

GREATER**LONDON**AUTHORITY

LONDON BOROUGH OF CULTURE AWARD

Application Guidance

2023

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**Greater London Authority
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NOTE TO APPLICANTS

In these guidance notes, you will find all the information you will need to apply for the Mayor's **London Borough of Culture** award. These guidance notes can help you respond to the application questions.

The application deadline is **12pm, 30 November 2023**. Please ensure that you allow sufficient time to make your submission so that it is received by the Greater London Authority (GLA) in good time. Applications received after the deadline will not be considered.

A valid application must include:

- a completed application, including the signed declaration from your Chief Executive
- a completed budget
- a completed outputs table
- a signed letter (digital scan) from your Section 151 Officer (Chief Finance Officer) or equivalent agreeing to the proposed budget
- a letter of support from your Borough Leader
- a letter of support from your Borough Chief Executive
- written evidence of council commitment to secure match funding by the time the programme begins, if their bid is successful (at least 30% cash)
- letters of support from partners (up to three)

In addition to two Title Awards there will be three Cultural Impact Awards to be delivered between April 2026 and March 2027. The Cultural Impact Award is optional, and all boroughs are welcome to apply.

If your application is successful, you will only receive a Title or Cultural Impact Award, not both.

You can download the prospectus, application guidance (this document) and FAQs from <https://www.london.gov.uk/lboc>

If you need further information please contact us at BoroughofCulture@london.gov.uk

Online application system

Applications must be submitted via an online application system. The online system will go live in July 2023.

FREEDOM OF INFORMATION

As a UK public authority, the GLA is subject to the provisions of the Freedom of Information Act (2000) (FoIA or 'the Act') which gives the public the right to request access to information held by the GLA. The information submitted as part of your application will constitute information held for the purpose of the Act.

To meet our obligations under FoIA and to meet the Mayor's commitment to Openness and Transparency,¹ **the GLA will publish information from all applications for the London Borough of Culture Award on the GLA website once the winners have been publically announced.**

None of the provisions under FoIA permit the GLA to withhold applications or bids in their entirety. We do however recognise that your application might contain some sensitive information which is not suitable for disclosure. To this end, the GLA will remove personally identifiable information from your application before it is published, and the publication will not include financial information contained in the 'Budget' section of your application. This information might still be subject to a future request for its release under FoIA, but we will not proactively publish it following the announcement of the winners.

If your application includes other information which you believe is not suitable for publication, there is an opportunity at the end of the submission to provide details about:

- (a) what information you consider to be sensitive or not suitable for publication, and
- (b) the reasons why you believe this to be the case.

We will only redact or remove information where we would have valid grounds for withholding that information if it was subject to a Freedom of Information Act request.

For more information about the exemption provisions for withholding information under FoIA, please refer to the [guidance](#) published by the Information Commissioner's Office.² The final decision about what is to be published and what can be released rests with the GLA.

The GLA will endeavour to send you a copy of the information from your bid which we intend to publish before its publication.

Copies of the bids submitted as part of the 2017 London Borough of Culture programme have been published on the GLA [FoIA disclosure log](#).³

¹ www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/openness-and-transparency

² ico.org.uk/for-organisations/guide-to-freedom-of-information/refusing-a-request/#10

³ www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information/foi-disclosure-log/foi-london-borough-culture-competition

CRITERIA

The criteria for the London Borough of Culture award are divided into three broad areas: **making an impact; celebrating creativity; deliverability**; with an additional section on **financial management**. Under each of these areas is a list of assessment criteria. You must demonstrate how you meet each area in your proposal.

We will assess your application on the criteria weighted as follows:

- Making an Impact 30%
- Celebrating Creativity 30%
- Deliverability 25%
- Financial Management: 15%

Each question will be scored as follows:

- Excellent – 5: Outstanding response, exceeds expectations, adds value, full confidence
- Good – 4: Good response, which meets all requirements and gives some confidence
- Acceptable – 3: A satisfactory response, which meets the basic requirements
- Weak – 2: Only some of the requirements met
- Very weak – 1: Unacceptable, an unsatisfactory response
- No submission – 0: No information provided.

A panel of senior GLA Officers will evaluate applications allocating a total score in accordance with the above weightings and scoring scale. A moderation panel will review scores to ensure consistency of approach. Shortlisted boroughs will be invited to an interview, to present London Borough of Culture proposals to the selection panel. The Mayor will make the final decision.

Please note that decisions to award grant funding are subject to a formal decision-making process. You must not place any reliance on the support of the GLA until formally notified in writing and your authorised signatories have executed and returned a grant agreement with which you will be provided by the GLA should your application prove successful.

Accordingly, any expenditure that you incur and/or to which you commit (including that which you have incurred or committed to in relation to the preparation of your proposal for funding) prior to formal notification and execution and return of the grant agreement is incurred and/or committed entirely at your own risk.

GENERAL INFORMATION

This section asks for general information relating to your organisation and contact details.

In this section we want you to provide key contact information for this application.

Name of borough:

Address:

Name of contact person:

Position held:

Directorate:

Department/Business Unit:

Telephone number:

E-mail address:

CONTACT WITH US

Contact with us

Have you discussed your activity with a member of GLA staff? Yes No

If yes; tell us their name(s) and which team(s) they work in.

Are you related to any elected GLA members or GLA staff? Yes No

If yes, please tell us about your relationship with them and their name(s) and which team(s) they work in:

PROJECT OVERVIEW

Please state if you are applying to be the London Borough of Culture in:

2025

2027

Either 2025 or 2027

Please state if you are applying for a Cultural Impact Award (this is optional)

Yes

No

If you have a preference for a particular year, please tell us why. (100 words / 500 characters)

To help us maximise the impact of the programme we are looking for a good mix of applications in both years.

How much will your programme cost in total?

The London Borough of Culture Title Award is £1,350,000 and the Cultural Impact Award is £200,000. Note that this is revenue funding only.

Please outline the total cost of your project, including expected match funding (at least 30% cash). You should also let us know if you are planning to apply for any other funding from the GLA.

When calculating your project budget please take account of any irrecoverable VAT payable to third parties for activity required for delivery of your programme/project. Any funding awarded will be granted on the basis that it includes such irrecoverable VAT costs. The GLA will not award, and reserves the right to require the repayment of, any funding in respect of recoverable VAT costs.

Provide a summary of the proposed programme. (300 words / 1500 characters)

Please summarise your programme in a few lines that could be used in press releases or other public documents. What is the focus of your programme and how is it distinctive to your borough? Highlight the key themes and impacts. Be aspirational and ambitious!

This Project Overview section is designed to provide us with a summary of your proposal. Up to five boroughs will become recipients of either a Title Award or a Cultural Impact Award. Whilst this section won't be marked, it will be helpful when sharing your application internally, to see a concise, compelling overview of your proposed programme. It needs to be a clear, general summary of what you are proposing to do. We suggest that you write this after you have worked through the rest of the application form.

The information you provide in this part of the application may be subject to FoIA requests made to the GLA and will be published by the GLA following the announcement of the winning boroughs. Please use the opportunity at the end of the application to provide details about any information which might not be suitable for publication / disclosure.

1. MAKING AN IMPACT

The information you provide in this part of the application may be subject to FoIA requests made to the GLA and will be published by the GLA following the announcement of the winning boroughs. Please use the opportunity at the end of the application to provide details about any information which might not be suitable for publication / disclosure.

This section is broken down into the following sections:

- Identifying need
- A Catalyst for Change
- Engaging Young People

1.1 Identifying need (12%)

Demonstrate a clear evidence base and a statement outlining why you need this award. (Approx. 1000 words / 7000 characters)

In this section, we want you tell us about the local context. Tell us why the programme is important in your local area. We don't need a detailed overview of your borough profile. We are looking for you to identify your borough's key issues and challenges, which will be addressed within the programme.

If you are seeking support from National Lottery Heritage Fund but are unclear about the current needs of heritage in your borough, tell us how you aim to develop this understanding in the development year.

Consider:

- The story of your borough, what is special about it, the people and places; your communities and cultural sector,
- The main social challenges / issues your borough is facing,
- How this award links to your local priorities, core objectives and strategies. What is the evidence?
- How have you consulted with residents, businesses, institutions, creative providers, and cultural organisations to develop this bid? What did they tell you and how has this influenced the proposal?
- How is your current borough cultural and heritage infrastructure delivered and how do you as a council support it?
- How embedded is heritage, culture and creativity in your council, and what are your challenges?

1.2 A Catalyst for Change (12%)

Explain how becoming the London Borough of Culture in 2025 or 2027 will help you achieve your ambitions and create long term change. (Approx. 1000 words / 7000 characters)

We are not assessing what your borough has already achieved, but the journey you want to take. We will assess step change(s) against your borough's ambition to make a difference. We encourage you to be ambitious, but we also recognise that successful applications will be those that are focused and have clarity of purpose.

In this section we want you to tell us **what** you are seeking to achieve.

Consider:

- How this programme helps address the challenges facing your borough, as outlined in the identifying need section,
- What will success look like to you?
- What will be the outcomes of your programme on your borough, its residents, institutions and cultural provision in the short, medium and long-term (outward facing)?
- How your current cultural infrastructure and offer can be developed, delivered and supported,
- New/different ways of working (at a strategic and/or delivery level) either cross-departmentally or with external agencies/organisations (statutory, business, jobs, skills, community and cultural),
- How heritage and culture will be more firmly integrated into your local plan, other policies/strategies and ways of working (inward facing),
- Changing perceptions of your area – improving, celebrating, raising the profile.

1.3 Engaging Young People (6%)

Explain how children and young people will be involved with, and positively impacted by, the programme. (Approx. 500 words / 3500 characters)

Consider:

- How children and young people currently experience culture in your borough and how this programme could create a step change for this creativity,
- How children and young people from diverse backgrounds, including those who are D/deaf, disabled, and neurodiverse, will be engaged through the process from consultation and programming through to delivery, ensuring they have a voice and agency throughout the year and beyond,
- The learning, development and employment opportunities for young people through your programme,
- How children and young people's physical and mental health and wellbeing will be supported through your programme,
- How you will work in spaces used by children and young people,
- The cultural deficit many young Londoners face post-COVID and in a cost-of-living crisis.

2. CELEBRATING CREATIVITY

The information you provide in this part of the application may be subject to FoIA requests made to the GLA and will be published by the GLA following the announcement of the winning boroughs. Please use the opportunity at the end of the application to provide details about any information which might not be suitable for publication / disclosure.

This section is broken down into the following sections

- Programme description (Be Creative / Be Ambitious / Be Authentic / Be Connected)
- Celebrating your heritage
- Liberty Festival
- Programme outputs
- EDI outputs

2.1 Programme description (12%)

Describe your proposed programme of activities. What will your Borough of Culture look like? In your response consider how your proposed programme will reflect what you have outlined in the Making an Impact section. (Approx. 1500 words / 10500 characters)

In this section we want you to tell us about your creative vision and your programme ambitions. Consider how your programme will be creative, ambitious, authentic, connected.

We are not expecting you to deliver a year-round programme; quality, visibility and momentum at key points throughout the year are more important than continuous activity.

Tell us about your programme of activities. The following prompts will help you think about how to respond. However, you do not need to break the programme into section headings. Instead, you will be assessed on a coherent narrative, which outlines the creative programme and clearly demonstrates how it will deliver against the need and catalyst for change that you have outlined.

Be Creative: Tell us about your creative vision

Consider:

- Your creative / cultural vision for the programme and strong artistic leadership,
- The key message / narrative that will run throughout the programme,
- How access and inclusion are embedded in your creative vision.

Be Ambitious: Tell us about your programme ideas

Consider:

- How have you developed your programme ideas?
- The types of activities you will deliver through the programme and how the grassroots activity and big culture moments work together,
- Who are your proposed lead artists / creatives?
- What are the core pillars and highlights of your programme that will raise awareness and provide high media impact?
- How will your programme have local, national and international reach?
- The breadth and scale of your programme; is it realistic and appropriate?

Be Authentic: Tell us the story of your borough

Consider:

- What is unique about your borough and how this will be celebrated in your programme,
- The people of your borough, the culture or heritage that is important to them, and the stories you plan to tell/share,
- How your programme will reflect the culture of your diverse communities, widen accessibility and promote equality,
- The use of accessible locations for activities and how they reveal the heritage, character and identity of your whole borough (and not just town centres),
- How London Borough of Culture will celebrate or reflect your borough's cultural and heritage provision, including the work that artists do locally which is often under the radar.

Be Connected: Tell us about your partnerships

Consider:

- How will you identify and activate partnerships through the planning and delivery stage? (Think about local residents, businesses, educational institutions, voluntary sector, public and private sectors),
- How you will ensure borough residents and communities are at the centre of your programme, as co-creators and decision makers, as well as audiences and participants,
- How the programme aligns with other major cultural programmes in the borough, pan London, and further afield,
- How your programme will ensure strong collaborations between the borough and cultural sector.

2.2 Celebrating your heritage (6%)

Bidding boroughs will be invited to apply to National Lottery Heritage Fund's Open funding programme for up to £250,000 for the development year and £250,000 for the delivery year of their London Borough of Culture programme, for activities that are focussed on the borough's heritage and heritage assets. See the [Heritage Fund website](#) for information about what we mean by heritage.

You do not need to include a specific budget line for the delivery of heritage activities in this application, as these will be funded separately by the National Lottery Heritage Fund, and on top of the main Title Award. We do, however, expect to see heritage woven through the narrative of your programme and this application.

Tell us about the heritage you might focus upon and what difference these will make for local people. We want to see heritage threaded through the programme. (Approx. 750 words / 5000 characters)

Heritage can be anything from the distant or recent past that people value and want to pass on to future generations; from memories and stories to historically important buildings, parks and green spaces, to objects and records held in people's homes or in museums and archives.

Heritage engagement can be an effective starting point for: creativity; bringing people together; wellbeing; inspiring pride in local places; developing local identity and boosting investment in the local economy.

Consider:

- How your programme will involve people in exploring, enjoying or protecting their local heritage,
- How your programme will identify and involve the borough's heritage stakeholders, including but not limited to: the Council museum/archive service (if you have one), parks

and green space stakeholders, local heritage and history organisations or Friends groups, and other relevant heritage organisations,

- How your programme will celebrate themes and stories of your borough, including representing the heritage of underrepresented people and communities,
- How you will incorporate heritage sites into your programme, including landscapes, parks and nature,
- Your plans for documenting and archiving the programme, including any new heritage material that is generated such as oral history recordings of people's memories.

2.3 Liberty Festival (6%)

Tell us about how you would plan, produce and deliver the Liberty Festival as part of your London Borough of Culture programme. (Approx. 750 words / 5000 characters)

Liberty is the Mayor of London's flagship programme celebrating D/deaf, disabled, and neurodiverse artists and has existed as an annual free event since 2003. Over the years Liberty has been held in a range of high-profile outdoor locations for Londoners including Trafalgar Square, Southbank Centre, and Queen Elizabeth Olympic Park. Liberty was developed into a touring festival in 2018 and became embedded as a flagship event within the London Borough of Culture programme in 2019.

Title Award winners will have the opportunity to deliver the Liberty Festival as part of their programme. There will be additional funds within the region of £140,000 available, and you do not need to include a budget line for the delivery of the Liberty Festival in this application, as it will be funded separately by the GLA, and on top of the main Title Award.

At this stage, please submit an outline of your programme ideas. If successful, you will be invited to work up and submit a full Liberty Festival proposal, to include a programme which:

- Is artistically ambitious and offers audiences an inclusive and accessible cultural experience,
- Offers a fantastic D/deaf and disabled led showcase of work of exceptional quality created for both indoor and outdoor spaces across artforms and with a diversity of types of engagement,
- Delivers both national high-profile artists alongside local D/deaf and disabled led organisations and artists,
- Includes an engagement plan to build D/deaf, disabled, and neurodiverse audiences in the borough,
- Supports staff and venues with a platform for learning in advance of the festival (e.g. Disability Equality training) and in the programming of the festival (e.g. BSL sign language workshop),
- Delivers a comprehensive integrated marketing and audience development campaign,
- Has an accessibility plan which ensures Liberty is accessible to all audiences,
- Is staged in accessible locations / venues in the borough,
- Works with venues accredited to the Dementia Friendly Venues Charter where possible.

2.4 Programme outputs (3%)

Please complete the table below with the target outputs you will deliver as part of your programme.

If you are successful, you will be required to submit a full evaluation framework with outputs and outcomes prior to starting the programme. At this stage, please provide basic information.

2.4 Outputs Target	Total Number	How calculated (where appropriate)
Estimated number of directly programmed key events		
Estimated number of projects indirectly programmed e.g. produced through grant programmes and partnerships		
Estimated number of artists / partners involved		
Estimated number of new roles created		
Estimated number of volunteers		
Estimated number of schools and educational institutions engaged		
Estimated number of children and young people engaged		
Estimated total online / digital audience reached		
Estimated total live audience reached		
Estimated number of people participating in cultural programmes		
Estimated number of heritage led organisations participating in the programme		
Estimated number of activities that engage people with heritage		
Estimated number of new audiences engaged by heritage organisations participating in the programme		
Estimated volume of new heritage material collected (e.g. oral histories, records and objects for the museum/archives, programme records)		

2.5 EDI outputs (3%)

What Equality, Diversity and Inclusion (EDI) output targets will you aim to achieve through this programme? Please complete the table below with your own targets.

2.5 Outputs Target	Total Number	How calculated (where appropriate)

3. DELIVERABILITY

The information you provide in this part of the application may be subject to FoIA requests made to the GLA and will be published by the GLA following the announcement of the winning boroughs. Please use the opportunity at the end of the application to provide details about any information which might not be suitable for publication / disclosure.

This section is broken down into the following sections:

- Project management (Good project management / Exemplary partnership working / Staff and delivery partners' wellbeing / Contingency planning)
- Communications planning
- Risk
- Meeting equality aims
- Monitoring, evaluation and shared learning
- Legacy
- Environmental impact

3.1 Project management (5%)

Describe how the project will be well managed. (Approx. 750 words / 5000 characters)

The following prompts will help you think about how to respond.

Good project management

Consider:

- The leadership structure and delivery model for your creative programme,
- How will your programme be managed throughout the year?
- How will you identify and commission your artists and creative team?
- How you will provide clear roles and responsibilities and ensure the team have the skills and capacity to deliver?

Exemplary partnership working: how will you work with partners to deliver your London Borough of Culture programme?

Consider:

- Your key external partners – cultural and heritage organisations, funders, institutions, businesses, voluntary sector and civic society partners, and residents,
- Your key internal partners – how different council teams and departments will be involved in planning and delivering your programme,
- Ensuring your partners are representative of your borough population,
- New or enhanced collaborations and partnerships.

Staff and delivery partners' wellbeing

We know that programmes can be highly demanding of the delivery teams. How will you support those delivering the programme to do their best work, ensuring their mental health and wellbeing is supported?

Consider:

- Appropriate resources in place to ensure delivery teams, artists, external producers and council staff are supported,
- Building suitable capacity for manageable workload and timelines,
- Management accountability,
- Making reasonable adjustments to ensure accessible and inclusive working practices,

- Consulting industry guidelines for best practice working with freelancers.

Contingency planning

Consider:

- Programme flexibility if there are unforeseen circumstances or events, or a big change in council priorities.

3.2 Communications planning (4%)

Tell us how you will share the story of your programme and promote it as widely as possible (Approx. 750 words / 5000 characters)

Consider:

- A robust communications strategy, including timeline, milestones and audiences,
- How your budget reflects having a robust communication strategy,
- A stakeholder strategy that identifies the key stakeholders and how you will engage them,
- Your proposed media partnerships, external support and how you will maximise council and community networks,
- How will communications be managed and resourced in the lead up to the delivery year, and as part of the legacy?

3.3 Risk (2%)

Provide a description of the key risks associated with your proposed programme of activity.

In this section you should identify any potential risks associated with your proposal, and how you will mitigate these risks. These risks could be financial, reputational, political, or linked to deliverability, quality control, sustainability and legacy. Please note that this list is not exhaustive, and you may identify risks that are unique to your borough.

Risk	Mitigating action	RAG rating

Note that we do not expect the entire programme to be low risk. We encourage applicants to use this opportunity to be ambitious and try new things. We recognise that there will be risks associated with this. Successful applicants will be those who can identify these risks and ways to manage them.

Tip: Consider the impact of local elections, due to take place in 2026, and how this will be managed.

3.4 Meeting equality aims (4%)

Please describe how your proposal reflects your duties under the Equality Act 2010. How does it address integration and the needs of specific groups who might find it harder to engage and participate? (Approx. 750 words / 5000 characters)

If you are successful, you will be required to produce an equality impact assessment.

Consider:

- Who are the people and communities whose stories and voices are underrepresented in your borough's cultural life, and how will you address this through your planning and delivery?
- How will you involve underrepresented people and communities as participants and audiences?
- How will you ensure policies, events and decision-making processes are fair and do not present barriers to participation or disadvantage any protected groups?
- Ensuring the programme is financially accessible to all,
- How will you create safe, supportive, and non-discriminatory environments in which global majority and D/deaf, disabled and neurodiverse staff, artists and producers can do their best work?
- How are you embedding accessibility across the whole of your programme?
- How will you ensure Dementia Friendly Venues are included in your programme.

3.5 Monitoring, evaluation and shared learning (4%)

Please tell us how you will monitor and evaluate your project, including how you will measure your success against your project outcomes. (Approx. 750 words / 5000 characters)

Regular programme evaluation reporting and feedback will be provided to the GLA and will include quarterly updates, a final report, case studies and evaluation materials presented in a variety of formats to demonstrate impact in the most compelling way at the end of the project.

In this section you should describe your approach to embedding reflective practice and monitoring and evaluation, and the team you will put in place either through existing resource or through additional capacity to deliver it. You should indicate the methods you will use to collect information to record and measure the success of your programme, and your processes for reflecting on the understanding which the evaluation brings.

A successful programme will have a well-funded and resourced evaluation approach.

Consider:

- How you will monitor the programme throughout the year, ensuring it meets your aims,
- How you are currently evaluating the impact of your culture programme and how these methods could be adapted and used,
- The baseline information you will use to monitor and evaluate your programme,
- Working with an evaluation partner,
- Dedicated resources (time and budget) for reflection, monitoring and evaluation,
- How your evaluation can be used to unlock potential for future funding and opportunities,

- How you will ensure evaluation, communications and legacy planning are clearly in sync with each other,
- Being exemplary and creating best practice models,
- How you will share the impact and value of the year to residents in relevant, accessible ways,
- Innovative ways to share learning and insights to other boroughs and wider cultural sector,
- How the application can be a learning process for your borough, and what can be achieved if your bid is unsuccessful,
- How will you archive the planning and delivery of your programme, so that it can be re-used in future?

Tip: Baseline data should include information on the local cultural and heritage sector and cultural economy (such as number/type of venues, event attendance, how culture is perceived). It should also have information on borough demographics and data insights (e.g. multiple deprivation indicators).

We recognise that need will be unique to every borough. You should interpret and explain this within the context of your local area. Please show baseline statistics so you can later understand and demonstrate the impact of your programme.

If you are uncertain of the baseline for the heritage sector, tell us how you will address this early in your development year.

3.6 Legacy (4%)

Please outline your approach to legacy planning. (Approx. 750 words / 5000 characters)

London Borough of Culture is designed to leave a positive long-term legacy. You should see London Borough of Culture as making a step change in your borough's cultural provision.

Please see the legacy framework at www.london.gov.uk/lboc which explains more about the GLA's approach to legacy and its six legacy themes. In this section you should tell us which of the six legacy themes you intend to address through London Borough of Culture, and the long-term impacts you want to make. There should be a clear story between the need you have identified, the programme you have outlined, and the legacy commitments you set out.

The six themes are:

- Equality, diversity and inclusion (EDI) (mandatory)
- Cultural policy (mandatory)
- Community engagement
- Creative workforce and training
- Cultural and heritage infrastructure
- Cultural ecology and economy

Consider how you will address the interdependency and any gaps between culture and heritage in your borough, for example, by including heritage considerations in culture strategies and policies.

3.7 Environmental impact (2%)

The Mayor has an aim to achieve a net zero carbon status for London by 2030. Many boroughs have declared climate emergencies. How will you ensure your programme is

delivered responsibly and sustainably so it meets your borough's environmental targets, as well as those of the Mayor? (Approx. 375 words / 2500 characters)

Consider:

- Having responsible procurement processes for delivering your programme,
- How your events will be delivered sustainably, to offset biodiversity impact and include green travel plans,
- What networks will you engage with and how you will monitor the environmental impact of your programme?

4. FINANCIAL MANAGEMENT

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This section is broken down into the following sections:

- Financial planning
- Budget template
- Match funding
- Realistic budgeting

4.1 Financial planning (4%)

We will need to see that you have robust financial procedures in places to ensure your programme is delivered on time and within budget. Please outline your approach to financial planning. (Approx. 500 words / 3500 characters)

Consider:

- How will you monitor and manage your budget?
- Your approach to procurement,
- Your contingency and how this has been calculated.

4.2 Budget template (4%)

Complete the budget template (this will be available via the online portal, which will be open in July)

Note that we promote industry standard fees for artists and freelancers as best practice, and we will not support programmes that do not pay their artists and freelance practitioners appropriately. Please refer to the Artists' Union England, Equity or relevant trade union for further guidance. You must ensure that any fees that fall outside of industry standard adhere to the London Living Wage.

4.3 Match funding (4%)

Please outline how you plan to secure a minimum of 30% match funding. You should include sources and amounts of cash income. Please indicate whether these are confirmed or to be expected. (Approx. 500 words / 3500 characters)

Note that at least 30% should be in cash.

Sources of cash income can include:

- Existing/reallocated budgets (as long as it is towards new activities, specifically for London Borough of Culture),
- Income from charitable trusts and foundations,
- Income from public funding bodies,
- Business investment / sponsorship,
- Crowd funding,
- Cultural partnership cash contributions / joint funding applications.

Please note you may not use any other GLA funding you are currently in receipt of or have secured as a source of match funding towards your London Borough of Culture programme.

Additional in-kind support beyond the 30% cash can include:

- Officer time to develop and deliver the partnership / bid,
- Pro bono support from other organisations (e.g. marketing expertise),
- Waived fees or charges (e.g. venues, licences, catering costs, printing costs, street closures),
- Volunteer time.

4.4 Realistic budgeting (3%)

Successful applicants will need to show us that they have produced a realistic budget that reflects the current economic environment. Please outline your approach to realistic budgeting. (Approx. 500 words / 3500 characters)

In this section, we will assess how realistic and viable your budget is, as set out in the prompts below.

Consider:

- Financial viability of the project,
- Appropriateness of breadth and scale of proposed budget,
- How this complements or builds on existing initiatives/ideas,
- Ensuring you have built in a contingency to reflect increased cost of living,
- Appropriate payment to staff, artists and freelancers,
- The industry guidance you have used to build your budget e.g. Musicians' Union or Equity rates.

5. CULTURAL IMPACT AWARDS

The information you provide in this part of the application may be subject to FoIA requests made to the GLA and will be published by the GLA following the announcement of the winning boroughs. Please use the opportunity at the end of the application to provide details about any information which might not be suitable for publication / disclosure.

Only complete this section if you wish to apply for a Cultural Impact Award.

In addition to two Title Awards there will be three Cultural Impact Awards to be delivered between April 2026 to March 2027. The Cultural Impact Award is optional, and all boroughs are welcome to apply.

National Lottery Heritage Fund will also support Cultural Impact Award winners to apply for £100,000 per borough, on top of the £200,000 being offered by the GLA, for community heritage activities. See the [Heritage Fund website](#) for information about what we mean by heritage. You do not need to include these costs in your GLA budget.

Those who complete this section will be eligible for Cultural Impact Award if your Title Award application is not taken forward.

We will score the Cultural Impact Award project as follows:

- Cultural Impact Award Project Description 30%
- Making an Impact (from main application): 30%
- Deliverability (from main application): 25%
- Financial Management (from main application, together with Cultural Impact Award budget): 15%

Describe your proposed project activity. This is your chance to tell us what your Cultural Impact Award programme would be. (Approx. 1000 words / 7000 characters)

Consider:

- What is the one innovative and inspiring creative programme you would like to deliver?
- The specific issue / theme you will address and how this has potential to connect people to their local culture and heritage,
- How it will be creative, ambitious, authentic, connected,
- How your target audience / participants will be included in the development and delivery of the project.

The standalone project needs to relate to the ambitions of the overall application.

Complete the Cultural Impact Award budget template (this will be available via the online portal, which will be open in July).

DATA PROTECTION AND FOIA

Data Protection and Freedom of Information

The Greater London Authority is subject to the provisions of the Freedom of Information Act (2000), the UK General Data Protection Regulation (GDPR), and UK Data Protection Act 2018.

Our Freedom of Information and Data Protection policies are available from our website at www.london.gov.uk along with our statement on Openness and Transparency at the GLA.

To meet our obligations under FoIA and to meet the Mayor's commitment to Openness and Transparency,⁴ **the GLA will publish information from all applications for the London Borough of Culture Award on the GLA website once the winners have been publicly announced.**

None of the provisions under FoIA permit the GLA to withhold applications or bids in their entirety.

The GLA will treat your applications and bids as sensitive information and we will not share this information with those who are not directly involved in the London Borough of Culture Award application process.

However, for the purposes of the Freedom of Information Act, **the GLA does not consider that applications and bids submitted as part of this process constitute information provided in confidence.**

If your application includes information which you believe is not suitable for publication or release under FoIA, there is an opportunity at the end of the submission to provide details about:

- (a) what information you consider to be sensitive or not suitable for publication, and
- (b) the reasons why you believe this to be the case.

We will review all information in scope of a valid request when received and will ensure compliance with the FOIA.

By submitting this application form, you agree to the following:

- A.** We will use this application form and the other information you give us, including any personal information, for the following purposes.
 - To decide whether to award your proposal support.
 - To provide copies to other individuals or organisations who are helping us assess and monitor support. After we reach a decision, we may also tell them the outcome of your application and, if appropriate, why we did not offer you support.

⁴ www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/openness-and-transparency

- To hold in our database and use for statistical purposes.
 - If we offer you a grant, we will publish information about you relating to the activity we have funded, including the amount of funding and the activity it was for. This information may appear in our press releases, in our print and online publications and in the publications or websites of any partner organisations who have funded the activity with us.
- B.** You have read the GLA Data Protection and Freedom of Information statements in this guidance and GLA policies and accept how we generally plan to treat your application and other related information if someone asks to see it under the Freedom of Information Act 2000.
- Tick this box if you consider that, for the purposes of FoIA, we should treat any financial information provided in the 'Budget' section of the application, as commercially sensitive information.
- Tick this box if there are other specific pieces of information in your application which you consider to be exempt information for the purposes of FoIA. You must clearly identify what that information is and give us your reasons below or in a separate letter. If you are sending us a separate letter, please write 'letter included' below. The GLA will not treat or consider an entire application or bid as being 'confidential information'.
- C.** You agree that we can keep you informed of our work.
- Tick this box if you do not want us to keep you informed of our work.

SCORING

Criteria	Scores
Making an Impact	30%
Celebrating Creativity	30%
Deliverability	25%
Financial Management	15%