



Hearts for the Arts Awards 2021 - FAQs

About Hearts for the Arts

What is Hearts for The Arts?

Hearts for the Arts is an awards initiative which recognises and celebrates exceptional local government support for the arts. Some local authorities and cultural trusts really understand the importance of the arts to the wellbeing of local communities and the value this small but crucial investment brings, even in financially challenging times. Hearts for the Arts says thank you to the councils, councillors and council officers supporting the arts and recognises those unsung heroes.

When did Hearts for the Arts start?

Hearts for the Arts began in October 2016. It is now in its fifth year.

Changes for 2021

This year has been like no other. And yet, time and time again creative activity and the arts have brought local communities together, and have brought not only joy but necessary aid to those who need it most.

This year, therefore, we are focussed on those champions and projects that have been an antidote to a global pandemic, and battled against severe financial hardship to bring soothing creativity to people's lives, sparking joy and comfort in local areas all over the UK. As part of the nomination process we invite you to include any pandemic-specific information; any aspect of the project or work that has been in response to, or has been helpful, during the Coronavirus outbreak.

Some of the changes we made last year still stand: we moved to include the activities of cultural trusts working on behalf of local authorities. The National Campaign for the Arts is keen to recognise those who have used trust status to enhance arts provision and benefit local people.

And the Best Arts Champion category remains opened up to allow nominations for any local authority or cultural trust worker; nominations are encouraged from all areas.

Who is involved?

Hearts for the Arts is an initiative created and delivered by the [National Campaign for the Arts](#). The 2021 Hearts For The Arts Awards will be delivered in partnership with [Culture Counts](#), the [Local Government Association](#), [Thrive](#), [UK Theatre](#), [Voluntary Arts Wales](#) and [Wales Council for Voluntary Action](#)

How is it funded?

The costs associated with the awards are covered by the National Campaign for the Arts, which is a registered charity funded by donations from the public and arts industry organisations. Support in kind is provided by our partner organisations.

What are the award categories?

There are three award categories:

1. Best Arts Champion – Councillor
2. Best Arts Champion – Local Authority or Cultural Trust Worker
3. Best Arts Project

What geographical areas are covered?

The awards cover projects and creative services and Councillors, officers, and workers throughout England, Scotland, Wales and Northern Ireland.



What are the key dates for this year's awards?

Nominations open on Friday 20th November 2020 and close at midnight on Sunday 6th December 2020.

The shortlist will be announced Thursday 14 January 2021, and the final winners will be announced on or around Valentine's Day – so we can show our winners some love! Valentine's Day is a Sunday in 2021 so we may alter the winners' announcement to the Friday before or the Monday after (TBC).

The presentation of the awards will be in collaboration with the Local Government Association's Culture, Tourism and Sport Conference taking place in the first week of March 2021.

Nominations

Who can be nominated?

For Best Arts Champion - Councillor:

Leadership is critically important to keep the arts at the heart of communities. This award is for those who advocate for, support and engage with the arts in their role as an elected Councillor.

An individual whose work influences and encourages arts activities within their council area. The work you are nominating them for must have been undertaken as a direct part of their employment with a county, district, borough, city council or cultural trust (including cultural trusts delivering on behalf of their local authority). The individual must have worked for the county, district, borough, city council or cultural trust within the last 12 months.

A Mayor is eligible for nomination in the Best Local Authority Arts Champion – Councillor category.

For Best Arts Champion - Local Authority or Cultural Trust Worker:

This award is for Local Authority and Cultural Trust workers who work passionately and tirelessly on arts projects and programmes in their communities during this time. This category is not limited to those working in arts and heritage departments; for example they could work in planning or social care.

An individual whose work influences and encourages arts activities within their council area. The work you are nominating them for must have been undertaken as a direct part of their employment with a county, district, borough, city council or cultural trust (including cultural trusts delivering on behalf of their local authority). The individual must have worked for the county, district, borough, city council or cultural trust within the last 12 months.

For Best Arts Project:

An initiative, project or creative service that has been delivered by a county, district, borough, city council or cultural trust. The initiative or project must have taken place between 1st October 2019 and 20th November 2020.

This category recognises the projects and creative services that have been delivered against-all-odds this year and that have created connection at a time when we have all been forced to be disconnected. We welcome a wide range of nominations from creative activity that has brought communities together, to civic uses of local cultural buildings and arts organisations.

Who can nominate? / Is there anyone that can't nominate?

Anyone can make a nomination.

For example, you could be a member of the public who has seen or been part of a great local authority project; an employee of a local authority running an initiative; or a colleague of someone you think deserves an award.



How do I nominate?

You can nominate a project or person by filling out a nomination form at: <http://forthearts.org.uk/campaigns/hearts-for-the-arts/>

Nominations are open from 20 November 2020 - 6 December 2020.

Can I make more than one nomination?

There is no limit to the number of nominations you can make. Please make sure you submit a separate nomination form for each one.

Judging the Awards

What is the judging process?

Trustees from the National Campaign for the Arts and members of the partner organisation will create a shortlist of nominees from all the nominations that we receive. Our panel of judges will then consider the merits of each shortlisted nominee and will score each entry based upon the criteria set out in the nomination form, determining the winner for each category.

Who are the judges?

The judges are Samuel West, actor and Chair of the National Campaign for the Arts, alongside a panel of esteemed figures in the arts (to be announced).

Previous judges have included Samira Ahmed, Maria Balshaw, Deborah Bull CBE, Les Dennis, Susie Dent, Julie Hesmondhalgh, Jude Kelly, Gary Kemp, AL Kennedy, Kwame Kwei-Armah, David Lan, Lorna Lee, Josie Long, Chi-chi Nwanoku OBE, Phillip Pullman, Alom Shaha, Bob & Roberta Smith, Errollyn Wallen CBE and Roy Williams OBE.

The Winners

How will the winners be recognised?

The awards will be presented by Samuel West, actor and Chair of the National Campaign for the Arts, in collaboration with the Local Government Association's Culture, Tourism and Sport Conference - which will be a digital conference at the beginning of March 2021. Winners will be invited to attend the digital conference, which is the largest annual gathering of councillors and officers involved with culture, tourism and sport.

Samuel West will also offer to speak at a council meeting for each winner.

Who are previous winners?

You can read all about last year's winners [here](#).

Further Support

How can I or my organisation help?

You can really help us by getting the message about the awards out there. We want lots of nominations from all UK nations, and following the shortlist and winners' announcements, we want to make a big song and dance about the fantastic work they do. Make sure you follow us on Twitter [@weareforthearts](#) and on the hashtag #HeartsfortheArts, and on Facebook [facebook.com/weareforthearts](https://www.facebook.com/weareforthearts) to share their good news.



You can also support the awards and the campaigning work of National Campaign for the Arts by joining our supporters' scheme at forthearts.org.uk/support-us or get in touch with us on hello@forthearts.org.uk if you want to help in any other way.

Contact Information

Who should I contact for more information about Hearts for the Arts?

If you have any questions or need further information about the Hearts for the Arts awards, please email hello@forthearts.org.uk.

Who should I contact for more information about the National Campaign for the Arts?

For further information about the work of the National Campaign for the Arts, please email hello@forthearts.org.uk.

Where can I find Hearts for the Arts on social media?

We are on Twitter at [@weareforthearts](https://twitter.com/weareforthearts) and #HeartsfortheArts.

You can follow Hearts for the Arts on Facebook at facebook.com/weareforthearts

How can I stay updated?

[Join our mailing list here](#) for occasional updates on the Hearts for the Arts Awards and National Campaign for the Arts campaigns.

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