

**REPORT:
Current Position of Funding for Arts and Culture in
Surrey
December 2023**

**Report prepared for:
Surrey Cultural Partnership (SCP) and Community Foundation for Surrey (CFSurrey)**

By

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This report was commissioned by Surrey Cultural Partnership and the Community Foundation for Surrey to:

- Review the current arts and culture funding landscape in Surrey.
- Scope the potential need for future funding which might be addressed by the formation of a new pooled fund in the county.

As such it represents a snapshot of the situation in July-Sept 2023.
The views presented are those of Sixth Voice Consulting Ltd.

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1. Executive Summary

The priorities for a new Culture Fund for Surrey include:

- Providing access to all Surrey arts practitioners and excluded audiences to have the opportunity to enjoy and develop art and culture in Surrey.
- Increasing and broadening participation in cultural activity which is accessible and inclusive, and which contributes to health and wellbeing in the county.
- Raising aspirations for the next decade in Surrey to become a truly collaborative ambitious county capable of retaining talent and reflecting the needs of younger and older generations.
- Supporting projects which enable wider participation in Culture and Arts, and which are life enhancing.
- Supporting Culture and Arts projects which enable people to benefit that would not otherwise have the opportunity to participate.

To achieve these priorities from a funding perspective, some changes are required to:

- **Infrastructure** – how funding is made available for arts and cultural activities, especially small, grassroots initiatives in local communities.
- **Communication** – how cultural leaders and funders engage with all practitioners in the wider cultural landscape.
- **Value assessment** – how proposals for projects are assessed and evaluated, including timeframes and decision making.
- **Co-operation** – how organisations of all sizes are encouraged and enabled to work together to secure funding across the county and beyond District and Borough borders.

Headline conclusions

- ⇒ Surrey is a county like any other, despite its reputation for affluence and privilege, with areas of deprivation, marginalisation, disenfranchisement, and disconnection evidenced across the entire county. The veil of a Surrey stigma must be lifted to persuade more high net worth individuals living in Surrey of the need for their support.
- ⇒ Surrey is under-funded by national grant-makers. Arts Council England's spend per capita¹ is £6.22, which is the lowest level of their investment compared with its neighbours Kent, Sussex, Hampshire, as well as Buckinghamshire and Bedfordshire. With regards NPO investment, in relation to its neighbours in the South East / South with relatively similar populations, Surrey is dwarfed by comparison²: 6 NPOs compared to 21 in Kent, 28 in Sussex, and 23 in Hampshire. The county also receives the lowest level of investment from NLHF.
- ⇒ Borough and District Councils vary considerably in their support for arts and culture³, with Woking, Runnymede, Spelthorne, and Epsom & Ewell sharing little information on their council websites. This figure is likely to be significant with many Boroughs and Districts providing support to arts and culture venues. With Councils facing significant budget deficits, arts and culture – not perceived as a core service - is highly likely to suffer further funding cuts, especially in: Woking, Spelthorne, Runnymede, Surrey Heath, and Guildford / Waverley DC.

¹ Pg 33 data comparison

² Pg 34 data comparison

³ Pg 20

- ⇒ Small organisations face a raft of challenges when seeking funding for arts and culture projects and are often deterred to apply for public sector funding when others are rejected:
 - They are often perceived as high risk.
 - They have little experience of making grant applications, including not knowing what they can apply for.
 - Their organisational structure and/or project idea might render them ineligible against the funding criteria.
 - Decision-making timeframes can take too long, lack transparency, be confusing.
 - Arts and culture is not prioritised by comparison to other social and community causes, or sport.

- ⇒ The Community Foundation would provide an ideal mechanism and the necessary resources to facilitate a new Culture Fund for Surrey, not least as they are rightly viewed as a trusted and honest broker by donors. However, attention should be given to Culture Funds in other parts of the UK to see how arts and culture has been embedded into General Funds or how dedicated Culture Funds are operating⁴. In addition, the Culture Fund should consider how it might be able to offer more than just grant money – for example, mentoring advice, application toolkits, practical guidance.

- ⇒ There is a widely documented, inward-looking culture of competition in the arts sector, with organisations often operating in silos, highly protective of their funding sources, especially with regards individual giving and major donors. This is not universal and there are examples of collaborative working models, but this is typically when the funding is coming from public budgets or trusts and foundations, not donors. The concern, often from large, long-established organisations is that this new Culture Fund will divert philanthropy. This report offers some case study models for working together, as well as identifying new prospects in the Individual Giving section. CFS is also likely to have some potential donors who historically give to non-arts causes, for whom this fund may appeal. It will be important to continue talking to representatives from organisations across the cultural landscape, within SCP and beyond, to ensure concerns are addressed and resolved by consensus and positive co-operation.

- ⇒ Surrey is changing. Its demographic map is diversifying with the influx of young families, with the arrival of refugees and asylum seekers – not least from Ukraine, with affordable and social housing opportunities, with economic migrants. But there are also groups of people who have lived in Surrey for much longer but who are hidden from view with regards the cultural establishment. This is particularly relevant to Global Majority communities who, apparently, feel disenfranchised and who have not been engaged by these long-established arts organisations (source - interview with Surrey Minority Ethnic Forum). This presents an opportunity for rich mutual benefit, not least for the arts and with scope for significant income generation by actively marketing to people, such as young, successful professionals with disposable income, and thereby widening and diversifying audiences.

- ⇒ There is anecdotal evidence that people living in Surrey both work in London and visit the capital for the majority of their cultural entertainment. Providing the means to expand and grow the cultural offering - with high quality activities, with partnership working, and at a grassroots level which engages everyone in each community – supports the rationale for increased funding for arts and culture in Surrey.

2. Aims

⁴ Pg 35

The aims of the research phase of the project are:

- To identify and analyse the current position of investment in arts and culture in Surrey.
- To identify and evaluate the need for a new cultural fund in Surrey, which will then inform the development of the Case for Support.

3. Methodology

The findings in this report result from extensive desk research, observations made by the consultant, consultation with CFS staff and SCP members, plus broad consultation with a range of key stakeholders (which is ongoing).

Desk research was initially carried out by reading past reports, funding EOIs and applications supplied by CFS, grant-making data, funder / donor prospect research, and analysis of the funding profile of a range of cultural organisations across the county.

CFS reports and datasets included:

- Surrey Uncovered 2017 & 2013
- Hidden in Plain Sight 2020
- Arts Council England Let's Create Fund
- EOIs for Culture and Heritage (Surrey Community Arts Fund)
- Let's Create Jubilee Fund – Final Applications

Grant-making datasets included:

- Arts Council England 2023 – 2026 Investment Programme
- Arts Council England Project Grants data 2023/24 – 2022/23 – 2021/22
- Arts Council England Cultural Recovery Fund data
- National Lottery Heritage Fund funding decisions April 2022 – July 2023
- Trusts and Foundations based in Surrey

Surrey County Council resources included:

- [Surrey Arts](#)
- [Arts Partnership Surrey](#)
- [Surrey Hills Arts](#)
- [Culture Box Surrey](#)
- [Surrey Culture \(Map\)](#)
- [Your Fund Surrey](#)
- [Your Councillor Community Fund](#)
- Surrey Forum – 27 Strategic Towns (health and care)
- Health & Well-being Strategy – [21 Key Neighbourhoods](#)

Borough / District resources:

- Surrey Heath BC
- Elmbridge BC
- Mole Valley DC
- Spelthorne BC
- Epsom & Ewell BC
- Guildford BC
- Reigate & Banstead BC
- Runnymede BC
- Tandridge DC
- Waverley BC

- Woking BC

In order to build a picture of arts and culture investment and need in Surrey, I have consulted with several stakeholders, including:

- Andrew Wates OBE DL
- Rosemary French OBE
- Rachel Black (CEO Orpheus)
- Matthew Bowcock (Beacon Collective and The Hazelhurst Trust)
- Neelam Devesher DL (Chair - Surrey Minority Ethnic Forum)
- Dr Rebecca Bowden (CEO - CFS)
- Elaine McGinty (CEO - Phoenix Cultural Centre / Fiery Bird Live Music Venue)
- Mark Tantom DL (Chair – Grange Meadow)
- Marilyn Scott (Cultural Strategy Consultant)
- Tamsin Williams (Communications Consultant)
- Sarah Lee (Head of Service, Surrey Arts - SCC)
- Susan Wills MBE (Assistant Director, Arts, Culture and Libraries - SCC)

In addition, I attended the SCP members forum hosted by Brooklands on 11 July.

To help build a comparison with other counties' Community Foundations, meetings were taken with:

- Karen Perkins – Bedfordshire and Luton Community Foundation
- Jo Cundall – Tyne & Wear and Northumberland Community Foundation

To explore alternative models for funding arts and culture activities at county level across the UK, a meeting was held with Sir Vernon Ellis and Anna Rowe, Chair and CEO respectively of [NPAC](#) – New Philanthropy for Arts and Culture.

The meetings conducted so far have been extremely helpful and mostly positive about the potential for a new cultural fund, and vital in broadening my knowledge of both investment and need in the county. Detailed notes were made during all consultations.

The methodology has informed the preparation of this report, which is segmented into two priority areas:

1. Funding Analysis
2. Needs Analysis

4. Funding Analysis

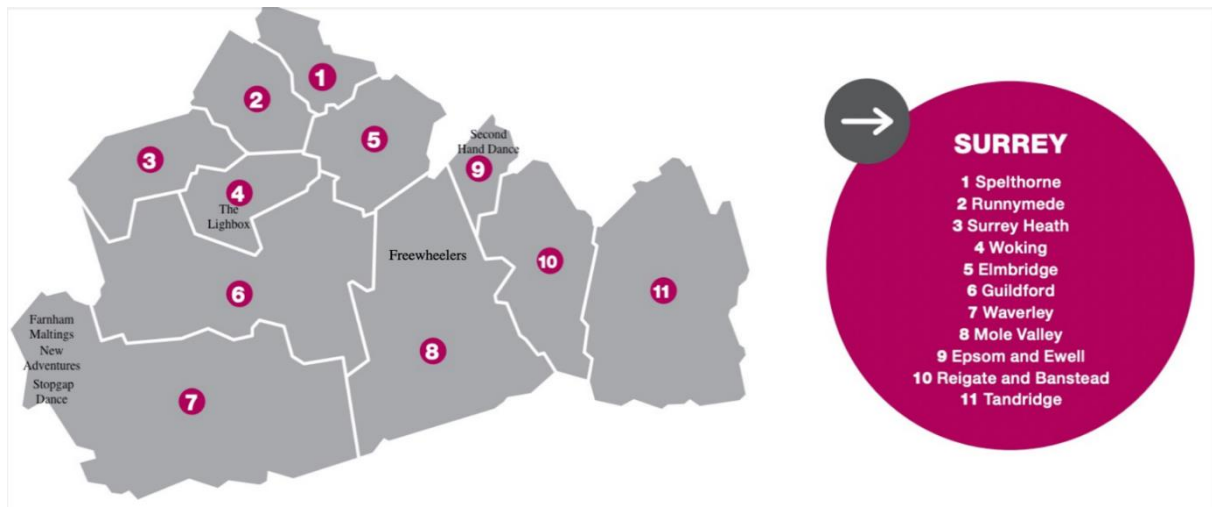
4.1 Institutional Funding

This analysis looks at where funding for arts and culture from the major public sector sources is being directed at in Surrey, comprising:

- Arts Council England 2023 – 2026 Investment Programme
- Arts Council England Project Grants data 2023/24 – 2022/23 – 2021/22
- Arts Council England Cultural Recovery Fund data - March 2022
- National Lottery Heritage Fund funding decisions April 2022 – July 2023
- Surrey County Council

Arts Council England 2023 – 2026 Investment Programme

Organisation	Location / Local Authority	Funding Details
Farnham Maltings	Farnham / Waverley	NPO £861K pa to 2026.
New Adventures	Farnham / Waverley	NPO £1.3m pa to 2026.
Stopgap Dance Co	Farnham / Waverley	NPO £281K pa to 2026.
Second Hand Dance	Epsom / Epsom and Ewell	NPO £230K pa to 2026.
The Lightbox	Woking	NPO £150K pa to 2026.
Freewheelers Theatre	Dorking	NPO £90k pa to 2026.
Total ACE NPO funding in current round		£2,919,000 pa

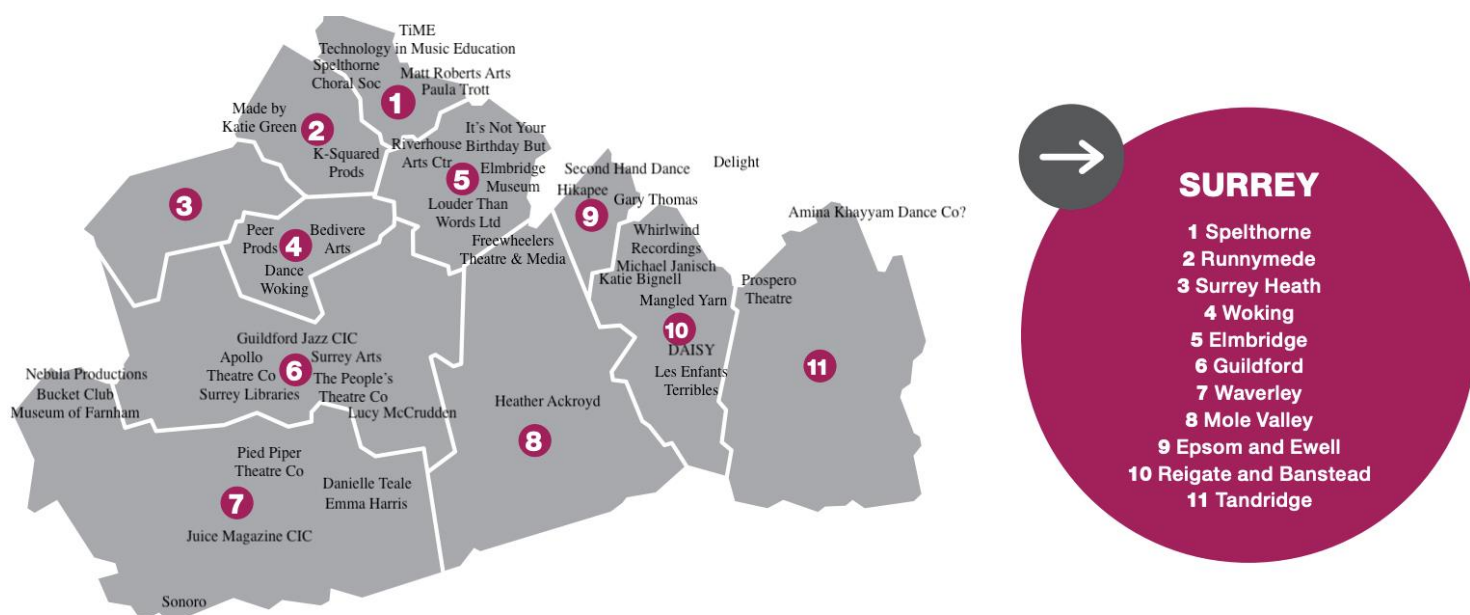


Arts Council England Project Grants data 2023/24 – 2022/23 – 2021/22

Organisation	Location / Local Authority	Amount	Genre
2023 - 2024			
Hikapee	Epsom and Ewell	£30,000	Theatre
Bucket Club (at Farnham Maltings)	Waverley	£23,741	Theatre
The Pied Piper Theatre Company	Waverley	£72,611	Theatre
Museum of Farnham	Farnham / Waverley	£15,000	Museums
Prospero Theatre	Tandridge	£17,330	Theatre
Delight	Croydon / Tandridge	£29,387	Combined arts
National Youth Ballet	Tandridge (even though their registered address is West Sussex)	£29,950	Dance
Les Enfants Terribles Theatre Company	Reigate and Banstead	£99,898	Theatre
DAiSY (Disability Arts in Surrey)	Reigate and Banstead	£89,970	Combined arts
Whirlwind Recordings	Reigate and Banstead	£28,200	Music
Nebula Productions Ltd	Surrey Heath? (Farnham at Co House)	£28,147	Music
Surrey Libraries	Surrey Heath	£15,000	Libraries
Spelthorne Choral Society	Spelthorne (Runnymede)	£10,020	Music
K-Squared Productions Ltd	Runnymede	£26,694	Theatre
Made by Katie Green Ltd	Runnymede	£48,659	Dance
Dance Woking Ltd	Woking	£28,500	Dance
Bedivere Arts	Woking	£11,676	Theatre
Peer Productions	Woking	£35,000	Theatre
Apollo Theatre Company	Guildford	£30,000	Theatre
Guildford Jazz CIC	Guildford	£20,104	Music
Surrey Arts	Guildford	£38,659	Dance
It's Not Your Birthday But	Elmbridge	£36,675	Visual Arts
Elmbridge Museum	Elmbridge	£30,001	Museum
Riverhouse Arts Centre	Elmbridge	£14,000	Combined arts
Louder Than Words Ltd	Elmbridge (but London registered)	£14,041	Combined arts

Organisation	Location / Local Authority	Amount	Genre
Freewheelers Theatre and Media Ltd	Elmbridge	£17,834	Theatre
Total ACE Project Funding 2023 – 2024		£841,097	
2022 - 2023			
Hikapee	Epsom and Ewell	£50,000	Theatre
Delight	Tandridge	£20,690	Combined arts
Bedivere Arts	Woking	£13,049	Theatre
Juice Magazine CIC	Waverley (but can't find them in Surrey)	£15,000	Visual Arts
Sonoro	Waverley	£34,863	Music
The Pied Piper Theatre Company	Waverley	£33,076	Theatre
Total ACE Project Funding 2022 – 2023		£166,678	
2021 - 2022			
Hikapee	Epsom and Ewell	£15,000	Theatre
Second Hand Dance	Epsom and Ewell	£33,819	Dance
TiME Technology in Music Education	Spelthorne (Runnymede)	£49,930	Music
Sleeping Trees LLP (Dissolved)	Waverley	£14,665	Theatre
The Pied Piper Theatre Company	Waverley	£24,393	Theatre
The People's Theatre Company	Guildford	£14,980	Theatre
Nebula Productions Ltd	Surrey Heath	£16,300	Theatre
Mangled Yarn	Reigate and Banstead	£14,987	Theatre
National Youth Ballet	Tandridge	£14,950	Dance
Amina Khayyam Dance Co	Tandridge (but address is Slough)	£29,960	Dance
Total ACE Project Funding 2021 – 2022		£228,984	
Individuals			
Paula Trott	Spelthorne (Runnymede)	£10,926	Theatre
Matt Roberts Arts	Spelthorne (Runnymede)	£7,337	Not specific
Michael Janisch	Reigate and Banstead	£29,550	Music

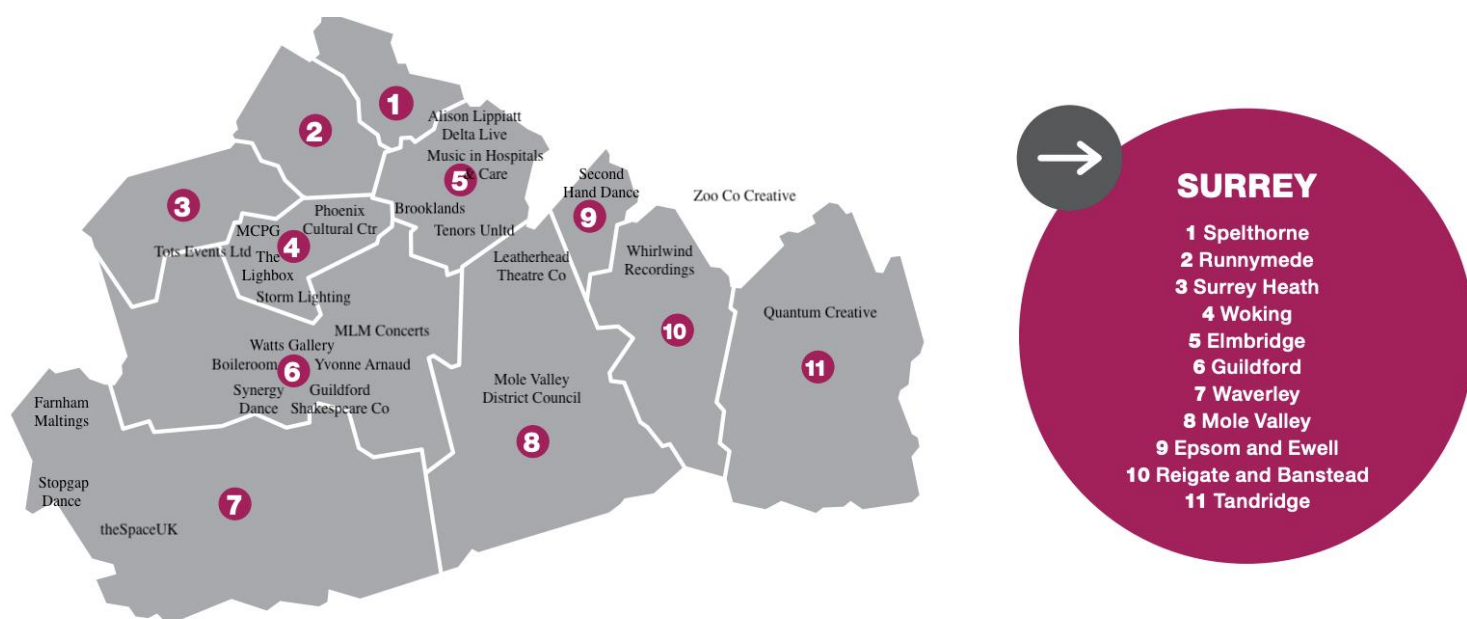
Individuals	Location	Amount	Genre
Katie Bignell	Reigate and Banstead	£5,689	Theatre
Danielle Teale	Waverley	£34,179	Dance
Emma Harris	Waverley	£29,985	Combined arts
Gary Thomas	Epsom and Ewell	£24,000 and £19,409	Theatre and Visual Arts
Lucy McCrudden	Guildford	£32,500	Dance
Heather Ackroyd	Mole Valley	£29,712	Literature
Total ACE Project Funding 2021 – 2024		£223,287	



Arts Council England Cultural Recovery Fund (1) data: March 2022

Organisation	Location / Local Authority	Amount	Genre
Farnham Maltings	Farnham / Waverley	£165,912	Combined arts
Brooklands	Elmbridge	£950,000	Museum
Alison Lippiatt (Delta Live – events company)	Elmbridge	£500,000	Not specific
Guildford Shakespeare Co	Guildford	£86,601	Theatre
MCPG Ltd (event services)	Surrey Heath (Woking)	£63,341	Theatre
MLM Concerts Ltd	Guildford	£125,000	Theatre
Mole Valley District Council	Mole Valley	£200,000	Combined
Music in Hospitals & Care	Elmbridge	£248,570	Music
Phoenix Cultural Centre	Woking	£135,330	Music
Quantum Creative Ltd	Tandridge	£64,955	Not specific

Organisation	Location / Local Authority	Amount	Genre
Stopgap Dance Co	Waverley	£55,000	Dance
Storm Lighting Ltd	Woking	£102,092	Not specific
Synergy Dance	Guildford	£52,000	Dance
Tenors Unlimited	Elmbridge	£75,000	Music
The Boilerroom Originate (incubator for creative startups)	Guildford	£70,000	Music
The Leatherhead Theatre Company	Mole Valley	£50,000	Theatre
The Lightbox	Woking	£64,000	Visual Arts
theSpaceUK (unclear what this is)	Waverley	£65,000	Theatre
Tots Events Ltd	Woking	£50,000	Music
Watts Gallery	Guildford	£421,980	Museums
Whirlwind Recordings	Epsom and Ewell (appear in different places on ACE)	£54,000	Music
Yvonne Arnaud	Guildford	£242,540	Theatre
Zoo Co Creative	Tandridge – but registered in Croydon?	£58,628	Theatre
Total ACE Cultural Recovery Fund (1)		£3,899,949	

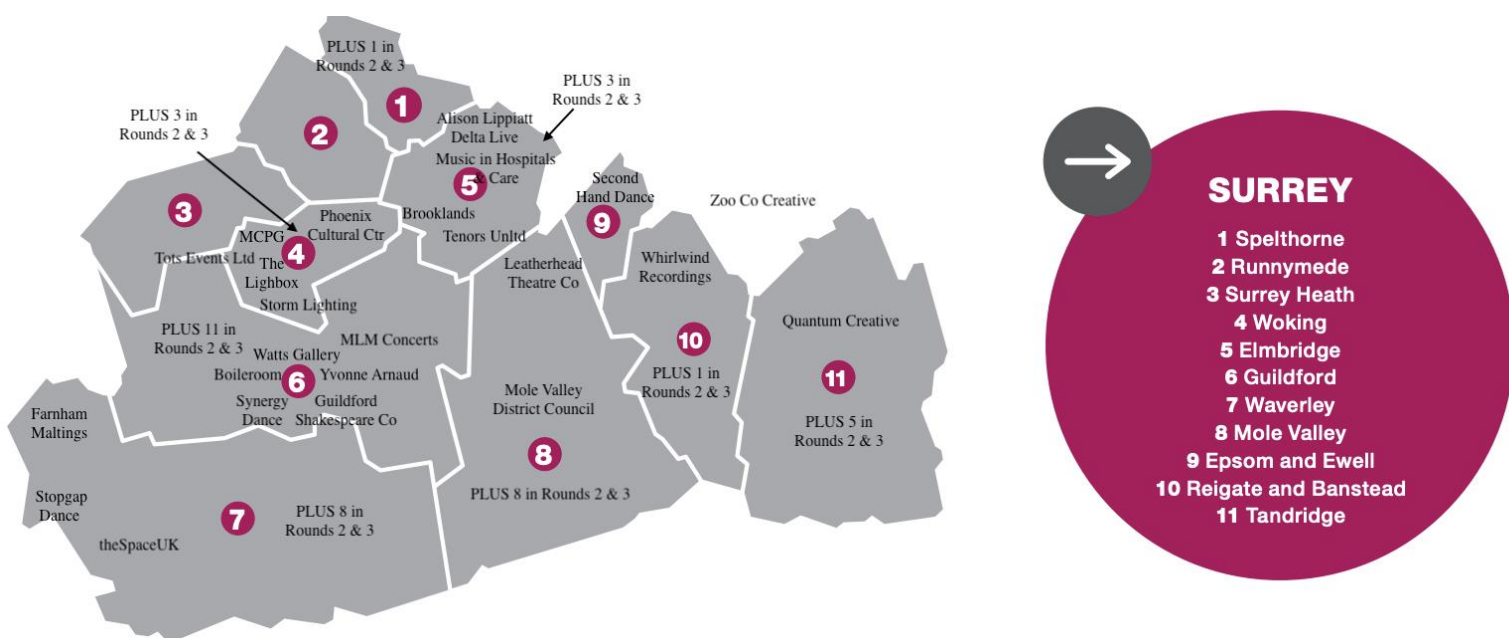


Arts Council England - Cultural Recovery Fund Summary for Rounds 2 & 3

Local Authority	Number of recipients	Funding total	Notable
Mole Valley	8	£1,019,319	MVDC £200K Triplel A Ents £562K Art-K Ltd £144K Yehudi M School £51K
Elmbridge	3	£906,230	Mainly Brooklands
Waverley	8	£1,219,355	UK Productions Ltd £780K EM Acoustics Ltd £218K

Local Authority	Number of recipients	Funding total	Notable
Guildford	11	£1,684,910	M:Tech Edu Servs £376K Watts Gallery £200K Yvonne Arnaud £711K West Horsley Place £120K MLM Concerts £125K
Woking	3	£134,240	Phoenix Cultural Centre £72K Lightbox £32K
Spelthorne	1	£366,000	Marquee Installations Ltd
Tandridge	5	£173,875	Inc National Youth Ballet £37K ZooCo Creative £77K
Reigate & Banstead	1	£107,604	Harlequin Theatre & Cinema
Crawley	1	£370,908	TSL Lighting Ltd

Full Cultural Recovery Map

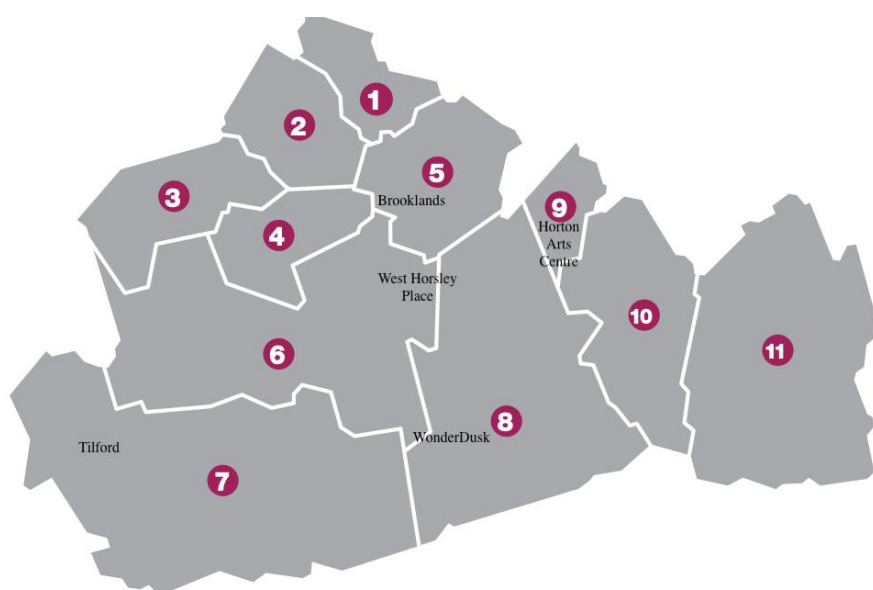


Arts Council England – Emergency Response Funds Summary Rounds 1 & 2

Local Authority	Number of recipients	Funding total	Notable
Waverley	1	£26,980	Sleeping Trees Ltd
Guildford	4	£372,443	The Boilerroom Originate £234K
Woking	1	£48,160	Phoenix Cultural Centre
Tandridge	1	£35,000	Razzle Dazzle Productions
Epsom & Ewell	1	£70,000	Whirlwind Recordings
Surrey Heath	1	£30,000	Pasadena Roof Orchestra

National Lottery Heritage Fund funding decisions April 2022 – July 2023

Organisation	Location / Local Authority	Funding Details	Project Information
WonderDusk - Celebrating the Surrey Hills Landscape and Woodlands through the Arts. Applicant: Surrey County Council	Surrey Hills / SCC	£9,000 April 2023	Surrey Hills Arts in partnership with National Trust to deliver a community programme bringing people together in this protected landscape. Project aim: to improve individuals' wellbeing, build community cohesion and educate people on how to care for nature and wildlife.
Brooklands	Weybridge	£235,000 March 2023	Motoring and aviation collection will be enhanced through identifying and recording diverse stories and new interpretation curated and co-designed by LGBTQ+, neurodivergent and young audiences. The collection will be digitised.
Horton Chapel Arts & Heritage Society	Epsom	Grant increase from £200,900 to make total grant of £1.7m. Aug 2022	To restore Horton Chapel in Epsom, a derelict former chapel and the last remaining building from Epsom Psychiatric Hospitals Cluster, and redevelop it as an Arts and Heritage Centre.
Tilford Parish Council	Tilford / Waverley	Amount unknown June 2022	Aural history project: To repurpose a now decommissioned British Red Telephone Kiosk for the benefit of the community, incorporating local stories and voices as audio files.
West Horsley Place	Guildford	£126,000 July 2020	Two-year programme of public consultation and activity.



Surrey County Council – funding for arts and culture

This section of research surveyed the listed sources below:

- Your Fund Surrey

This is the County Council's primary capital funding channel. It provides funding for Small Community Projects of £1,000 up to £50,000, and Large Community Project funding in excess of £10,000.

Data relating to Large Project funding is below. Small Project funding data is pending.

- Surrey Arts

Delivers and facilitates opportunities for people of all ages to participate in arts activities. Surrey Arts is the lead organisation for the Arts Council-funded Surrey Music Hub, and generates significant income from fees, which it hopes to increase so that it can reduce its reliance on SCC funding.

Surrey Arts supports Surrey Hills Arts with arts commissions, in partnership with Surrey Hills AONB.

Surrey Arts don't directly fund organisations other than if they have worked in partnership on a joint funding bid with a partner organisation. Apart from facilitating direct delivery of music services through the Music Hub, their role is more that of coordinator on projects.

- Arts Partnership Surrey

The alliance of local councils aims to deliver an offer of arts for Surrey that addresses social, economic, learning and health needs. The funding appears to come from pooled resources and partnerships with statutory and non-statutory sources, such as ACE.

Surrey Arts support 6 projects at present and a list of projects supported can be found here [Projects – Arts Partnership Surrey](#). They currently have an open funding opportunity for grants of up to £10,000 for projects for delivery from April 2024 which meet the following objectives:

- Health and wellbeing: Improving the mental health of our residents and reducing social isolation
- Economic development: Helping our local high streets, businesses and community hubs to thrive
- Community empowerment: Making sure that everyone in Surrey has a voice in their community.

- Culture Box Surrey

Their mission is to provide children and young people in Surrey with high-quality, inspiring arts and cultural learning experiences both in and out of school. They are committed to ensuring that every child and young person in Surrey has the opportunity to participate in these experiences, and that their voices are heard when planning the future artistic and cultural landscape of the county.

Core funding for this Cultural Education Partnership (CEP) is from Arts Council England, who are supported to deliver this work via the region's Bridge Organisation, Artswork.

- Surrey Culture – Culture Map / Directory

Surrey Culture is the website that hosts the SCC Culture Map and Directory. It doesn't provide funding information, but is a useful resource for cross-referencing locations of arts and cultural activities in the county.

- Your Councillor Community Fund

YCCF funding can be used for a range of activities across the Boroughs and Districts via the County Councillors. It is interesting that in the list of [eight focus areas](#) on the SCC website, arts and culture is not expressly mentioned.

- Councillor funds directed at arts and culture in 2022 – 2023

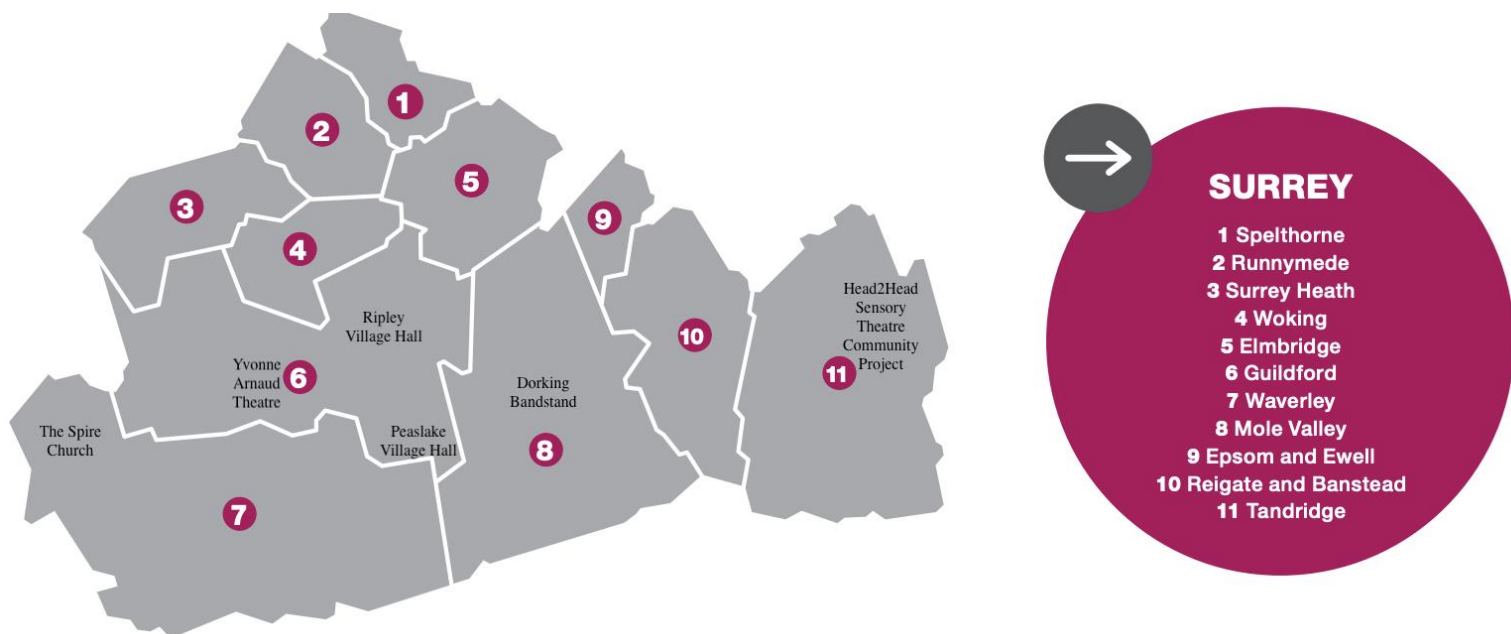
This list does not include spend on Jubilee celebrations.

- Elmbridge Councillors funded 50 projects overall, but only 2 to arts and culture:
 - £203 Molesey Musical Theatre
 - £2,000 Weybridge Jubilee Fair and Arts Festival
- Epsom and Ewell Councillors funded 30 projects – 1 to arts and culture:
 - £450 Ruxley Church Community Choir
- Guildford Councillors funded 76 projects – 5 to arts and culture:
 - £749 Sensory Play for Disabled Children (not sure this is arts though)
 - £600 Yvonne Arnaud School holiday workshops
 - £1,000 St Nicholas Church piano project
 - £250 Wood Street Village Jazz Festival
 - £80 Lord Pirbright's Hall winter festival and art exhibition
- Mole Valley Cllrs funded 34 projects – 4 to arts and culture
 - £500 Pro-active disco
 - £1,250 Lighting upgrade for Woldingham Pantomime
 - £500 Dormansland Carnival
 - £697 Rise and Fall Sink for Bloomin' Arts
- Reigate and Banstead Cllrs funded 52 projects – 2 to arts and culture
 - £2,500 Art Therapy (MYTI Youth Club)
 - £1,450 Reigate and Redhill Society Heritage Open Days brochure
- Runnymede Cllrs funded 44 projects – 3 to arts and culture
 - £250 Pride in Surrey
 - £400 Friends of Chertsey Museum – picture history of the High St
 - £500 COCO PCN Art/Peer support group
- Spelthorne Cllrs funded 35 projects – 1 direct to arts and culture
 - £1,000 Live music at the Greeno Centre
- Surrey Heath Cllrs funded 36 projects – 1 to arts and culture:
 - £750 Appeer Autistic girls' gaming
- Tandridge Cllrs funded 31 projects – 4 to arts and culture:

- £500 Pro-Active Disco
- £1,250 Lighting upgrade for Woldingham Pantomime (duplication?)
- £500 Dormansland Carnival (duplication?)
- £697 Rise and Fall Sink for Bloomin' Arts (duplication!)
- Waverley Cllrs funded 41 projects – 3 to arts and culture:
 - £1,000 Godalming Children's Choir
 - £1,150 Photo walking with creative response
 - £800 Farnham Carnival
- Woking Cllrs funded 39 projects – x to arts and culture:
 - £950 Raiders performing arts new tuned percussion instruments
 - £1,067 Phoenix Cultural Centre refit

Your Fund Surrey

Organisation	Location / Local Authority	Funding Details	Project Information
PROJECTS UNDER REVIEW			
Peaslake Village Hall	Surrey Hills	£114,500	Peaslake Village Hall development. The hall is used for performances, music and arts events. Extension / alterations will open this to other drama and arts organisations.
Head2Head Sensory Theatre Community Project	Oxted	£95,000	Refurbishment application to increase use of the building and make it fit for purpose.
The Spire Church	Farnham	£1.4m	Extensive refurbishment and expansion for a venue which offers space for various arts activities.
Dorking Bandstand	Dorking	£190,000	Build a new bandstand in Meadow Bank Park, to include musical performances.
FUNDED PROJECTS			
Yvonne Arnaud Theatre	Guildford	£3m (although they requested £4m)	June 2023. Major capital project to improve accessibility, improve spaces for all users and learning activities, improve energy efficiency.
Ripley Village Hall	Guildford	£587,000	The project was conceived to build a new village hall, to accommodate amateur dramatics, music groups and societies, and other community activities. Additional funding included £600K from Guildford BC s106.



Borough and District Councils

This research looked at funding for arts and culture at Borough and District Council level using published data – it is clear from these initial findings that published data on funds awarded is very hard to access, and more work will be required to clarify the future direction of funding, in particular given recent developments and financial challenges to many local councils, it is very likely that funding for arts and culture (along with other discretionary spend) will face further cuts, thereby putting even more pressure on small voluntary and charitable organisations in the cultural sector.

It is worth considering that Borough and District Councils have historically provided wider investment into culture more broadly such as via their own venues or via running large arts festivals.

- Surrey Heath BC
 - Surrey Heath BC has its own Arts Council, founded in 1981, with its own [website](#). The Committee is made up of representatives of local arts organisations, Borough Councillors and co-opted members.
 - It aims to stimulate and encourage the creative arts and develop their appreciation amongst residents.
 - It offers 2 schemes:
 - Grant aid: small grants scheme for non-professional activities. Examples of eligible applications might include summer school fees, grants towards equipment, or assistance in mounting a particular group project.
 - James Winterbottom Bursary awards: available to students studying at professional level. Funding is allocated from interest on invested capital which was specifically donated or raised for this purpose.

- Elmbridge BC
 - Elmbridge has a dedicated section on its site for Arts grants and funding. Moreover, there is Elmbridge BC Arts Development which offers annual small partnership support for organisations and individuals that use the arts as a vehicle to improve the physical and mental wellbeing of residents.
 - The site also guides users to other funding sources, including The R C Sherriff Trust which is dedicated to Elmbridge, and the Charity of Robert Phillips, whose funds are

dedicated to Walton-on-Thames to develop appreciation and knowledge of music, drama and fine arts. (see T&Fs below)

- Mole Valley DC
 - MVDC’s website is informative and clear about its funding programmes. Arts and culture feature alongside all other causes and there are various grant schemes available:
 - UKSPF Community Capacity Building and Infrastructure Support Grant Scheme is open and has £50K to distribute. They specify their commitment to enhancing ‘the cultural, historic or heritage offer’ and ‘local arts, cultural, heritage and creative activities’.
 - Capital grants are available up to £25K and these are open.
 - Additional capital and revenue grants are offered through the Thomas Flack Trust Fund, also up to £25K each and now open for applications. Beneficiaries have included funding for intergenerational music sessions.
 - The final scheme is for Revenue Grants for three selected organisations that meet MVDC’s wellbeing priorities. These aren’t arts/culture focused, but they presumably could be in the future.

- Spelthorne BC
 - It is believed that Spelthorne have invested a lot into arts and culture through their shared prosperity fund although there is currently no published data on awards made. Annual Council grants are currently closed. It is not clear whether they provide for arts and culture, but probably not. Their section on Leisure Grants has a link for Arts and heritage funding, but this displays only external regional and national funders.

- Epsom & Ewell BC
 - Community grant-funding investment appears to have been withdrawn or on hold, although there are grants available for sports clubs and individuals.

- Guildford BC
 - The BC offers Aspire Community Grants, usually £500 but up to £1,000.
 - They also offer Crowdfund Guildford for larger community projects.
 - Also, if you’re a local charity or voluntary group/club, you can raise money through the Guildford Community Lottery.
 - Guildford Philanthropy is also an important provider of funding, administered by CFS. This fund doesn’t appear to support arts and culture activities, prioritising higher needs of disadvantage in the borough. Guildford BC match funds the projects and the fund’s donors are individuals and corporates.
 - In 2022, 12 grants were awarded totalling c.£90K to these [causes](#).

- Reigate & Banstead BC
 - Creating Healthy Community grants are delivered by East Surrey Place (ESP) which is a partnership between this BC and Tandridge DC, created to improve health and wellbeing of local communities.
 - The fund is worth £134K and supports 25 organisations, including:

Organisation	Project	Theme	Area
Prospero Theatre	Making Days Project for a drama production	Drama / Arts / Music for adults with learning /physical disabilities	Caterham

Organisation	Project	Theme	Area
Bloomin' Arts	Core costs for arts, theatre, and dance company	Drama/Arts/Music Adults with Learning and/or physical disabilities.	Lingfield
Head2Head Sensory Theatre	Drama workshops	Drama/Arts/Music Children with LDD/SEN	Oxted
Intergenerational Music Making	Moove & Groove Project	Sport/Exercise Intergenerational	Redhill, Horley, Smallfield
Include Choir	Choral activities – improving impact	Improving communication skills for people with learning disabilities / autism	East Surrey - Redhill

- Runnymede BC
 - This council has pledged £400K annually to support voluntary and community groups through its Grant Aid scheme.
 - It is believed that Runnymede provide funding to local arts organisations for specific projects, but this data is not published.
 - Grant Aid data is only published up to 2019/20, of which none of the grants appears to be for arts and culture. Chertsey Advice Bureau is primary beneficiary of £125K, then village fairs/shows, and sports. The last payment to a cultural activity was 2016/17 for Runnymede Association of Arts £800.
 - They also offer The Contain Outbreak Management Fund (COMF) with grants up to £5K of a £50K pot. Deadline for applications is September. This fund doesn't appear to have a strong arts focus either.

- Tandridge DC
 - Tandridge Together Community Fund (reopening in Sept) provides up to £2,000 in grant funding and is run with Reigate & Banstead BC (see above) as part of East Surrey Place (ESP).
 - The fund is raised by people buying weekly Tandridge Together Lottery tickets.
 - In Jan 2023, the fund made £27,795 worth of grants up to £2K, which included:
 - Bloomin' Arts
 - Delight
 - Head2Head Sensory Theatre
 - Make a Scene
 - Prospero Theatre
 - The Orpheus Centre

- Waverley BC
 - Waverley offers a Thriving Communities Commissioning Fund which has allocated all its budget for the 2022 – 2025 period.
 - Funded organisations primarily support vulnerable and disadvantaged people living with higher needs, but there are two notable exceptions:
 - £30,000 – Cranleigh Arts Centre
 - £40,000 – Farnham Maltings

- Woking BC – Community Grants
 - Woking have historically provided core funding to arts and culture organisations including to the Lightbox, Phoenix Cultural Trust and Dance Woking and have commissioned arts programmes at a local level.
 - Since 2022, Woking BC has partnered with CFS to administer its Community Grants programme. It is not clear from the website whether there is more Community Grant funding or specific funding for arts and culture planned for future years.

4.2 Trusts and Foundations

For this section of the report, the focus is on Trusts and Foundations based in Surrey. The large arts organisations in Surrey receive funding from national T&Fs, and these will be included in the research database in the Appendix.

It will be interesting to confer with SCP/CFS members re the names of Trustees, to help identify potential donor prospects for the new fund.

Trust / Foundation	Trustees	Funding Profile
The Boltini Trust	Sarah Bolton; Benjamin Bolton; Oliver Bolton; Anthony Bolton; Fiona Bolton; Phoebe Bolton.	General purposes and Music but Surrey is supposedly a focus. However, giving tends to be channelled at West Sussex. Should be opportunity to encourage more investment in Surrey.
The Billmeir Charitable Trust	Suzanne Marriott; Jason Whitaker; Max Whitaker	Grants made to arts and culture as well as general. Surrey is primary focus. CFS are beneficiaries of £5k level. No unsolicited apps. Interested in diversity and inclusion. Also: New Ashgate Gallery £5K; Watts £10K.
The Elaine & Angus Lloyd Charitable Trust	Mrs VE Best; Sir Michael Craig-Cooper; John Gordon; James Lloyd; Christopher Lloyd; Angus Lloyd; The Revd Richard Lloyd; Philippa Smith.	Focuses giving in Surrey and Kent, but more towards health, medical, disability. But might be opportunity to discuss case for support. Grants primarily up to £10K.
The RC Sherriff Rosebriars Trust	Cllr Barry Cheyne; Elizabeth Cooper; Shweta Kapadia; Tannia Shipley; Wendy Smithers; James Vickers; Brian Nathan; Karen Randolph; Janet Turner; Tricia Bland.	Endowment fund c£4m. Sole focus is Borough of Elmbridge. Particular focus on arts and strong community development ethos. Low level grants although WOTCAT Riverhouse Barn £12K; Vera Fletcher Hall £5K; Barn Theatre Molesley £1.7K; Rah Rah Community Theatre £1K.
Charity of Robert Phillips	Rachael Lake (SCC); Christine Cross (Elmbridge BC); Margaret Hicks (SCC); Tony Samuels (SCC); Barry Cheyne (EBC);	Providing grants to individuals, organisations and schools in Walton-on-Thames to develop appreciation of the music, drama, and fine arts. A growing list of beneficiaries is here . Refreshing to read the Trustee biographies , which illustrate their

Trust / Foundation	Trustees	Funding Profile
	Melvyn Mills (EBC); Moya Tytherleigh (clerk).	personal appreciation and commitment to arts and culture in this part of Surrey.
Humphrey Richardson Taylor Charitable Trust	Ian Catling; Colin Edgerton; William Malings; Michael Wood; Stephen Oliver.	Assets of £12.4m. Sole focus is Surrey and arts are central to its giving. Large portfolio of beneficiaries across Surrey, inc Guildford Opera £5K; Burgess Hill Choral Soc £5K; Sutton Music Festival £3.5K; Guildford Music Soc £3K; Uni of Surrey scholarships £18K.
John Coates CT	Claire Cartledge; Catharine Kesley; Rebecca Lawes; Susan Down; Antonia Youngman; Elspeth McGregor.	Assets of £16m. Surrey is a dedicated county for their grant-making. Arts is a focus, plus Societal and community cohesion, education, health, heritage/environment. Amounts usually up to £10K max. Watts Gallery £4K.
The Michael and Betty Little Trust	Katherine Shipton; Martin Little; Christopher Little; Lucy Blackgrove; Elizabeth Moore; Dr Helen Little; Hilary Graham; Peter Little.	Assets of £10.8m. Surrey is a focus. Doesn't specify 'Arts' but does reference Culture and Heritage. Grants up to £10K but charity commission website shows much higher.
Woking Young Musicians' Trust	Mel Beynon; John Sayers; Bob Cowell; Penny Davis, Sebastian Forbes, Pam Lunn, Edwin Roxburgh, Michael Smith	Awards grants to students showing outstanding ability in any sphere of music. Awards up to £2,000 for 14 – 20-year-olds. There is a new award for 6 – 11-year-olds: The Ruth Felton Music Bursary.

4.3 Additional findings

In addition to the funding channels above, it is relevant to note the other ways in which some of the largest arts and cultural organisations are being supported financially.

Organisation	Trustees	Funding Profile
Grange Park Opera	CEO & Director: Wasfi Kani CBE. Trustees: Simon Freakley <i>Chair</i> Joanna Barlow Anthony Bugg Iain Burnside Sue Butcher Hilary Cowan Sir David Davies Dame Vivien Duffield Wynne Evans	The charity offers several giving schemes for memberships and high net worth philanthropy, including The Chairman's Circle; Singers & Syndicates; The Etruscan Fund; and Corporate sponsorships. The Bamber Legacy Project has raised almost £2m for its BOH facilities over two new storeys.

Organisation	Trustees	Funding Profile
	David Kershaw Keith Weed	
Watts Gallery	Sarah King (Chair); Matthew Bowcock CBE (Dep Chair); Alistair Burtenshaw (CEO); Cedric Ntumba; George Anson; Martin Beisly; Deborah Brice; Matthew Holt; Michaela MacIntyre; Ulric Neblett-Leigh; Gursimran Oberoi; Dame Magdalene Odundo OBE; Frances Rutter DL.	The charity offers a range of individual giving schemes and corporate partnership opportunities. In the 2022-year end, donations amounted to £1.3m; trading activities of £1m; and investment income of £285K. Despite losing NPO status in 2022, its aim is to continue to extend its buildings, diversify its income streams, and rely less on fundraising income.
Farnham Maltings	Michael Maher (chair - business); Hedda Bird (business); Matthew Cummins (solicitor); Emma Haigh (producer); Peter Hare (Finance Director); Georgie Grant Haworth (fundraising consultant); Kerri-ann O'Neill (Chief People & Transformation Officer at Ofcom); Muaz Notiar (Tech entrepreneur); Gillian Rivers (partner in international law firm); Harriet Wade (social work / community development).	In addition to being an NPO, the Maltings has also received £734K from the Arts Council's Museum Estate and Development Fund in 2023.
Guildford Book Festival	Patricia Grayburn (President), Linda Philippon (Chair), Michael Hacon (Treasurer), Gordon Jackson, Sue Sturgeon, John Thorp, Will Salmon, Christopher Wade, Andrew Whitby- Collins, Jane Purnell and Nikki Nelson- Smith.	The festival receives funding from Guildford Borough Council. In addition, several corporate sponsors including SIMBA; h2i insurers; Charles Stanley Wealth Managers; Activate Learning; Cressive DX; Stevens & Bolton; University of Surrey.

Organisation	Trustees	Funding Profile
Knowle Park Trust	Martin Bamford (Chair); Jeffrey Wood; Timothy Crowe; Lucy Boatswain; Nick Vrijland.	Nick and Rowena Vrijland donated the land and £4m+ to the developers to create the park. They also gave 3 apartments to the Trust to rent out to help maintain the park. The park's development includes an amphitheatre which is going to stage cultural events. They'll use Cranleigh Arts Centre performers for this.
Brooklands		Brooklands received £488,000 in Arts Council's Museum Estate and Development Fund in 2022. Donors are not acknowledged on the website, although this is a different sort of charity for which the donations are transactional, rather than philanthropic. Club membership's highest level is £175 pa.
West Horsley Place	Trustees: Giles Reid - private equity; John Simpson - banking & NED roles; Angela Kidner - interior architect; Marilyn Scott – Heritage Consultant; Amanda de Haast - hospitality; Bekki Stovell - identity and interior design agency.	Proceeds of the sale of the Duchess of Roxburghe's possessions (£5.3m). The next phase of repairs and restoration of the House, Place Farm and Estate will be funded through generous charitable donations from individuals, charitable trusts and foundations, corporate partners and gifts in Wills.

5. Landscape Analysis

5.1 County comparison

This section of the report looks at the wider funding landscape for arts and culture, to compare national investment into Surrey with a selection of neighbouring counties:

- Kent
- Sussex
- Buckinghamshire
- Bedfordshire
- Hampshire

For each county, the research compares funding from the following sources:

- Arts Council England 2023 – 2026 Investment Programme
- Arts Council England Project Grants data 2023/24
- Arts Council England Cultural Recovery Fund (1) data
- National Lottery Heritage Fund funding decisions April 2022 – July 2023

Summary: Top Line Data Comparisons

County	Population	Square Miles	ACE ⁵ Spend per Capita
Surrey	1,216,000	648	£6.22
Kent	1,596,000	1,442	£8.47
Sussex	1,466,000	1,460	£15.56
Buckinghamshire	563,000	724	£10.90
Bedfordshire	670,000	477	£5.84
Hampshire	1,419,000	1,420	£11.79

County	Population	Square Miles	NLHF Spend per Capita
Surrey	1,216,000	648	£0.49
Kent	1,596,000	1,442	£0.52
Sussex	1,466,000	1,460	£1.10
Buckinghamshire	563,000	724	£0.73
Bedfordshire	670,000	477	N/a
Hampshire	1,419,000	1,420	£1.17

Local Authority Comparison data: This research was unable to provide a figure for SCC's total spend on arts and culture, and this proved to be the case when attempting to draw a comparison with other local authorities. A contributing factor is that the spend on culture does not sit with one departmental budget, and access to other budgets and data are not straightforward. (See Needs Analysis – National Picture for further explanation.)

Arts Council England 2023 – 2026 Investment Programme

County	Number of NPOs	NPO funding pa
Surrey	6	£2,912,000
Kent	21	£5,071,049
Sussex	28	£9,522,619
Buckinghamshire	7	£1,523,204
Bedfordshire	8	£1,440,041
Hampshire	23	£6,425,533

Arts Council England Project Grants data 2023/24

County	Number of Projects	Project Funding
Surrey	26	£841,097
Kent	37	£1,741,802
Sussex	58	£1,685,570
Buckinghamshire	5	£78,827
Bedfordshire	7	£180,684
Hampshire	22	£730,135

Arts Council England Cultural Recovery Fund (1) data

County	Number of Projects	Funding
Surrey	23	£3,899,939
Kent	31	£6,705,861

⁵ NPO, Project Grants, Cultural Recovery Fund Round 1

County	Number of Projects	Funding
Sussex	72	£11,603,382
Buckinghamshire	24	£4,538,569
Bedfordshire	15	£2,293,147
Hampshire	42	£9,581,326

National Lottery Heritage Fund funding decisions April 2022 – July 2023⁶

County	Number of Projects	Funding
Surrey	5	c.£600,000
Kent	14	£843,174 ⁷
Sussex	19	£1,622,321
Buckinghamshire	5	£412,357
Hampshire	20	£1,668,624 ⁸

5.2 Community Foundations

The research has surveyed Community Foundations across England to look at funding – dedicated or otherwise – for arts and culture.

County	Fund	Application criteria	Example Projects	Amounts
Sussex	Westdene Fund	This is a Special (not general) Fund which is only open to individual young people (aged 16 – 25) in Sussex with outstanding musical talent. Promoted on the main grants page.		Up to £1,000
	Crawley Cultural Fund	Not listed on the SCF main grants page (I discovered it by chance), the Crawley Cultural Fund was supported by ACE and ran until 2021.	The Right Here Festival; Ensemble Reza (£4,730); Culture Shift (£4,910). Details here	Up to £5,000
	Lynn Foundation Fund	A general Sussex-wide fund which accepts applications for arts & culture. But it isn't promoted on the SCF main grants page.		Not provided
	Margaret Greenhough Fund	Supports NFP organisations promoting music in Brighton & Hove. But it isn't promoted on the SCF main grants page.		Not provided
	Millicent Mather Fund	Supports small charities and community groups, in West Sussex with a focus on those involved in		Not provided

⁶ Stats for Bedfordshire unavailable

⁷ Probably £1m as 3 grants did not provide amounts

⁸ Probably £2m+ as 5 grants did not provide amounts

County	Fund	Application criteria	Example Projects	Amounts
		education and the arts. Not promoted on main grants page.		
	Rye Fund	A general fund for Rye and 9km radius with an emphasis on improving social, cultural and educational provision. Not on main grants page.		Up to £1,500
	Sierra Gorda Fund	Fund for East Sussex with preference for Hastings, Rother, and St Leonards. Invites applications for those working in the arts		Not provided
Heart of Bucks (NB Does not include Milton Keynes)	General Fund	HoB doesn't have a dedicated culture fund, but 'Arts, Culture, and Heritage' is one of HoB's 'impact categories'. This means that this is an area they've identified as making a big difference to communities in Bucks and as such they look to distribute funding to art projects at each funding round.	Head2Head Theatre's 'Toad on The Road' touring production for benefit of children with disabilities. £875 grant enabled them to extend their tour. Wycombe Orpheus Male Voice Choir – Festival of Young Musicians. £700 grant paid for an adjudicator at the event. Ubiquitous Theatre – 1918-2018 Remembrance production of Journey's End. £2,800 grant to train inexperienced actors from the community.	
MK Community Foundation	General Funds	MKCF offers five types of grant, from small to large multi-year strategic to one-off transformational. Arts & Heritage are one of their 12 Vital Signs thematic areas, which means arts and culture is well accommodated within the funding portfolio. They seem very well organised, as shown here . MKCF's latest Vital Signs report quotes from MK Futures 2050, which states as one of its seven 'Big Ambitions': 'Make Milton Keynes a leading cultural city by global standards'. The MK Creative and	Sample of grants made in 2023: MK Pride Festival £16.5K Cowper and Newton Museum £9.5K The Middle Eastern Cultural Group £9.4K Newport Pagnell Cultural Festival £3K UDOIT Dance Foundation £4.2K	

County	Fund	Application criteria	Example Projects	Amounts
		Cultural Strategy 2018 -2027 seeks to address the challenge that the cultural offer of MK neither reflects the city's size nor the diversity of its communities.		
Bedfordshire & Luton Community Foundation	General Funds and some theme specific	<p>Instead of creating a dedicated culture fund, BLCF is trying to integrate arts and culture across all their funds, so that they use arts to encourage collaboration and to help address the needs in the community, thereby enabling artists and arts organisations to access many other funding pots.</p> <p>At a practical level, the funds offered and being developed by the CF are multi-layered. The reason is to ensure access for diverse individuals, groups and communities, instead of a linear fund that might be too restrictive and be dominated by those who are experienced at applying for funding.</p> <p>Level 1: is an entry level funding opportunity, also open to individuals, and allows some risk-taking. It only costs a few hundred pounds, e.g. £500, which they consider risk-free. They call it a bursary and individuals secure both funding and mentoring / skills development. They will also take this opportunity to broker links between individuals and community partners, for example a women's charity for domestic abuse.</p> <p>Level 2: is a regular funding round.</p> <p>Level 3: a larger funding offer providing multiyear options.</p> <p>Some of the funding calls are arts/culture specific, but in those cases, they're always linked to a need, such as Bedfordshire Cultural Support Fund which is dedicated to the anniversary of Windrush. In the main, they are increasingly integrating arts into their general funding. It's early days.</p> <p>Most of the funds are donor advised, though there are very large exceptions, such as £5m with London Luton Airport.</p>	Cultural Support Fund (theme specific): Micro grants up to £1000 Small grants £1001 - £3000 Main grants £3000 - £5000	

County	Fund	Application criteria	Example Projects	Amounts
County Durham Community Foundation	Community Arts and Culture Small Grants	<p>The purpose of this fund is to support organisations seeking to develop and deliver high quality cultural experiences, which increase participation in the arts. All projects need to demonstrate impact against one/more of their outcomes:</p> <ul style="list-style-type: none"> • Enhanced opportunities for children and young people • Improved levels of wellbeing through engagement in community arts • Prioritise work with disadvantaged communities, and underrepresented groups e.g. disability, BAME, LGBT • Improved and enhanced skills for grant recipients to improve capacity, quality and sustainability of activity. 	Grants of £1,000 to £2,000	
Tyne & Wear and Northumberland CF	Two funds: - Newcastle Culture Investment Fund - NE Fund for the Arts	<p>NCIF</p> <ul style="list-style-type: none"> • Rolling 3-year programme co-created by the CF and the Council. • The Fund is not from Council tax money. The majority comes from the Council's Public Health budget (and health and wellbeing are priority focus for projects) and Land Tax around the airport. • Funding isn't available for individuals or for capital projects. <p>NE Fund for the Arts:</p> <ul style="list-style-type: none"> • An endowment that was set up in 2012, developed with Arts Council Catalyst funding and various donor funds (including existing donors to other CF funds). • Set up specifically to help community organisations take ownership for the arts – rather than having arts organisations take over. 	<p>NCIF:</p> <ul style="list-style-type: none"> • Total value is £1.8m, with £600K available to spend each year. • Operates like Arts Council NPO, with application rounds every 3 years. This round, 27 organisations are sharing a £510K core pot with grants between min £10K and max £30K pa. • Remaining £90K pa available for other organisations who apply in response to a call-out for projects and programmes, to a max of £12K per application (min £1K). <p>NE Fund for the Arts:</p> <ul style="list-style-type: none"> • Total value £129K, with 4 – 5 applications sharing grants pa of up to £2K. 	

County	Fund	Application criteria	Example Projects	Amounts
		<ul style="list-style-type: none"> • The Sponsors Club for Arts & Business was amalgamated into the CF which brought expertise to the team. In addition, the Fund is boosted by legacy funds. • Aim was to get the endowment up and running quickly so that they could make 3 grants within the first year ranging from £1,000 to £5,000. The benefit of this being to demonstrate the Fund in action and encourage more private, corporate and individual donors to invest. 'If you build it, they will come' mentality. • With cost of living and Covid still casting a shadow, they're finding it increasingly difficult to get funding for arts and culture, so they feel it is very helpful to have a dedicated culture fund. • "Community" is the key with the NE Fund in bridging the gap to other challenging issues such as alleviating poverty, improving mental health, etc. • The Fund is now in its 4th cycle of funding. They are seeing organisations that came through this from grassroots now securing other funding, inc Arts Council. 	<ul style="list-style-type: none"> • 72 grants have been made to date, to a value of £88K 	

6. Needs Analysis

6.1 A Summary of Socio-Economic Need in Surrey⁹

The population of Surrey is c.1.2m. Around 260,000 of Surrey residents are aged under 18 and a similar proportion are over 65. Both groups are growing and the largest age-cohort growth will be among those aged 85+. In terms of overall need, while the majority of Surrey's LSOAs (Lower Layer Super Output Areas) have low social need, there are a significant number of LSOAs falling into the top 30% nationally for social need. There is no simple north/south or east/west split in Surrey. The map of need is more like a patchwork, with hotspots in every borough or district. This patchwork is also replicated at individual town and conurbation level.

While many people living in Surrey are relatively well-off and face no significant hardship, there are also many people who experience some level of hardship or need and there are several geographic pockets where this is acute. There are also some forms of need which have no strong geographic pattern for example maternal mental ill-health, and child and adolescent mental health. The data shows that need in Surrey affects people of all ages and often relates to factors affecting children and families, mental health, isolation, in work benefits claimants, frailty and old age, digital exclusion, and low skills.

Children and Young People

- Children and teenagers aged 0-19 account for around 287,000 of Surrey's 1.2million residents.
- As of 2017 one in ten children (10%) were living in poverty across the county, often in towns but in rural areas too and often in areas not generally thought of as "deprived". In 17 areas of the county the level of children living in poverty is c.30%.
- The children of Surrey's 21,200 lone parents are also likely to live in a low-income home.
- For school age children, around 11,200 Surrey children qualify for Free School Meals, and 24,000 are eligible for Pupil Premium payments – both being indicators of need.
- In Surrey overall, 73% of children have good school-readiness, but this falls to 51% for children from low-income households (defined as those eligible for Free School Meals). Poor school-readiness is in turn linked to poorer future educational attainment and longer term employment prospects.
- There are issues around online safety for children, an area where Surrey recognises there is under-provision. Just under one in three Surrey children (29%) when asked at Year 6 (10- and 11-year-olds) said they had seen images or videos which they thought were for adults-only.

Skills and employment

- In 2017, 10% of jobs in the Southeast were open to those with no formal qualifications, this is predicted to plummet to just 1% by 2024. In other words, in a very short time period, it will become almost impossible for someone with no formal skills to find employment in Southeast England.
- Looking just at individuals with low skills levels, around one in eight (13.5%) Surrey residents have progressed no further than NVQ2 in their education – a much smaller proportion than the Southeast or England average. But in Surrey Heath and Reigate and Banstead the percentage who have not progressed beyond NVQ2 (18.2% and 19.1% respectively) is not only higher than the Southeast average, but the national average also. In three other districts (Tandridge, Guildford, and Spelthorne) the proportion with no qualifications at all is higher than the Southeast average.

⁹ Sources: Library and Cultural Services Strategy 2020-2025 & Surrey 2030

Health and Wellbeing

- Around 30% of the population in Surrey are living with a long-term health condition, the most common being hypertension, diabetes, and asthma.
- Sensory impairment is also common and set to increase as people live longer. By 2030, it is estimated that 171,000 people in Surrey will have hearing loss and 20,000 over 75s will have some form of sight loss.
- When surveyed pre-Covid, there were estimated to be 148,000 individuals with common depression and anxiety disorders in Surrey. This is very likely to have increased during Covid.
- Surrey has several clusters or hotspots of poor mental health spread across the county, often overlapping with other indicators of need such as low skills and low income.

Learning disabilities

- There are 21,800 adults with learning disabilities in Surrey, and this cohort face many challenges in terms of life outcomes and achieving their full potential.

Ageing population

- Surrey is witnessing a major increase in the number of people aged over 65 which will be accompanied by increasing numbers with long term conditions and multi-morbidities related to ageing.
- Many of those aged 85+ display signs of frailty and this is also set to increase in the coming years, rising by around 30% by 2030 compared to 22,000 in 2019. Cases of people living with dementia are also rising steeply.

Communities

- Surrey has an estimated 14,000 young carers and over 30,000 older carers.
- Lone parents account for 21,000, also often on low incomes.
- The proportion of Surrey residents born outside the UK increased from 10% in 2001 to 14% a decade later in 2011 and in some parts of Surrey (notably Woking) the proportion is much higher. Figures much higher now, especially with the increase in arrival of refugees and asylum seekers.
- Communities in Surrey are forecast to enlarge as a result of significant housebuilding developments, which could see population growth in excess of 10%. The hotspots are:
 - o West: Runnymede, Dorking, Ash
 - o East: Godstone and Oxted area
 - o North of Gatwick between Redhill and Horley

6.2 Financial Context

⇒ National picture

English councils' cultural spending nearly halved over the ten-year period 2009/10 and 2020/21 (latest comparison figures available). Real terms spending fell by 43% in that decade - the equivalent of £2.65bn once inflation is accounted for.

Public Campaign for the Arts reports that amounts to half as much funding per person. Where culture spending was worth £116.57 per person across England in 2010, it was worth just £59.50 in 2021.

⇒ **Regional (Local Authority) picture**

It has not been possible to build a picture of UK-wide, regional spend on arts and culture by local authority despite data requests to Arts Council England, Arts Professional, Public Campaign for the Arts, and Local Government Association. The issues are:

- The Dept for Levelling Up and Communities treating culture as a sub-category of Environment and Planning
- Local Authorities spreading the culture budget across different departments (libraries, young people, education, parks, festivals, etc)

The result is that we are not able to determine how much SCC spends on arts and culture nor where Surrey's spend sits in comparison to neighbouring counties.

⇒ **Surrey picture**

It is important to highlight the underlying challenge that impacts everyone working in Surrey, and not least all who practice and engage with arts and culture: the crises affecting some of the Borough Councils, whose repercussions will be felt far and wide with radical cuts to public services and the prioritisation of 'essential' services expected.

The 11 Borough and District Councils across Surrey, and the county council, have a total debt of £5.5bn, of which £1.9bn is to be found in Woking.

Currently, only one Council has been declared bankrupt: **Woking**, whose deficit of £1.2bn recorded in 2022 appears to have climbed to £1.9bn in latest reports. The deficit is due to racking up debts to finance the building and acquisition of commercial assets in the town centre and having to write down the value of its investment portfolio by more than £600m. In other words, it has had to accept that its property holdings were worth far less than previously anticipated.

But Woking isn't the only Council facing a potential crisis. As of 2022 accounts:

- **Spelthorne BC** has reported £1bn debt
- **Runnymede BC** has reported £600m debt
- **Surrey Heath BC** has reported £51m debt – although its unaudited accounts show that the debt actually grew to £160m.

It should be noted that all three Boroughs are challenging the criticisms of financial management. However, these levels of debt cannot be painted in a positive light and the 'need' for a fund that supports arts and culture in Surrey should be viewed through the lens of these dire public sector finances.

More recently, **Guildford BC** has warned that its finances are causing grave concern, as it looks to address a £300m debt, and an £18.3m deficit over three years. This is likely to have repercussions for **Waverley BC** due to the close alliance between the two councils.

6.3 Arts and Culture: A Patchwork of Needs

A core part of this project is the task of identifying need, so that we can justify establishing a new, dedicated Culture Fund for Surrey and build an effective Case for Support with which to approach and cultivate prospective donors.

This research has found that the requirement for additional investment in arts and culture in Surrey is not based on a linear need. The desk research and consultation indicate that the need for funding is spread across the county.

Key findings: Funding Analysis

⇒ Arts Council England project grants from 2021 – 2024 are noticeably lacking in **Surrey Heath, Mole Valley and Tandridge**.

- ⇒ ACE Cultural Recovery funds are not necessarily a reliable indicator, however, **Surrey Heath and Runnymede** received no funding in all 3 rounds, while **Spelthorne and Reigate & Banstead** had minimal success. It must also be noted that of the £3.9m distributed in the first round, almost £1m was directed to commercial enterprises (rather than not-for-profit), with similar percentages in rounds 2 and 3.
- ⇒ The information available from Surrey County Council regarding its arts and culture spend does not provide a clear or complete picture. This is partly due to the spread of culture funding across departmental budgets. However, when asked to provide examples of arts funding, other than a couple of Your Fund capital projects, the Council does not have much to shout about. This is not to say that Surrey Arts and its various partners are not delivering activities, but the funding itself is often derived from a third party, such as ACE. Anecdotally, a recurring theme is that SCC 'says it doesn't have any money'.
- ⇒ At local level, County Councillors control an annual community budget of £50K each. The analysis on page 16 shows how few arts and culture projects receive this funding. Noticeably, of 8 focus areas highlighted by the Your Councillor Community Fund, arts and culture is not mentioned.
- ⇒ At Borough and District Council level there are dedicated budgets for funding community activities and projects. Support for arts and culture is very varied across these councils.
 - Those appearing to offer meaningful support are: **Surrey Heath, Elmbridge, Mole Valley DC, Reigate & Banstead in partnership with Tandridge DC.**
 - Those who aren't or can't are: **Woking, Runnymede, Epsom & Ewell; Spelthorne.**
 - Exceptions: **Waverley's funding is primarily targeted at the most vulnerable with higher needs, but they have funded Cranleigh Arts Centre and Farnham Maltings.**
 - Unclear: **Guildford offers some funding support, but it isn't clear whether arts and culture are recipients. They also provide funding through Guildford Philanthropy, but arts and culture don't feature on the latest awards. Again, this fund is geared more towards higher needs.**

Important: it should be reiterated that several Borough Councils are facing significant budget deficits which are likely to further reduce funding for arts and culture: **Woking, Spelthorne, Runnymede, Surrey Heath and Guildford / Waverley.**

Key findings: Landscape Analysis

- ⇒ Arts Council England spend per capita in Surrey is £6.22 (based on NPO, Project Grants and CRF round 1). This is the second lowest level of investment compared with Kent, Sussex, Bucks, Bedfordshire, and Hampshire.

NB. Although Bedfordshire received the lowest level of investment, it had previously secured £1.5m for the Luton Investment Programme AND the population of Bedfordshire is around half that of Surrey.

- ⇒ A stark finding with regards Arts Council's major NPO investment is that, in relation to its neighbours in the Southeast/South with relatively similar populations, Surrey is dwarfed by comparison (although it does have a higher financial ratio to Kent):
 - Surrey 6 NPOs (£2.9m)
 - Kent 21 NPOs (£5m)
 - Sussex 28 NPOs (£9.5m)

- Hants 23 NPOs (£6.4m)

⇒ National Lottery Heritage Fund spend per capita reveals a similar picture, with Surrey receiving the lowest investment by comparison with the same counties, at £0.49 pc.

⇒ As noted elsewhere, County Council comparison has proved elusive as the data is spread across a range of budgets.

⇒ This section of the research also looked at Community Foundations and it would be interesting to survey others with more time available. However, these findings show how Community Foundations fall into two essential brackets:

- **General Funds with arts and culture integrated** across the board: Bedfordshire & Luton; Milton Keynes; Heart of Bucks.
- **Dedicated Culture Funds:** Tyne & Wear and Northumberland; County Durham; Sussex (though latter is less cohesive compared to the others).

Key findings: Consultations

In addition to desk research, consultations have taken place with stakeholders across Surrey. These have provided valuable context and insight to complement the findings above and to demonstrate further how 'need' for arts and culture investment – and alternative ways of working – is not confined to one or two locations.

Challenges for small arts organisations

- ⇒ Small organisations face a number of challenges when seeking funding for their projects, including:
- Perception that they are high risk, especially compared with larger, more established organisations (often charities) in the county.
 - Organisational structure might be ineligible.
 - The decision-making timeframe of some funds (e.g. Your Fund Surrey) can take a long time.
 - The decision-making process can be confusing and lack transparency, leaving small organisations frustrated, deflated and wary of re-applying.
 - Perception that sport – capital and revenue projects – is prioritised over arts and culture. (This is supported by some findings, e.g. Your Fund Surrey.)
 - Perception that physical heritage in Surrey is favoured by funders over the heritage of people; a point that is primarily made by small arts organisations working in marginalised, disadvantaged, lower-income communities.

Apparently, many grass-roots community projects really struggle to get off the ground, or even to start at all, due to a perceived negative reception at Borough or County Council levels. This in turn fosters a view that public sector funds can sometimes do more harm than good, because arts practitioners will give up if they see other organisations being rejected.

- ⇒ Some Community Foundation funds are not able to accept applications, because:
- Organisations don't meet eligibility criteria for funds, e.g. CICs with PSC, or no formal governance structure.
 - Individuals are (generally) not eligible to access CFS funding.
 - The application, though eligible and suitable, doesn't have a donor to support it.
 - The project being proposed doesn't qualify on grounds of not meeting the CFS criteria around benefiting those in society who are most disadvantaged.

- The amount being requested is too low and doesn't meet the £1,500 minimum threshold. Although, this is changing and CFS has introduced some £500+ funds.

Competition vs Collaboration

⇒ Across the arts and culture landscape there has long been a culture of competition, rather than collaboration and cooperation. This is especially true in a fundraising context, where organisations are highly protective of their funding sources, and particularly their relationships with individual donors. Breaking down these silos and changing the inward-looking culture will inevitably require a sea change in some quarters, and this has already been identified in conversations and feedback from some of Surrey's more traditional arts organisations.

Heightened sense of competition can also be compounded by politics and the suspicion that certain (long-established) organisations are favoured for funding and avoid scrutiny over lesser-known, grassroots and, apparently, higher risk organisations.

There are, however, examples of good collaboration, especially within communities that face some of the hardest challenges in the county.

Case Study: Phoenix Cultural Centre, Woking

Phoenix Cultural Centre CIC is a non-profit, community-led organisation dedicated to supporting and promoting community cohesion & wellbeing, opportunities in the arts and the creative economy in Woking Borough and beyond. The centre has been providing a platform for emerging artists and cultural practitioners to showcase their work and connect with audiences since 2010, from original music showcases, paid busking, festivals, family days, cultural events, gigs, health and wellbeing events, workshops, and poetry nights.

Having struggled with its venue, property developer EcoWorld stepped in to provide and refurbish a new home on Goldsworth Road with a 3-year lease on a peppercorn rent. The space will be a new performance venue hosting up to 250 people and enabling the CIC to hire workspaces for social creative enterprise startups, events spaces for the community, cultural and health workshops, and events and activities for all ages. Elaine McGinty, CEO, is calling her vision for the new space a 'leisure centre for the arts' providing arts and culture for everyday lives, and so that we stop seeing people and places as communities of need.

Her aim is to harness the collective mentality to apply to Arts Council for funding, and undertake funding bids in partnership with other organisations, such as SMEF. Historically, Phoenix has not been eligible for CFS funding due to its PSC (person with significant control) organisation model. Elaine's aim is to convert the CIC into an organisation owned through community shares, and feels she needs to retain ownership/control to achieve that goal.

With regards a new Culture Fund for Surrey, she feels it could be positive and fill a funding gap, providing it doesn't perpetuate inequalities. She sees how users of the new Phoenix space could apply to the fund on their own or in partnership with Phoenix. Moreover, she feels strongly that setting up a new fund shouldn't just be about the money – that there is a real opportunity here to empower and enable organisations to build skills. And this starts early on with the application process: there should be a provision of help from experts to support the bid process, so that everyone applying can give it their best shot. This is especially important for small community/grassroots organisations who don't have experience of writing funding applications. But this approach would also benefit the funders (SCP/CFS) themselves, creating efficiency in the process.

Elaine recommends looking at the [Power to Change](#) model, which gives money and guidance through mentoring on some of its funding programmes. For example, £20,000, comprising £8,000 unrestricted grant and £12,000 to identify gaps, commission expertise, conduct sustainability reviews.

The need and benefits of funding a changing Surrey

⇒ Continuing the point above, it is arguably fair to say that there is a culture of competition across the arts landscape which has inevitably led to organisations being protective of their funding sources, and therefore wary of a new Culture Fund which might, in their eyes, divert donors away from their organisations. This is not unique to Surrey, it exists everywhere. However, it does mean that some communities are overlooked, and small grassroots initiatives struggle to secure funding. But it also means opportunities are being missed, which could be addressed by the development of this new fund for Surrey.

Surrey is changing, especially with regards its demographic makeup. In some places, efforts are being made to engage and include the expanding diverse communities, while other groups remain hidden and, in some cases, disenfranchised by the established arts and culture sector.

Case Study: The need to engage the Global Majority

From my consultation with Neelam Devesher DL, I was given an interesting perspective on how culture in Surrey needs to work harder on audience development when it comes to engaging the Global Majority. The relevance of this to the project in hand is partly indirectly by helping established arts organisations who are wary about the prospect of this fund, and directly in terms of a new fund being more inclusive of people from less privileged communities.

The latter is about the need to shine a light on diversity and bring people in by harnessing cultural opportunity to be part of the fabric of Surrey. Specifically, Neelam pointed to the following ethnic groups and locations within the county for our attention:

- Bangladeshi community in Woking and East Moseley
- African community in Reigate, Redhill, and Woking
- Nepali community in Woking and Surrey Heath

This led to a wider point about cohesion: how do we use art/culture/dance/music etc to bring people together? Bringing people together without fear, to create a level of understanding, to build bridges between different diverse communities through intergenerational and inter heritage activities.

When I asked whether we should extend our sights on the growing migrant and refugee community, her view is that of course they should be included as everyone should, but that their needs are perhaps being addressed by other funds and interventions. She is more interested in how this project can focus on those large communities who have lived and worked in Surrey for a long time but who have been disenfranchised or lost connectivity. In particular, the many people of colour who have made successful lives but who are effectively hidden, and the need to recognise the wide heritage of all people who make up Surrey.

With regards to these hidden communities, Neelam is preoccupied by what she sees as a serious missed opportunity, that the long-established and largest cultural institutions are not marketing to or engaging with people from diverse backgrounds, thereby missing out on widening and diversifying their audiences, and on generating considerable income.

These audiences include younger people of all backgrounds, but she's primarily referring to people from the array of ethnic communities who often don't feel welcome to experience some of the more traditional cultural offerings. She highlighted young, successful professionals with South Asian heritage who have disposable income to spend but who aren't being engaged. It's a significant market to tap across the whole of Surrey.

Moreover, she feels these audiences would probably prefer to attend an exhibition, a play, a concert or similar rather than attend a Diwali parade. She thinks more funding should be directed at this audience development to make the existing cultural portfolio more accessible.

Where efforts are being made to include the expansion of communities in cultural activities, the recurring theme is leadership, whether by a single figure as a driving force, or by a more formal structure. In both cases, a need has been identified and addressed due to a lack of cultural provision, but a new Culture Fund could play an important role in developing projects and contributing to their longer term sustainability.

Case Study: Bletchingley, Tandridge

I met with Mark Tantam DL, ostensibly to discuss the need for investment in Merstham. However, his own experience of developing a meaningful arts and cultural offer in Bletchingley provided valuable research for this project. Mark is an example of the single driving force behind a successful community project, and one which could be modelled and replicated elsewhere in the county.

Bletchingley is situated in East Surrey, with private, affluent housing, a traveller community on a small estate, a large very new estate, social housing in Coneybury. Nearby are affluent Reigate and the more deprived area of Redhill.

Mark (former partner at Deloitte and a trustee of Rambert) is the Chair of Grange Meadow Management Committee. Grange Meadow sits between a housing estate and private ownership property. His vision is to find ways to use the large open space to bring together the whole community, all year round, to host high quality events for and with local people, and to put Bletchingley on the cultural map.

Mark is the inspiration behind BletchFest – ‘an arts festival showcasing a vibrant regional community with a desire to further inclusivity and wellbeing in promoting wider access to the performing and visual arts’.

He asked SCC for some financial support and received £500 (and a clear message that they didn’t have any more money). ACE’s response was similar. The funding model is essentially a rolling investment with income being re-invested for future events. However, what they really need is some funding to be able to ‘fail’, i.e. some seed investment to grow their foundations. The initiative is led entirely by volunteers, but he also needs individuals to take specific ownership of aspects of the year-round programme.

It might all sound like a small, grassroots community project, but Mark has big ideas. Not satisfied with maintaining this level of activity, he wants to improve the facilities at Grange Meadow and is putting together a group called ‘Towards 25’ to prepare for a £1 – 2m application to Your Fund Surrey.

An important rationale for staging an arts festival was because there wasn’t one for miles around. This is critical to Mark’s strategy. He wouldn’t have suggested an arts festival if there were others in close proximity.

Initiatives like this need someone like Mark to provide vision, energy, and business acumen – and to not be constrained by money. It’s just ‘the fuel to make things happen’. He recognises that it wouldn’t have happened without him. He is also clear that its success and continuation is largely due to him being on the inside – a resident in this community.

What he is doing is all part of developing a blueprint for what Bletchingley’s cultural plan could look like. But it is also a model to be replicated across Surrey, for which the new Culture Fund could be a vital source of initial support. As with Elaine McGinty at Phoenix, Mark is also concerned that arts and cultural projects need more than just money to get off the ground. Small community projects need advice and practical help to enable them to happen: a toolkit and a network of support.

When he looks at Merstham, he asks, ‘Who is going to drive this? Who is going to own this? Mark would be happy to help them, and share his experience, his blueprint. BUT, he would not advise them to recreate BletchFest – do something slightly different, like a book festival. **When**

we look at Surrey, we need to plot a diverse cultural portfolio so that we don't try to do everything, everywhere.

Case Study: Cranleigh, Waverley

Cranleigh is a good example of somewhere that offers a strong community of support for arts and culture. I met with Rosemary French OBE who is involved with many organisations and who is clearly another driving force who gets things done. She shared her knowledge of Knowle Park Trust, where she's a trustee, and Cranleigh Arts Centre, where she was the former Chair of trustees.

Cranleigh is interesting as it is not in the Green Belt, which means - positively or negatively – it's prime location for property developers. While the negatives are well known, on the positive side the expansion of housing stock has brought many more young families to the area. Moreover, there has been an influx in diverse demographics with lots of Chinese families, Ukrainians, and good numbers from other global majority communities, which enriches the town. This has benefited both Knowle Park and, especially, the Arts Centre, which is seeing record numbers of visitors.

Knowle Park is a recent development that was gifted to the town by Nick and Rowena Vrijland and is run by a Trust of highly engaged and committed individuals. Meanwhile, Cranleigh Arts Centre is planning to expand with an extension. Funding has been secured for this, but there is a need for ongoing maintenance and development, for which a new Culture Fund could play a vital role.

On the surface, this might not appear to suit the CFS funding criteria, but Cranleigh has a set of particular challenges which should make it appropriate. Transport is a big issue. It is difficult for people reliant on public transport to get in and out of Cranleigh – buses don't run after 5pm generally and poor staff capacity means bus cancellations. This is a real problem which means people rarely travel to other cultural destinations in Surrey. A key reason why they need to find more funding to develop the Arts Centre.

Another need comes from the large traveller population, which has increased by 30% in recent years and is one of the largest communities in the country. There is no community outreach for them and arts and culture have been identified as possible solutions to issues with younger people.

Proximity to London

⇒ The proximity of Surrey to London is often cited as an obstacle, and this is borne out in the research, notably:

- Audiences prioritising cultural spend and time outside Surrey, which doesn't leave enough for local or smaller arts organisation.
- Donors channelling a higher amount of funding to cultural activities in London.
- Arts organisations within Surrey overlooked and/or unable to attract inward investment due to the misperception of Surrey's affluence across the board.
- People consulted in Woking in particular express frustration since it is one stop on the train to London, so lots of people travel there for culture. It means that Woking doesn't benefit from London when lots of people leave for London.