

Report To: Cabinet

Date of Meeting: 3 January 2023

Report Title: National Portfolio Organisation Funding 2023-26

Report By: Victoria Conheady, Assistant Director Regeneration and Culture

Key Decision: N

Classification: Open

Purpose of Report

To approve the museum's entry into Arts Council England's National Portfolio 2023-26.

Recommendation(s)

- 1. To accept Arts Council's England's invitation to join the National Portfolio from April 2023 until March 2026.**

Reasons for Recommendations

1. The National Portfolio provides funding for the museum to deliver three years of activity at the museum and in the areas around the town.
2. The funding will help the museum deliver its business plan outcomes .

Introduction

1. The museum has been invited to join Arts Council England's 2023-26 Investment Programme as a National Portfolio Organisation (NPO). This NPO funding is intended to cover the project costs required to work with communities. It gives the basic level of funding needed to keep all of the things the museum has been doing with communities over the past few years going. The funding cannot be used for core costs, staff or building costs. The museum's NPO application was designed to deliver the museum business plan and is not additional work. It is based on having the same core staffing complement as there currently is.

The National Portfolio

2. The National Portfolio is a network of over 900 leading arts organisations, libraries and museums that receive regular funding from Arts Council England (ACE). They are funded to deliver the ACE's Lets Create strategy and for the quality of their output. ACE's vision is "By 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish, and where every one of us has access to remarkable range of high-quality cultural experiences."
3. The museum's application, "demonstrates that a strong contribution to the Cultural Communities outcome is likely that good progress is likely in embedding the Inclusivity & Relevance and Ambition & Quality Investment". NPO funding is not for the core costs of an organisation but for the project funding to allow meaningful activities to take place. The museum applied for £150,000 per year to continue to deliver impactful programmes and expand its work into the most deprived communities of the town in line with the activities included in the proposed 2022-25 business plan.

Hastings Museum & Art Gallery NPO programme

4. It puts inclusivity and community involvement at the heart of the museum's work. It aims to connect people and communities with cultural activities to improve health and wellbeing and provide access to lifelong learning opportunities. It is closely aligned with the museum's business plan 2022-25.
5. The museum will work closely with
 - People living in areas of high deprivation
 - Project groups: LGBTQ+; people seeking sanctuary; home educating and disabled groups
 - Core audiences, particularly families, older adults and primary schools
 - Cultural and community partners and local creatives
6. There are five activity strands to the programme. Strand one is about activating under engaged communities using participative practice approaches to create new programme of events, visibility and activity. It builds on the museum's successful approach to community engagement to ensure that target audiences make change to our collections and programming. This strand is about community voice and involving people in programming decisions and contributing to our work through participation. It will see the museum collaborate with project groups and people living in areas of deprivation to address the historic under-representation of these communities in our collections and programming.

7. Strand two is about taking the museum beyond the walls to locations across Hastings, enhancing outreach engagement and reaching new audiences. It has two parts. Part 1 builds on the museum's outreach work in the back of the town. It gives funding to take the museum into the community and create opportunities for people to get involved in events, co-produce activities like exhibitions, and take part in collections activities like contemporary collecting. Part 2 will see the continuation of Hastings Digital Museum. It allows for work with creative freelancers to develop high quality activities to give people remote access to meaningful cultural activities using the museum's collections and resources.
8. Strand three is about delivering an exciting, fun and engaging programme that draws new and repeat visitors into the museum. It builds on what has been successful before and brings in the new ways of working, tying together the strands of our programme.
9. Strand four supports mobilising and taking action to address the ecological and climate emergency. It is about working with core audiences to activate our outdoor spaces and develop new activity around the museum.
10. Strand five focuses on increasing the number of employment and volunteering opportunities with a real focus on skills development and employability skills. It builds on the museum's work to open opportunities beyond our collections focused volunteers and develop more volunteering opportunities.
11. Annual activity programmes need to be agreed between the museum and ACE. The outline structure of the annual activity programme is:

Strand	Outcome
1. Activating under engaged communities	<ol style="list-style-type: none"> 1. Community voice is included in programming decisions: <ul style="list-style-type: none"> - 3 community programming board meetings - 4 co-produced activities included in public programme 2. On-going activity undertaken with target audiences: <ul style="list-style-type: none"> - 5 projects undertaken on themes agreed with participants - Annual project activity agreed with participants 3. Collections are more relevant to users: <ul style="list-style-type: none"> - c25 collection records updated by participants - c100 objects used in activities with target audiences - c10 objects identified for acquisition with target audiences - c25 objects identified for deaccessioning target audiences
2. Taking the museum beyond the walls	<ol style="list-style-type: none"> 1. Regular outreach activities in the community <ul style="list-style-type: none"> - 3 family friendly activities for use at community events - attend 3 Optivo/Fresh Visions community days - 8 local history coffee mornings - 1 community event (eg 'dinosaur on your doorstep' day) 2. Co-producing activities with target audiences 1,2&4: <ul style="list-style-type: none"> - 5 co-created community displays around the town - 5 (min) co-produced minimum of five outputs 3. Commissioning digital activities from creatives: <ul style="list-style-type: none"> - 4 digital activities commissioned
3. Exciting, fun and engaging programme	<ol style="list-style-type: none"> 1. Exhibition experiences: <ul style="list-style-type: none"> - Funding for exhibition programme (eg Brick by brick: international Lego Brick Art) 2. Signature events: <ul style="list-style-type: none"> - Refugee week - Summer fun day - Christmas festival

4. Address the ecological and climate emergency	1. Activating the landscape: <ul style="list-style-type: none"> - Improve the biodiversity of the grounds (eg introduce a wild flower meadow) - Introduce more activity into the grounds (eg an activity trail into Summerfield Woods from the museum) 2. Outdoor learning: <ul style="list-style-type: none"> - Develop outdoor learning offer / introduce climate emergency activity
5. Employment and volunteering opportunities	1. New volunteering opportunities: <ul style="list-style-type: none"> - Biodiversity (garden and grounds) - Front of house - Outreach (support at community events) 2. Paid opportunities: <ul style="list-style-type: none"> - 2x 20 day paid work trainee placements for target audiences - 1x 37 hour assistant curator post to support the delivery of the NPO - 1x 18.5 hour collection access post to improve collection documentation standards and support community engagement activities. - 1x 18.5 hour project officer post to coordinate and monitor NPO

12. In addition to the activity plan the museum must also deliver on ACE's investment principles: Ambition & Quality; Environmental Responsibility; Dynamism and Inclusivity & Relevant. These are monitors and actions that help measure the impact, reach and value of the work the museum does. Each area has an individual action plan.

Staffing

13. The NPO includes additional staffing to help with the delivery of the programme. This includes a 0.5fte project officer to administer and monitor delivery. It also funds 0.5ft collections access officer and 1fte assistant curator to help support the collections & engagement team deliver the programme.

Governance

14. As part of the NPO the museum committee will be required to meet at least four times per year. Current arrangements are satisfactory for this. They will receive a new NPO report at each meeting outlining the progress of the programme. works with the team to set our business plan and annual strategic aims, equality and climate emergency action plans. They monitor progress on these at the formal and informal meetings. The committee receives regular updates from the Museum and Cultural Development Manager

15. The community programming board will be introduced in 2023-24 after the museum committee changes have taken effect. This board will be more directly involved in setting the museum's engagement work from funded projects through to events and exhibitions. This board will include local people, partner organisations and museum colleagues. It formalises the approach we have taken with our community partners in our decision-making processes. It will help ensure the activities we engage in are relevant and responsive to the communities we work with.

Financial

16. The museum will receive £150,000 per year for three years from April 2023 as part of this arrangement. This funding is nominally broken down as:

Strand	Budget allocation
1. Activating under engaged communities	Community programming board £2000 Collections care £2000
2. Taking the museum beyond the walls	Outreach activities £5000 Co-production with community groups £38600 Digital activities £6000
3. Exciting, fun and engaging programme	Exhibition experiences £4000 Signature events £5000
4. Address the ecological and climate emergency	Activating the landscape £4500 Outdoor learning £3000
5. Employment and volunteering opportunities	Volunteering £1500 Trainee placements £3000 Staff costs £75400

Options

17. Decline NPO offer – look for other sources of funding to deliver the museum’s business plan and/or reduce activity at the museum
18. Accept NPO offer and proceed with contract negotiation

Timetable of Next Steps

2. Please include a list of key actions and the scheduled dates for these:

Action	Key milestone	Due date (provisional)	Responsible
Approval by Cabinet	Approval by Cabinet	03.01.2023	Assistant Director Regeneration and Culture

Wards Affected

All

Policy Implications

Reading Ease Score: 36.5

Have you used relevant project tools?: Y

Please identify if this report contains any implications for the following:

Equalities and Community Cohesiveness	Y
Crime and Fear of Crime (Section 17)	N
Risk Management	Y
Environmental Issues & Climate Change	Y
Economic/Financial Implications	Y
Human Rights Act	N
Organisational Consequences	Y

Local People's Views	Y
Anti-Poverty	N
Legal	Y

Additional Information

Arts Council England Standard Terms and Conditions.

Officer to Contact

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