

## ABERDEEN CITY COUNCIL

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COMMITTEE	<b>Education, Culture and Sport Committee</b>
DATE	<b>12 September 2013</b>
DIRECTOR	<b>Gayle Gorman</b>
TITLE OF REPORT	<b>Cultural Awards</b>
REPORT NUMBER:	<b>ECS_13_055</b>

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### **1. PURPOSE OF REPORT**

This report provides the Committee with recommendations for the allocation of Cultural Awards in the '£5,000 and under' and 'over £5,000' categories.

### **2. RECOMMENDATION(S)**

It is recommended that Committee:

- [a] Approves the allocation of Cultural Awards as outlined within the body of the report.

### **3. FINANCIAL IMPLICATIONS**

For the financial year 2013/14, the total budget for the Cultural Awards Programme is £315,000. Following an initial allocation of awards, the remaining available budget stood at £65,549, however two successful applicants have recently notified officers of their decision not to progress with their project. This has resulted in an available budget of £79,049 for this application round.

### **4. OTHER IMPLICATIONS**

Should the Committee approve the allocation of Cultural Awards a total of ten applicants will not receive the requested financial support at this time. Officers will provide support to identify alternative and, in some cases, more appropriate sources of funding.

### **5. BACKGROUND/MAIN ISSUES**

#### **5.1 Cultural Awards Programme**

Aberdeen City Council's Cultural Awards is a funding programme which aims to support the creation and/or development of high quality cultural activity in the city. Any voluntary or not for profit body who lead the delivery of cultural activity within Aberdeen

is eligible to apply for an award of up to £10,000. Individuals may also apply provided their project is in partnership with a formally structured organisation or group.

The awards are an important source of funding for the cultural sector in the city, in particular in supporting voluntary bodies to deliver a diverse range of artistic activity.

## **5.2 Criteria**

The programme's criterion incorporates three distinct categories allowing applicants to consider which best meets the objectives of their project.

### **5.2.1 Access**

Based on research which illustrates that access to, and subsequently participation in, cultural activity within the city is low amongst specific groups, this category looks for projects with a focus on increasing participation in cultural activity from amongst identified hard to reach groups. This includes those:

- Living in the most deprived areas of the city
- With a long-standing illness or disability
- Over the age of 65
- From an ethnic minority group

### **5.2.2 Aspire**

In line with the aspiration to significantly develop the cultural life of the city, this category is open to all types of activity, however seeks applications which clearly demonstrate an ambition, relative to the applicants' context, to improve the quality of what they deliver.

### **5.2.3 Support**

This category is aimed not at the delivery of activity, but in providing support to an organisation or voluntary group as a whole. Based on research which identified that enhancing skills and knowledge was central to developing the cultural life of the city, applicants may apply to this category to support activity such as:

- Training courses
- Workshops
- Conferences
- Networking
- Research

### **5.2.4 Other considerations**

Alongside each of these categories, the Panel consider other aspects including whether the application clearly demonstrates:

- The quality of the project
- Demand and need for the activity
- That the project is well planned and deliverable
- That the requested level of financial support is required to deliver the project
- An understanding of other activity taking place in the city, avoiding unnecessary duplication and promoting partnership working

### 5.3 Cultural Awards Panel

The recommendations contained within this report come from an officer facilitated Cultural Awards Panel which meets to review all applications against the criteria. The Panel is made up of individuals external to the Council who have an active interest in, and knowledge of, cultural activity but whom also have no relationship with applicants. For this application round, the Panel consisted of one:

- Senior cultural academic
- Community representative
- Voluntary Arts Ambassador
- Private sector representative

### 5.4 Recommendations for Awards £5,000 and Under

Presented below is a summary of the applications recommended for an Award in the £5,000 and under categories. A table outlining all applications and recommendations is included as Appendix 1 of this report and all completed applications are available in the member's library.

#### 5.4.1 Create Aberdeen – Actability

Category	Funding Requested	Recommendation
<b>Access</b>	<b>£4,700</b>	<b>£4,700</b>

Create Aberdeen is a local charity which provides arts and performance activities for adults with additional support needs within the city. With a mission to 'promote community participation and community inclusion', the charity are seeking support to develop a dedicated performing arts service, which would offer full time drama based provision working on issue based plays, film, documentary, training and consultation work. This project includes a series of workshops and performances which provide opportunities for adults with learning disabilities to develop skills in acting, producing, directing and filming while also showcasing their work within schools, colleges and other venues across the city.

#### 5.4.2 The Millennium Tapestry Company – The Commonwealth Tapestry

Category	Funding Requested	Recommendation
<b>Access</b>	<b>£4,100</b>	<b>£4,100</b>

The Commonwealth Tapestry is national project which, in partnership with Glasgow 2014, is working with ninety six different schools to create a single collaborative tapestry to welcome the world to next years Commonwealth Games. The project is designed to showcase Scotland through the eyes of its children to visitors from across the world and to become a permanent legacy of the games. This application is seeking support to involve ten different schools from Aberdeen to participate in the project which the Cultural Award, should it be awarded, being allocated towards the costs of materials, resource packs and supporting volunteers. This application is seeking support under the 'Access' category as, in collaboration with the officers within Education, Culture & Sport, the project is targeting participation from schools within the city's regeneration areas as well as pupils with additional support needs.

#### 5.4.3 TRENDYPR – African Films

Category	Funding Requested	Recommendation
<b>Access</b>	<b>£5,000</b>	<b>£2,500</b>

The project is aimed at the African/Black and Minority ethnics (BME) living in Aberdeen. The aim of the project is to use specialised/African films as the medium to enable the target audience to participate more in cultural activities and become socially integrated in the city. For the purpose of this application, TRENDY PR has formed a project group that will plan, promote and exhibit African films at a local cinema in Aberdeen. The proposed film programme will be built upon the feedback of a recent survey which identified the type of activity which is currently absent within the city's cultural offer. The partial recommendation reflects the Panel's assessment that several of the costs presented in the application are not suitable for support through the Cultural Awards programme.

#### 5.4.4 26 Art Collective – Loft / Comprende Records

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£4,495</b>	<b>£1,420</b>

The 26 Art Collective consists of a series of local artists, operating from a studio space within the Green area of the city centre, and are requesting support for a series of contemporary art exhibitions and installations, new exhibition space, the establishment of a sound art and new music record label and a programme of discursive art events. The partial recommendation comes from two observations from the Panel. Firstly, it was felt that only some aspects of the application fully met the criteria and thus only part of the proposed costs were relevant. Secondly, as the group is, in formal terms, becoming fully established, this level of funding was deemed suitable to provide support for pilot activity before future larger levels of support could be considered.

#### 5.4.5 Aberdeen Chamber Music Club - Concert Series 2013/14

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£1,500</b>	<b>£1,500</b>

Aberdeen Chamber Music Concerts (also known as Aberdeen Chamber Music Concerts) is a voluntary run charity which has been organising a range of national and international concerts in Aberdeen for almost eighty years. This application seeks support for a series of six concerts to take place within the Cowdray Hall. The ambition is to grow and diversify the audience for the concerts and this award, should it be approved, will provide support towards this programme, marketing and outreach activity.

#### 5.4.6 Aberdeen Choral Society – Aberdeen Choral Society

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£2,000</b>	<b>£2,000</b>

Since 1946 Aberdeen Choral Society has been performing two concerts annually at the Music Hall. Run as a voluntary body, the Society is seeking support for these two

concerts, the first of which will be a performance of 'Messiah' in December followed by a Spring concert with lesser known works. The group's aspiration is to offer high-quality concerts which broaden the cultural knowledge and experience of singers and audience alike. This support, if approved by committee, will be allocated towards the costs of programming and promoting both concerts.

#### 5.4.7 Act 2 and Act Daft – Connections

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£4,000</b>	<b>£4,000</b>

This application is requesting support for a local theatre group, Act 2 and Act Daft, to take part in the National Theatre's young people's Connections Festival. This will provide the group with a national platform, offering the opportunity to perform a new piece of theatre. The group will rehearse within the city's Arts Centre under the guidance of the National Theatre performing in Aberdeen and in Inverness, where they will be the city's representatives in the Festival.

#### 5.4.8 All in Ideas (Ltd) – Flat Pack (Studios)

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£4,920</b>	<b>£4,920</b>

This application seeks support to design, develop and implement a series of 'Flat Pack' modular artist's studios. The studios, aimed at new and emerging artists, are designed to utilise empty commercial property, providing an open and flexible production and exhibition space. This request aspires to, in part, address the identified issue of a lack of affordable studio space within the city and will act as a pilot to ascertain if portable studios provides a suitable alternative.

#### 5.4.8 Belmont Picturehouse – Videocollectifs

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£3,250</b>	<b>£3,250</b>

The proposed project is a film making project for primary seven pupils, taking place during spring term 2014, which is linked to Clermont - Ferrand in France through Aberdeen City Council's Twinning Programme. Five classes from schools in the north, south, east, west & central areas of the city will make a three minute film about "their" Aberdeen, to submit to Videocollectifs, an initiative run in Clermont annually. The project will be linked to schools' curriculum and will also give the opportunity to students from Aberdeen College, with support from the education programme at the Belmont Picturehouse, to gain experience as practitioners working with young people.

#### 5.4.9 Elementz Community Dance Company

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£3,500</b>	<b>£3,500</b>

Elementz Community Dance Company, established from a weekly community contemporary dance class, has been learning new choreography and performing at community shows in Aberdeen since 2008. This application seeks support for the Company to work with an external choreographer and host a showcase platform for high calibre adult dance groups from across Scotland. By doing so, they hope to

broaden the groups dance experience and skills, helping support the overall development of contemporary dance in the city.

#### **5.4.10 Scottish Community Drama Association (Aberdeen District) – Annual Programme (One-Act Play Festival and associated workshops)**

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£4,520</b>	<b>£4,520</b>

This application seeks support to programme a One-Act Play Festival to be held over three days within the city. The aim of the activity is to encourage and develop community drama within Aberdeen and District. The Festival itself is preceded by professionally planned and run workshops covering theatrical and technical aspects of production, all of which are open to the wider community as well as prospective participants in the Festival.

#### **5.5 Recommendations for Awards over £5,000**

Presented below is a summary of the applications recommended for an Award in the Over £5,000 categories. A table outlining all applications and recommendations is included as Appendix 1 of this report and all completed applications are available in the member's library.

##### **5.5.1 Aberdeen Art Gallery - PlayTime / PlaceTime**

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£6,000</b>	<b>£4,750</b>

This project will bring internationally renowned artist Anthony Schrag to Aberdeen to deliver a series of publicly-engaged art events exploring the journey that Aberdeen Art Gallery's collection will take from their current home on Schoolhill to the new Museum Collections Centre in Northfield. Anthony's practice uses sport and physicality as a method of creative engagement, and he will use this to take art and creativity into public spaces and unexpected locations in the city. This project forms part of the National Galleries of Scotland and Creative Scotland's Generation programme, a national celebration of 25 years of contemporary art in Scotland. The recommendation for a partial award reflects costs which the Panel have assessed to be ineligible for the Cultural Awards Programme.

##### **5.5.2 Aberdeen Women's Alliance - Aberdeen Women's Heritage Walk**

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£9,046</b>	<b>£9,046</b>

This project will create a weekly city centre heritage walk, where participants can visit the sites where women of achievement have lived or worked in the city. The map has been developed as part of the national Mapping Memorials to Women project supported by Glasgow Women's Library and in partnership with Aberdeen City Council's Library Services. The walk will be guided by volunteers trained from January to April 2014 and will run from the end of May to September 2014. Furthermore, in March 2014 a seminar will explore the role and importance of women's history.

### 5.5.3 Quids In Theatre Company - Tivoli Theatre Collaboration

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£9,600</b>	<b>£9,600</b>

Quids In Theatre Company is an Aberdeen based professional theatre company which aim to work in partnership with the Tivoli Theatre to produce two high quality, innovative Scottish Theatre productions. The first will be *Men Should Weep* or an equivalent Scottish text from SQA recommended list for Higher Drama and English which is scheduled to take place in October. The second, scheduled to take place in January, will be new multimedia production on the life and works of Robert Burns. A programme of workshops and outreach activities based on the productions will be developed and available for all Aberdeen schools and colleges, either in the Tivoli Theatre or within community venues.

### 5.5.4 Scottish Chamber Orchestra - Inspiring Audiences

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£10,000</b>	<b>£10,000</b>

*Inspiring Audiences* is the Scottish Chamber Orchestra's (SCO) programme of concerts and outreach work for Aberdeen. Building on the success of the *Scrapers & Tooters* programme, the SCO will develop and expand its work in Aberdeen by bringing two additional initiatives to the city: *Big Ears*, *Little Ears*, for parents/carers and babies, and *Creative Space*, for young people with additional support needs and their families. By promoting and delivering these three projects and world-class performances in the Aberdeen Concert Series, the SCO aim to reinvigorate and develop their audiences in what is their 40<sup>th</sup> Anniversary season.

### 5.5.4 Hands Up for Trad - The Scots Trad Music Awards

Category	Funding Requested	Recommendation
<b>Aspire</b>	<b>£8,000</b>	<b>£8,000</b>

The Scots Trad Music Awards is a national cultural event run by Hands Up for Trad in partnership with MG ALBA, presenting Scotland's traditional music through a high profile performance event, which brings Scottish Traditional Music and leading artists into the spotlight of media and public attention. The MG ALBA Scots Trad Music Awards will be held on December 7<sup>th</sup> at the Music Hall and broadcast live on BBC ALBA as well as being available on BBC iPlayer and Freeview. The Awards are also supported by Creative Scotland and Visit Scotland.

### 5.5.5 Unsuccessful Applications

A total of four applications for '£5,000 and Under' and six applications for 'Over £5000' have not been recommended for an Award at this time.

<b>Applicant</b>	<b>Project</b>	<b>Category</b>	<b>Funding Requested</b>
Ab Choir Theatre Company	Ab Choir Theatre Company	Access	£5,000
Creative Cultures Scotland	The Conversation of Art	Access	£1,488
Satrosphere Science Centre	Robolab	Access	£5,000
Creative Cultures Scotland	Ring of Confidence	Support	£1,875
Creative Learning Team	Older Peoples Cultural Action Plan	Access/Support	£10,000
Aberdeen Film Festival	Aberdeen Film Festival	Aspire	£10,000
Aberdeen Passion Plays	The Aberdeen Passion 2014: One Hope	Aspire	£10,000
Attic Theatre Company	City Centre Amateur Pantomime	Aspire	£10,000
Grampian Hospitals Art Trust	Mapping Foresterhill	Aspire	£10,000
Peacock Visual Arts	FRAMED	Aspire	£9,747

The rationale for this recommendation is specific to each application, however will generally fall into one or more of the following:

- Insufficient information supplied
- Does not meet application criteria
- Match funding requirements have not been met
- Application does not clearly demonstrate quality of activity
- Limited evidence of demand or need for activity
- Ineligible costs
- Limited evidence of requirement for support
- Evidence that the activity would represent unnecessary duplication
- Plan for activity appears unrealistic
- Withdrawn request for funding support

It should also be noted that the Cultural Awards Programme is extremely competitive with this application round attracting requests totalling £164,940.50 (includes applications for over and under £5,000). This figure significantly exceeds the available budget of £79,049, meaning that only applications which the Panel assesses to best meet the criteria can be recommended for an Award.

## **6. IMPACT**

This report relates to 'Aberdeen – the Smarter City', in particular to:

- We will improve access to and increase participation in arts and culture by providing opportunities for citizens and visitors to experience a broad range of high quality arts and cultural activities

- We aspire to be recognised as a City of Culture, a place of excellence for culture and arts by promoting Aberdeen as a cultural centre hosting high quality and diverse cultural events for the whole community and beyond

The report is also aligned to the city's Cultural Strategy, 'Vibrant Aberdeen' which includes the key objectives of:

- Establishing a cohesive cultural sector
- Increasing community engagement in cultural activity
- Improving the city's cultural profile
- Increasing investment in culture
- Effectively monitoring and evaluating the impact of culture

## **7. MANAGEMENT OF RISK**

Local cultural organisations and bodies, in the main, pursue a range of different avenues for supporting their activity however the Cultural Awards Programme remains a fundamental source of funding for many.

Should the Committee approve the recommendations officers will provide each unsuccessful applicant with written feedback and the opportunity to meet to discuss this further. Where appropriate, support will be provided to resubmit for future application rounds and/or to identify other potential sources of support.

## **8. BACKGROUND PAPERS**

None.

## **9. REPORT AUTHOR DETAILS**

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**Appendix 1:  
Cultural Awards 2013/14 (2<sup>nd</sup> Application Round) – Recommendations £5000 and Under**

	<b>Project</b>	<b>Total Project Cost</b>	<b>Amount Requested</b>	<b>Recommendation</b>
<b>Access</b>				
Ab Choir Theatre Company	Ab Choir Theatre Company	£7,500	£5,000	£0
Create Aberdeen	Actability	£4,700	£11,900	£4,700
Creative Cultures Scotland	The conversation of art	£2,975	£1,487.50	£0
Satrosphere Science Centre	Robolab	£10,000	£5,000	£0
The Millenium Tapestry Company Limited	The Commonwealth Tapestry	£70,600	£4,100	£4,100
Trendy PR	African Films	£14,550	£5,000	£2,500
<b>Aspire</b>				
26 Art Collective	Loft / Comprende Records	£9,495	£4,495	£1,420
Aberdeen Chamber Music Club	Concert series 2013/14	£13,865	£1,500	£1,500
Aberdeen Choral Society	Aberdeen Choral Society	£32,000	£2,000	£2,000
ACT 2 and ACT Daft	Connections	£9,342.70	£4,000	£4,000
All in Ideas Ltd	Flat Pack (Studios)	£9,850	£4,920	£4,920
Belmont Picturehouse	Videocollectifs	£7,800	£3,250	£3,250
Elementz Community Dance Co.	A choreographic collaboration	£8,200	£3,500	£3,500
<b>Support</b>				
Creative Cultures Scotland	Ring of Confidence	£3,750	£1,875	£0
Scottish Community Drama Association – Aberdeen District	Annual programme – One-Act Play Festival and associated workshops	£8,344	£4,520	£4,520
	<b>Totals</b>	<b>£212,971.70</b>	<b>£62,547.50</b>	<b>£36,410</b>

**Cultural Awards 2013/14 (2<sup>nd</sup> Application Round) - Recommendations Over £5000**

	<b>Project</b>	<b>Total Project Cost</b>	<b>Amount Requested</b>	<b>Recommendation</b>
<b>Access</b>				
Creative Learning Team (ACC)	Older Peoples Cultural Action Plan	£21,940	£10,000	£0
<b>Aspire</b>				
Aberdeen Art Gallery	Playtime;Placetime	£12,000	£6,000	£4,750
Aberdeen Film Festival	Aberdeen Film Festival	£86,504	£10,000	£0
Aberdeen Passion Plays	The Aberdeen Passion 2014: One Hope	£30,000	£10,000	£0
Aberdeen Women's Alliance	Aberdeen Women's Heritage Walk	£22,787	£9,046	£9,046
Attic Theatre Company	City Centre Amateur Pantomime	£30,000	£10,000	£0
Grampian Hospitals art Trust	Mapping Foresterhill	£20,000	£10,000	£0
Peacock Visual Arts	FRAMED	£29,684	£9,747	£0
Quids-In Theatre	Tivoli Theatre Collaboration	£45,000	£9,600	£9,600
Scottish Chamber Orchestra	Inspiring Audiences	£20,000	£10,000	£10,000
The Scots Trad Music Awards	Hands up for Trad	£44,790	£8,000	£8,000
	<b>Totals</b>	<b>£362,705</b>	<b>£102,393</b>	<b>£41,396</b>

**Cultural Awards 2013/14 (2<sup>nd</sup> Application Round) Summary**

Total Project Costs	<b>£575,676.70</b>
Total Amount Requested	<b>£164,940.50</b>
Total Award Recommendation	<b>£77,806</b>