

## Centre for Cultural Value

### Call Specification

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## 1. Summary

The Arts and Humanities Research Council (AHRC), Paul Hamlyn Foundation (PHF) and Arts Council England (ACE) are jointly funding this call to establish a **Centre for Cultural Value (CCV)**.

The CCV will facilitate wider and more effective use of the existing evidence base and advance knowledge about the value of arts and culture in the UK and advance approaches to how this value is captured and shared. The Centre will function as a custodian and communicator, broker and facilitator; it will synthesise existing research and bring together networks to encourage greater mutual understanding between sectors. Further details on the scope and function are outlined below.

A total of £2,000,000 is available from the three funders over a five-year period with an expectation that the award holder will leverage additional funding.

The CCV will be hosted by either a higher education institution (HEI) or independent research organisation (IRO) and the consortium it leads will be composed of relevant stakeholders, bringing together key partners such as cultural organisations and sector bodies with high-quality, multidisciplinary researchers.

## 2. Background

The establishment of this Centre follows from the conclusions of the 2016 [Understanding the Value of Arts and Culture](#) report. This extensive review of research and evidence pointed not only to the wealth of existing analysis but also to important gaps in our understanding, and to the reasons why evidence and knowledge are not used more effectively to improve arts and cultural policy and practice within arts organisations. It also highlighted the benefits that could flow from better access to evidence, including for organisations that could make more use of arts-based approaches in their work, such as in education and health.

One of the issues the report sought to address was the complexity of defining cultural value, particularly the value associated with engagement and participation in art and culture<sup>1</sup>. **Cultural value, for the purposes of this call, is defined as the value found in any mode of engagement with art and culture: from the classical and the canonical to the informal and popular/commercial, and digital/virtual as well as physical forms of engagement.**

Following the publication of the *Understanding the Value of Arts and Culture* report and its recommendation to establish a 'cultural observatory', a scoping study and consultation was commissioned to provide recommendations for next steps. The study consulted over 200 individuals based in the academic, arts and cultural sectors; funders, policy makers, and evaluators. It also conducted an international review of previous initiatives that set out to foster the use of research and evaluation in the arts and facilitate dialogue between sectors.

The scoping study report's primary recommendation was the establishment of a Centre for Cultural Value to make existing research and evidence more easily accessible and useful to a range of

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<sup>1</sup> 'Art and culture' are defined through examples in the report, and include: theatre and dance; film; visual arts; photography; literature; storytelling; music; monuments and murals, as well as museums, archives, tangible and intangible heritage, and more.

audiences, including practitioners, policy makers and funders. The scoping study report can be found [here](#). This call aims to address that recommendation.

### 3. Eligibility: who can apply?

We invite applications from eligible HEIs or IROs, working in partnership with a consortium of relevant stakeholders including HEIs, IROs, cultural organisations, associations, sector bodies and other key organisations.

The HEI and/or IRO partners must be able to demonstrate broad knowledge of the cultural sector, from major organisations to smaller civil society groups and community projects and organisations, large and small, and of the associated policy landscape as well as a strong and credible track record of excellence in research on cultural value. They should provide evidence of significant current engagement with the cultural sector and government across the UK.

Only one HEI or IRO can host the Centre for Cultural Value. However, it is expected that an application will be made in partnership with eligible HEIs or IROs and other key organisations. There is no upper limit to the number of partners and the overall design and model of the Centre is open to applicants to determine. However, applicants must set out a clear rationale for the model proposed, based on how that model meets the objectives and functions of the Centre, and make a clear case for the contribution of each partner.

The host HEI or IRO should be compliant with AHRC's eligibility criteria as published in Section 3 of the [AHRC Research Funding Guide](#) and have the infrastructural capability to deliver a collaborative centre.

### 4. Scope and Benefits of the Centre for Cultural Value (CCV)

The CCV will be a national, independent centre of expertise on cultural value. It will make existing research and evidence more accessible and usable to a range of audiences including practitioners, policy makers and funders. It will:

- provide syntheses of research on key topics;
- identify gaps in research – to both academics and funders;
- commission small-scale research projects; and
- be collaborative in its approach.

It is vital for the Centre to foster networks and better understanding between people who work in different sectors, art-forms and academic disciplines. It will bring together arts and cultural practitioners, researchers and policymakers in order to propose research questions and develop approaches to serve the interests of different users.

Based on this scope, the intended benefits of the proposed centre include:

- wider and more effective use of the evidence base for arts and culture and its further development;
- better and more diverse use of evaluation techniques in the arts and culture sector, including innovative approaches;

- greater collaboration between the arts and cultural sector and non-arts organisations in order to understand, realise and communicate the value of arts and culture.

## 5. Functions of the Centre for Cultural Value

Fundamentally, the Centre for Cultural Value will function as a **custodian and communicator** and **broker and facilitator**.

Full details can be found in the [Scoping Report](#) but in summary, the roles outlined under each are as follows:

### *Custodian and Communicator:*

- review, synthesise and analyse existing research on cultural value for use in the policy, cultural and academic sectors;
- identify and articulate gaps in the evidence base in order to stimulate additional research on those areas and provide relevant advice for research funders;
- communicate information in a way that can be understood and used across sectors;
- inform the agenda for debate around the value of culture;
- be a national, authoritative voice for evidence on the value of culture;
- commission and disseminate analyses and information on cultural value, as well as commissioning small-scale seed-corn research projects

### *Broker and Facilitator*

- neutral facilitator between partners and stakeholders, providing advice and translating between sectors;
- broker new relationships and collaborations between and within sectors;
- host events, networks and facilitate dialogue;
- articulate and co-produce the key questions and problems;
- raise awareness regarding how institutions and individuals interpret cultural value differently and why.

The Scoping Report provides more detail on the expectations around each of these functions, as well as an indication of some of the current challenges and issues on which the Centre could focus. It should be noted, however, that the Report makes a range of recommendations about the functions, structure, set-up and funding of the Centre, not all of which are being pursued. You should use the notes on scope, benefits and functions outlined above as well as the details outlined below to inform your proposal. These functions should be seen as the minimum expectations of the Centre and you may suggest additional functions that the Centre could carry out within its overarching remit and objectives.

## 6. Design of the Centre

You are expected to design an appropriate structure for the Centre that will meet the core functions above and reflect its national role as an independent resource for cultural organisations, policymakers and academics. The structure is being left open to allow you to propose different,

innovative ways of addressing the Centre's objectives and functions. However, any proposed model would need to ensure that the Centre is

- open and inclusive;
- able to draw in the right expertise from across its core team and beyond; and
- is set up to identify new areas of research on cultural value and commission small-scale research to begin work in some areas as appropriate .

It will also need to be able to address issues across the breadth of the cultural sector, therefore the model will need to reflect this breadth in structure, processes and organisation. Importantly, you will need to take into account how the Centre makes decisions about its focus, including mechanisms for handling external requests and prioritising identified research needs.

It is expected that one of the early tasks for the Centre will be to undertake scoping work for its planned programme and a review of the current landscape (informed by the AHRC funded research on cultural value to date), as well as develop a clear engagement plan and set of proposed priorities. You should articulate your plan and how you will scale the work from set-up to full operational activity. You will need to be clear about the design of the Centre and its principles, its proposed partnerships and its engagement strategy, including future plans for further partnership building and communications. The engagement strategy should demonstrate awareness of other key investments and organisations operating in this space, including the Creative Industries Policy and Evidence Centre recently funded by the AHRC.

Applicants should also demonstrate they are the right team to deliver the design they have proposed and to deliver against what has been proposed in the application. A partnership agreement is required as an attachment to the application, confirming the commitment of all named partners to the proposed structure and objectives of the Centre.

## 7. Management

The Centre must demonstrate strong leadership and have appropriate infrastructural capability to deliver a collaborative Centre of this kind. It will need to have a breadth of non-academic partners relevant to the scope and objectives of the Centre. Key partners should be identified and included within the application itself, but it is expected that further partners will be brought into the Centre over the course of the award, in response to the Centre's engagement strategy.

The Centre will be led by a suitably qualified Director/ Principal Investigator (PI) with a demonstrable and relevant track record. The PI should demonstrate wide experience and command respect across both the cultural sector and academia for their ability to engage with different audiences and understand their needs. This will help the Centre to establish itself as a trusted national centre of expertise and gain the respect of the cultural sector, policymakers and academic community. The PI must be based at the host HEI or IRO and must be costed at a minimum of 0.5 FTE.

The inclusion of co-directors is encouraged where specific expertise or skills are required for the Centre. A co-director can be an academic or non-academic by background and does not need to be based at an HEI or IRO.

In building their team, applicants are encouraged to consider the range of capabilities that will be required – both within the core team and externally commissioned – to deliver the functions outlined above. Expertise within the team is likely to include:

- Leadership of the Centre (director role and co-directors as appropriate);
- Interdisciplinary academic research, likely spanning the arts and humanities and social sciences;
- Communication with a wide range of audiences
- Facilitation, stakeholder engagement, consultation and events management
- Programme management and administration;
- Economic analysis;
- Evaluation methods;
- Data analysis;
- Policy;
- Communication and public affairs;
- Knowledge exchange

Your application may draw upon existing resources, either within a HEI, IRO or partner organisations in building your team. It is expected that the Centre will contract in further expertise and will commission external small-scale research based on its published research agenda and you will need to demonstrate clear processes for such contracting and commissioning.

## 8. Governance

You must have a robust governance structure in place to which all partner organisations show a commitment. There will be a Steering Board to approve strategy and direction, provide scrutiny and developmental direction, offer constructive challenge on processes and practice, and monitor delivery against key performance indicators (KPIs) and the Centre must have appropriate personnel to support these responsibilities. The membership of this board will be developed with the funders and should include people who understand and can represent the views of external stakeholders at a senior level, drawn from, for example, associations, sector bodies, arts organisations and government departments. The Steering Board will include a senior representative from each funding body (AHRC, Paul Hamlyn Foundation and Arts Council England).

A Funders Forum will also be established, comprised of the three funding organisations (AHRC, PHF and ACE) and representatives from the Centre.

## 9. Monitoring and reporting and key performance indicators

You will be required to provide an annual report on both quantitative and qualitative outputs and outcomes, including performance against KPIs, objectives, and deliverables as well as financial reporting. The information provided in the reports will complement the data submitted via the Research Councils' outputs and outcomes reporting system, Researchfish®. There will be a Mid-Term Review for the Centre, conducted by the funders, which will assess progress against objectives and allow for a review of the Centre's strategy and programmes, as well as plans for sustainability.

KPIs will be set in collaboration with the funders in the early stages of the award, based on the objectives of the Centre. You are asked to suggest appropriate measures in your application based on your proposed model, which will inform these discussions.

You are encouraged to give full consideration to the resource requirements and the systems used to capture and report on data and to cost this in accordingly.

## 10. Funding

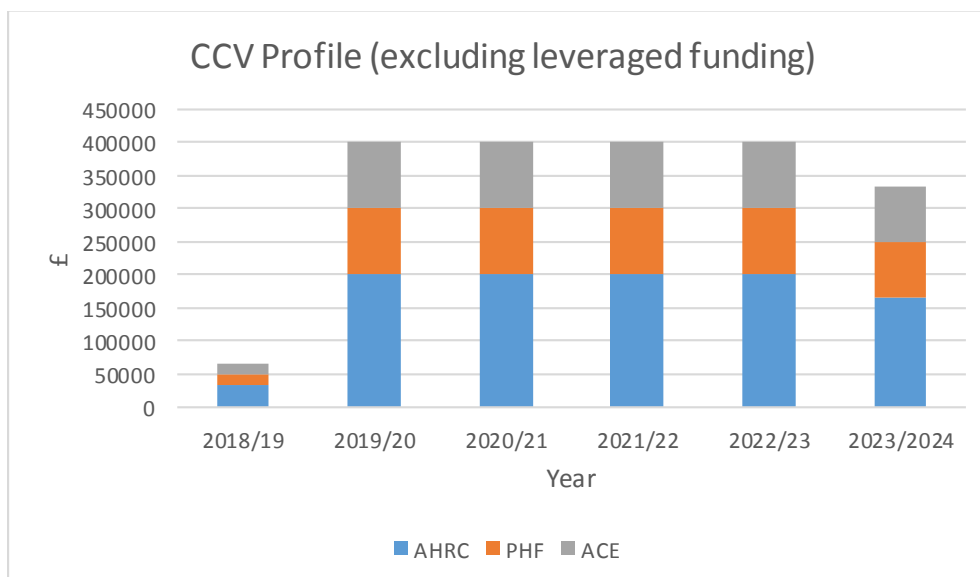
### Funding available

A total of £2,000,000 funding (80% full economic cost) is available to support the CCV over five years from 2019-2024. This comprises £1,000,000 AHRC funding, £500,000 Paul Hamlyn Foundation funding and £500,000 Arts Council England funding. Successful applicants will be awarded funding at 80% full economic costing (fEC).

It is expected that further funding will be leveraged to support the CCV and a Leveraged Funding Strategy is requested as an attachment in support of this application. Leveraged funding could include both in-cash and in-kind support and be raised from a number of sources including funding bodies, private sponsorship and partner contributions. You are not expected to have all partnerships or leverage in place at the point of application, but your strategy should clearly articulate how such partnerships will be built and leveraged funding brought into the Centre.

An HEI or IRO's 20 per cent fEC contribution, existing sources of funding for research, such as Research England, ERDF or Research Council funding, will not be considered leveraged funding. Where new sources of funding complement the ambitions of the Centre, a clear justification should be provided for how the funding will be used.

Funding will commence on 1 February 2019 and will be profiled over the period of the award, broadly matching the below funding profile:



### Eligible Costs



You should design your proposal in a way that best addresses the Centre's core functions. Eligible costs for AHRC funding are outlined in the Research Funding Guide. You should take account of the following when constructing your bid and its costs:

#### *Management and operational costs*

The Centre must have a robust management and operational structure. You should not underestimate the resources required to manage and deliver a multi-partner, collaborative and national programme. You are therefore encouraged to give full consideration to the appropriate management and operational support required, and the costs associated with this (either through the main award or from other sources of funding).

#### *Commissioning Budget*

A fund for commissioning small-scale external research in identified areas where such early-stage projects might be needed should be built into the costs of the Centre along with a clear statement as to how appropriate measures for allocating such funds will be managed and governed.

#### *Studentship Funding*

Funding for PhD studentships is not permitted; however, the Centre is encouraged to offer short-term placements or projects to PhD students funded through existing Research Council doctoral studentship schemes – such as Doctoral Training Partnerships (DTPs), Collaborative Doctoral Partnerships (CDPs) and Centres for Doctoral Training (CDTs) – that support the research and activities of the Centre.

## 11. Communications and branding

The Centre will be expected to develop its own independent identity. Early consideration to marketing and stakeholder communications should be a key part of the application and will be assessed, along with plans for stakeholder engagement throughout the UK. This activity must include involvement of cultural sector organisations and seek to extend best practice in the field. For these reasons, it is expected that the Centre will plan and budget for communications and outreach, including staffing to support these activities. The successful applicant will be required to work with AHRC, PHF and ACE Communications Teams in agreeing its brand and developing its communications strategy.

## 12. Assessment Criteria

Applications will be assessed using the following criteria:

### **Strategy and vision**

- Overall fit with the call specification: the vision established and its potential to realise the aims of the Cultural Value Centre. This will include the quality and ambition of the Centre;
- A clear vision and strategy for the design and delivery of all core functions of the Centre;

### **Engagement and partnerships**

- The research quality, suitability and credibility of the leadership team and other partners and their strengths in relation to the aims of the Programme;



- A strong and sustainable model of collaboration with all key stakeholders, and plans to develop relevant and appropriate links beyond the Centre across all regions of the UK and internationally;
- The viability of leveraged funding over the lifetime of the award – both leveraged funds agreed at the point of applications and a realistic and deliverable plan to leverage additional funding from partners and other sources;

#### **Programme of activities**

- Awareness of the current arts and culture landscape, its challenges and concerns, the prevailing culture of research and evaluation, as well as awareness of the current research landscape in arts and culture;
- A clear and coherent strategy that identifies appropriate data and evidence sources and their synthesis;
- The quality and suitability of plans for communication and stakeholder engagement (including public engagement), including a robust strategy for the effective sharing of research outcomes in ways that enhance the accessibility of research and evidence within the key sectors.

#### **Management and governance**

- The credibility and leadership qualities of the PI, the balance of skills and expertise of the Co-Is, and academic and non-academic partners;
- The strength and suitability of the management / governance structures, the feasibility of the work-plans / timetable and the operational and leadership team to manage and deliver the proposed activities;
- The infrastructure and capability of the host HEI or IRO to deliver the programme.

#### **On-going delivery**

- The strategy to ensure the sustainability of the Centre beyond the award period;
- Value for money of the proposed activities, including the allocation of funding to management and operational costs.

## 13. Assessment Process

Applications will be subject to a two-stage application process involving expert peer review and an assessment panel. Applicants who meet the funding threshold after peer review will be interviewed by the panel and the date for this will be set in due course.

## 14. Award Practicalities

### **Role of Host Organisation**

The host HEI or IRO will be responsible and accountable for the management of the funding award. It is required that the host organisation will:

- ensure the effective financial management of the funding, quarterly reporting on expenditure, monitoring and KPIs;
- engage with the partners;

- ensure the appropriate governance structure is in place and performing effectively;
- report to the AHRC, ensuring required information is provided on time.

### **Funding allocation**

If successful, you will receive a notification email and your institution will receive Offer Documentation that will detail the overall cash limit of the award. This will also include the terms and conditions of the award, a budget summary and the details of the acceptance form process. The AHRC will make payments four times a year to the host organisation. The AHRC, on advice from peer reviewers or panels, may remove items from the budget if these are not justified or not permitted under the scheme rules. You will be notified of any amendments made for this reason. For further information on funding allocation, please see page 98 of the [Research Funding Guide](#).

### **Funding Terms and Conditions**

All award holders are required to comply with [UKRI Grant Terms and Conditions](#). In order to assess the progress of the Centre and support plans for the sustainability a Mid-Term Review will be conducted by the funders after two years of the award. The Funders will engage with the Centre regarding the Review's focus and process once the award has been made.

### **Risk Management**

As part of your application, you must submit a statement on how you will put in place an appropriate framework for managing risks to the project. The following are some of the issues you may want to reflect upon in your statement. This should not be seen as a complete list.

- How you would deal with the loss of a partner during the lifetime of the award
- How you would deal with the loss of partner funding
- How you would deal with significant governance or staffing changes, e.g. the resignation of the director
- How would you deal with a partner that was not delivering on the area or activity for which they are responsible

## **15. Complaints and appeals procedures**

For details on the complaints procedure or appeal process, please refer to the document [Complaints and Appeals Procedure](#) for applications and awards.

## **16. Financial Reporting**

No later than three months after the end of the funded period, the host will be required to submit a final expenditure statement (FES). Final expenditure statements are made available in the host's Je-S account as soon as the end date of the grant has been reached. The host will need to complete and submit the statement using Je-S. Please note that it is the responsibility of the host to monitor when the FES is due and to submit on time accordingly. Further information can be found on page 100 of the Research Funding Guide.

## **17. Research outputs, outcomes and impact**

Award holders will also be required to submit outputs, outcomes and impacts that arise from AHRC's funding through the Researchfish system. Information can be added to Researchfish at any point once the award has started but award holders will also be required to submit this information to AHRC at one submission period each year. Award holders will receive an email with log-in details shortly after their award has started. More details on Researchfish are available on the [UKRI website](#).

## 18. Key dates and milestones

Activity	Date
<b>Deadline for applications</b>	<b>15 November 2018</b>
Interview Panel	January 2019 (tbc)
Announcement of successful award	February 2019
Launch of Centre for Cultural Value	Summer 2019

## 19. How to apply

Full applications should be submitted through the Je-S system at the latest by **Thursday 15 November 2018**, and will need to go through the appropriate host HEI or IRO submission process. You should submit your proposal using the Research Councils' Joint electronic Submission (Je-S) System (<https://je-s.rcuk.ac.uk/>). To prepare a proposal form in Je-S:

- log-in to your account and choose 'Documents' from the menu;
- then select 'New Document';
- 'AHRC' as the Council;
- 'Standard Proposal' as the Document Type;
- 'Centres' as the Scheme;
- 'Centre for Cultural Value 15 November 2018' as the Call/Type/Mode;
- Then select 'Create Document'.

Je-S will then create a proposal form; this will request the following information:

- project title
- start date and duration
- main objectives of proposed research
- project summary
- impact summary
- summary of resources required

- project partners
- research area classifications

***Please remember to allow sufficient time for your host HEI's or IRO's submission process between submitting your proposal to them and the call closing date.***

Applications should address the aims of the call as listed in this call specification. The following are a list of attachments that are permitted for this call. Please see Section 4 of the AHRC Research Funding Guide for further information about these attachments:

Attachment	Requirement and page limits (sides of A4)
Case for Support	Compulsory. 7 sides A4
Curriculum Vitae	Compulsory for the PI, Co-I and any named researchers. (no more than 2 sides A4 each)
Publication Lists	Compulsory. 2 sides of A4
Justification of Resources	Compulsory. 2 sides of A4
Pathways to Impact	Compulsory. 2 sides of A4
Partnership Agreement	Compulsory. 2 sides A4
Project Partner Letter of Support	Compulsory. Maximum 2 sides A4 each; should be included for all major project partners
Leveraged Funding Strategy	Compulsory. 2 sides A4 (upload in Je-s using type 'Other')
Risk Management Statement	Compulsory. 2 Sides A4 (upload in Je-s using type 'Other')
Communications Strategy	Compulsory. 2 Sides A4 (upload in Je-s using type 'Other')

## 20. Contact Information

For queries about the CCV such as eligible activities, costs or remit of the call please contact:

### General enquiries

Tel: (+44) 01793 416060

Email: [enquiries@ahrc.ac.uk](mailto:enquiries@ahrc.ac.uk)

### Creative Arts and Digital Humanities team

Email: [cad@ahrc.ac.uk](mailto:cad@ahrc.ac.uk)

## 21. Annex 1 - Research under the AHRC Cultural Value Project

The Cultural Value Project was first launched in 2013 to explore how we think about the value of arts and culture to individuals and to society as well as the methods and evidence by which we evaluate it. Two key reports have been published that have informed the content of this call. These are:

[Understanding the Value of Arts and Culture \(Geoffrey Crossick and Patrycja Kaszynska 2016\)](#)

[Cultural Value Scoping Project \(Patrycja Kaszynska 2018\)](#)

A full list of projects funded under the Cultural Value Project can be found [here](#).

## 22. Annex 2 – Equal Opportunities Statement

UKRI are committed to embedding equality, diversity and inclusion at all levels, both as an organisation and as a funder. The Equality, Diversity and Inclusion statement for UKRI can be found [here](#).