & events
- Create opportunities for local people and businesses

The Commonwealth Games Community Fund has also been developed alongside the emerging strategy to tackle inequalities in Birmingham as set out in the report to Cabinet on 10th September 2020 "Everyone's Battle, Everyone's Business: Tackling Inequality in Birmingham" through the commitment to ensuring opportunities to participate are available to all regardless of race, age, sexual orientation, faith, disability or social class.

- 7.1.2 The Creative Communities fund specifically supports Council Plan priorities as demonstrated on pages 3-4 of Appendix A. In addition, the Creative Communities fund also takes into account the 5 themes set out in the BCC Cultural Strategy 2016-19 as follows:

- Culture on our Doorstep – the fund will enable people and local arts organisations to come together to co-create, commission and participate in a wide range of community driven and locally relevant ventures and experiences
- Next Generation – the fund’s primary focus on working with young people aged 16-30, but also recognising the contribution of intergenerational approaches will ensure that young people in Birmingham are able to engage with a diverse range of quality cultural and artistic experiences, both through participation in ‘Creative Communities’ funded projects and also through the close connection to the wider Cultural Festival.
- Creative City – the skills development programme will support those organisations and /or individuals to grow and build on the experience of participating in the Cultural Festival, helping them prepare to face the challenges resulting from the COVID19 pandemic.
- Cultural Capital – the Creative Communities fund will help showcase Birmingham’s diverse cultural community on a national and global stage
- Cultural Future – one of the ambitions for the wider cultural festival is to support the city and region’s cultural networks by invigorating extant relationships and partnerships and providing a shared focus and endeavour – the delivery of a fantastic arts festival in 2022.

7.1.3 Birmingham Business Charter for Social Responsibility (BBC4SR)

As the grant recipient, the Organising Committee will be required to be a certified signatory to the BBC4SR and produce actions proportionate to the value of the grant funding. These actions will be monitored and managed for the duration of the grant period.

7.2 Legal Implications

7.2.1 Under the general power of competence per Section 1 of the Localism Act 2011, the Council has the power to enter into the arrangements set out in this report and they are within the boundaries and limits of the general power of competence Section 2 and 4 of the Localism Act 2011.

7.3 Financial Implications

7.3.1 The funding for this programme is explicitly identified within the Financial Plan as being available from 2021/22, subject to formal approval of the revenue budget for that year.

7.4 Procurement Implications (if required)

7.4.1 As this is related to grant funding, there are no procurement implications.

7.5 Human Resources Implications (if required)

7.5.1 Not applicable

7.6 Public Sector Equality Duty

- 7.6.1 The £6m community fund is being developed to ensure that all Birmingham residents have the opportunity to come together to celebrate the Commonwealth Games, and to have a role in creating a legacy for the city.
- 7.6.2 Applications to any programme of funding will be accepted from all residents of Birmingham, regardless of their status under one or more of the protected characteristics set out in the Equalities Act and judged against the criteria set by the fund. EIAs will be carried out against the finalised criteria for individual funds and the process for each funding stream or project.
- 7.6.3 It is recognised that the criteria and application process for any fund or programme will need to be carefully designed to ensure that it does not exclude residents whose status falls under the one or more of the protected characteristics.
- 7.6.4 For the Creative Communities fund, subject to the agreement of Cabinet that the Organising Committee will be commissioned to deliver the fund on behalf of Birmingham City Council, the Commonwealth Games team and BCC's Culture Development Unit will work closely with colleagues in the Organising Committee to ensure that the finalised funding criteria and process will comply with the relevant national equalities legislation as well as BCC and OC internal Equalities policies. A full Equalities Impact Assessment will be carried out as part of this assurance.

8 Background Documents

- 8.1 Creative Communities Grants Programme – Appendix A (attached)
Birmingham City Council Plan 2018-2022
Imagination, Creativity and Enterprise – Birmingham Cultural Strategy 2016-2019