



Historic England

High Streets Heritage Action Zones – Cultural Programme 2020-2024

Guidance for completing your application form



Historic England



1 Summary

High Streets Heritage Action Zones (HS HAZ)

In May 2019, Historic England launched a new multi-million-pound fund which will allow us to work with partners to find new ways to champion and revive our historic high streets through the High Streets Heritage Action Zones scheme.

69 high streets across England have been selected to receive a share of the fund. These projects will work with Historic England to develop plans to revive their high streets.

Cultural Programme (HS HAZ CP)

A Cultural Programme will take place on each of the 69 high streets in conjunction with the main High Streets Heritage Action Zones scheme.

Working with local communities and cultural organisations, this will celebrate what is unique about each place. Alongside local projects, we will commission artists and creatives to help bring an incredibly special and diverse set of places together.

This document should cover everything you need to know about applying for a Cultural Programme Grant. If there is anything that is not clear or is missing please get in touch: CulturalProgramme@HistoricEngland.org.uk

Before completing an application form please read these guidance notes in full.

This guide will help you through the process of applying for a High Street Heritage Action Zones Cultural Programme Grant from Historic England.

Documents in this series:

- High Street HAZ Pilot Activity Grants for Cultural Consortia Cultural Programme Call for Proposals
- High Street Heritage Action Zone Cultural Programme Grant Application Form

Other Resources:

- High Street Heritage Action Zones Supplementary Delivery Guidance

The Cultural Programme is also funded through the National Lottery Heritage Fund and supported by Arts Council England.

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Front cover:

We Support Change. High Street, Wisbech, Cambridgeshire. View from west. Photographer Patricia Payne

6. To work with local businesses and communities to ensure that local needs, knowledge, insight and narratives drive the local investment programme; and
7. To create public value through effective use of public resources and through influencing existing or planned regeneration initiatives to maximise their wider socio-economic benefits.

8. The Cultural Programme

The aim of the High Streets Heritage Action Zone programme (HSHAZ) is to make the high street a more attractive, engaging and vibrant place for people to live, work and spend time, and culture and creativity will play a crucial role in this.

In partnership with Arts Council England and The National Lottery Heritage Fund, Historic England is offering support and funding for the development and production of cultural programmes and partnerships that will complement the work of the High Streets HAZ Programme. The National Lottery Heritage Fund are contributing £3 million to the project, bringing the total amount to be invested into the High Streets HAZ Cultural Programmes to over £7 million.

The programmes supported by this fund will be developed and delivered by the local communities in each place. This cultural activity will celebrate the local character and heritage of the location and make High Streets a key place to experience and participate in culture.

The programme will take place alongside the capital development works taking place on the high street and will act as a way for people to engage with that building and development work.

Who can apply?

We invite applications from the organisation named as the Cultural Consortium Lead in the High Streets HAZ Programme Design. Applications should have the full support of the High Streets HAZ Leading Partner, which in most cases is the Local Authority.

What do we mean by a Cultural Programme?

We take a broad definition of what culture is and what constitutes it. It can include art, theatre, festivals, literature, music and dance amongst other activities. We believe great culture should be accessible and welcoming for everyone, and that it should celebrate what really makes each high street special. Culture means something different to each high street, and so we expect activity to be unique and appropriate in each location.

The grants can be used to initiate new programmes or partnerships, develop or expand existing activity, or produce flagship projects where there is the opportunity to really make culture central to the high street and its community.

The Cultural Programme can run the length of the HS HAZ project, completing by March 2024.

What are we looking to support?

We are interested in programmes which consider the heritages and histories of the high street, as well as its role in today's context. It should prompt people to reconsider their preconceptions about what the high street is, and who it is for. The high street is not just buildings and architecture, but it is made up of the stories of the people, and events that have taken place there over time.

These programmes should develop the high street as a central place to experience the culture of a town or city, a site to engage with people, experience heritage and participate in creating the identity of the high street. It should bring new people to the high street and create new experiences and memories there.

The proposals should also consider the development of talent and expertise within the area, and find opportunities for local creatives and professionals, both experienced and emerging, to benefit from the activity through training, knowledge sharing and experience.

These grants are not to create one-off events or spectacles (although we hope it will support amazing events and experiences), but to invest in developing ambitious partnerships and programmes which continue to benefit the towns, cities, and their visitors over a longer period of time.

The Cultural Programme in each place should ultimately contribute to the overall aims of the HAZ project to:

- Encourage new and sustainable cultural activity in the high street areas
- Help improve perceptions of the high street and its heritage
- Restore and enhance the local character of the high street

Who will receive the funding?

The funding for the programme will be administered by the Leading Partner for the High Streets HAZ scheme, which in most cases is the Local Authority or trust, rather than the lead member of the Cultural Consortia. They will distribute funding to partners within the consortium who are delivering projects or externally as appropriate.

This reflects the organisation and process of the overall High Streets HAZ Programme, and ensures that the financial administration of the grant does not fall to smaller organisations with limited capacity

The Cultural Consortium

We expect each high street to form a Cultural Consortium. This group will oversee the design and delivery of the cultural activity that takes place, ensuring that it is responsive and appropriate to the local communities and users of the high street. It may be an existing group or network within the region, or an entirely new one created specifically for the High Street HAZ.

The Cultural Consortia should include a focussed group of organisations that are active in the current cultural offer of the town and community. This could include festival organisers, studio groups, charities, theatres or galleries. Within this group there should also be a representative from the Leading Partner and regular communication with the teams involved in the capital programme and other community engagement projects around this. There may also be representatives from local ACE (Arts Council England) National Portfolio Organisations.

The Cultural Consortia lead should ensure that there is a clear governance framework of authority and accountability defined within the application. This framework should control the outputs, outcomes and benefits from all projects and programmes which they may undertake as part of the Cultural Programme. We want to ensure that the activity is well planned and governed and ties in with the other elements of the High Streets HAZ project.

Each Consortium should have a nominated Lead, who will act as the main point of contact for sharing information to and from the Consortium. It is also recommended that within the group, there will be a nominated representative to lead on communications and marketing for the scheme.

Community Engagement

Engaging with the local community on the high street should be a key part of every programme, it should create opportunities for people to participate in, learn and lead on activity which is taking place in their town or city.

Cultural Consortia will identify ways to consult and co-create work with a range of communities within the local area in order to develop a programme that is unique and appropriate to the users of the High Street. This may be done by

working with community groups in the area, holding consultation sessions or workshops, or having a presence on the high street to gather opinions or ideas.

The Cultural Programme may align closely with the Community Engagement strands of the HS HAZ, and we expect the two elements to be complimentary to one another. More information about the specific Community Engagement programmes can be found through the Project Officer for your High Street.

The programme may also encourage learning for the communities there and provide opportunities for them to develop new skills.

Building links with the Capital Programme

The Cultural Programme should help communities and audiences engage with the development that is happening as part of the wider High Streets HAZ Programme throughout the renovation, building work and development process.

Activities can address more than just this capital work as we hope they will encompass a range of themes, but they should use the opportunity to use or highlight the buildings and areas which are being developed.

Cultural Consortia should think creatively about how this engagement takes place, and the communities and people who should be included from the start of the process. It is especially important to encourage new groups and audiences to engage with this work, beyond those who might usually participate in heritage and cultural programmes.

2. About The Grants

When will funding be available?

Cultural Consortium leads can apply for funding in 2020. The programme funded through this grant can take place at any point over the four years and will have to be completed with their final evaluation submitted to Historic England by January 2024. Programmes completed before this date may be able to submit their final evaluation at an earlier stage.

What level of funding can be applied for?

Cultural Consortia can apply for grants of up to £120,000 for their proposed cultural activity. In this application period, there can only be one grant application per high street.

Not all grants will be funded towards the maximum amount. We expect to award grants starting from around £10,000 with most grants being awarded between £30,000 and £80,000. If the fund is oversubscribed, we will need to ask some high streets to revise costs and/or activities.

Grants can be used to cover all relevant expenses relating to the planning, production and delivery of the cultural programme proposed. This does not include core running costs of organisations, or roles already covered by other funding programmes.

The headings below give some idea of the types of grants we are offering and the sorts of activities and projects and that might take place.

Initiating a cultural offer

These grants might be used to nurture and develop what could be the first cases of joined up cultural programming on a high street, or where the Cultural Consortia want to trial or test programming before investing in a larger project.