

Appendix A

Inspiring London Through Culture Fund: Core Criteria

- i. Promote access for all to participate in the City of London's cultural offer
- ii. Enhance London's creative future through championing excellence in the development of innovative practice and/or skills
- iii. Deliver positive social impact through culture and/or heritage in the City of London
- iv. Support the development of the City of London's Destination City

Inspiring London Through Culture Fund: Priorities

In addition, we positively welcome and will prioritise proposals that:

- Engage with people living or working in the Square Mile;
- Engage with new audiences, attracting people from a wide variety of backgrounds and locations to participate in the City's cultural offer;
- Animate places and spaces within the Square Mile;
- Encourage access to local buildings and local heritage within the Square Mile;
- Improve health and wellbeing;
- Use technology to deliver cultural excellence;
- Highlight environmental issues and promote sustainability;
- Build organisational capacity;
- Support entrepreneurialism;
- Build innovative partnerships (especially with one or more of the cultural/heritage providers already operating within the City); and/or
- Demonstrate some level of match-funding, noting we value opportunities where City funding can help to lever in funding from other sources