

MAKE IT HAPPEN 2024

FUNDING
FOR CREATIVE
PROJECTS

Application Guidance Notes



Waltham Forest

Background

Waltham Forest is a borough in north-east London with a young and diverse population of over 270,000 residents covering Leyton, Leytonstone, Walthamstow and Chingford. In 2019, Waltham Forest was London's first Borough of Culture. Over 500,000 visitors attended events over the course of the year, all 88 schools in the borough participated in cultural initiatives. The borough is home to an abundance of culture, creativity, and enterprise, and we want to continue to invest in culture at a time where funding is decreasing.

In 2024, we are investing £125,000 to support new creative projects in Waltham Forest.

Funding opportunity

You can apply for between £1,000 and £15,000, and will need to make your submission by 25 February 2024. The council will be investing a total of £125k into Make It Happen seed funding across 2024.

The funding scheme has been designed to support cultural and creative activities taking place in Waltham Forest between May 2024 and January 2025. The refreshed focus of Make It Happen is to enable new and sustainable creative ideas off the ground across the borough. The projects need to demonstrate that they can continue to grow after receiving Make it Happen investment, so we can continue to support more people and organisations.

For Make It Happen 2024, we are open to all themes and ideas, subject to meeting our funding criteria. Past applicants are welcome to apply again but must submit new proposals as our aims are to support the growth of fresh and innovative projects rather than fund existing programming.



Funding Criteria

What we want to see in your application:

- **Legacy:** your project has a long-lasting legacy (for example a pilot project which continues, a tour or further presentation of new work, the beginning of a new creative venture, etc.)
- **Social Impact:** your project benefits local communities across Waltham Forest
- **Diversity & Inclusion:** your project platforms different perspectives and backgrounds. We are committed to invest in projects from applicants from diverse backgrounds (see below)
- **Local Economic Impact:** your project supports other local businesses, creatives and residents (local suppliers, work opportunities, etc.)
- **Creativity & Ambition:** your project and the way that it engages people is unique and interesting

We are especially interested in projects that:

- Are led by people that identify as: Black, Asian, or from a minority ethnic group in the UK, Eastern European, Refugee, D/deaf, disabled or LGBTQI+
- Take place in neighbourhoods which are often underrepresented in our programme – Chingford, Leyton and Leytonstone in particular
- Celebrate the rich diversity and heritage of the borough by bringing local communities and people of different backgrounds together

Examples of creative projects could include:

- Events and festivals
- New artworks, shows, public art, film, digital work, etc.
- Pop-up projects, activations of vacant or underused spaces
- Creative skills, training and career projects, learning, educational and creative workshops
- Anything creative which aligns with this guidance.

If you are not sure your projects fit the bill, please contact us at culture@walthamforest.gov.uk



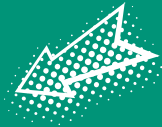
For more information and to **APPLY NOW** visit **Make It Happen 2024** and complete the Make It Happen **Application Form**.

Opposite: Revel Puck Circus are homegrown in Waltham Forest and received Make It Happen grant funding in 2019. They are now internationally renowned and searching for a new home in the borough to set up the 'House of Puck'.

Assessment

Applications will be assessed by a panel of diverse community representatives. In addition to the merits of each application, and how each meet the bid criteria, the panel will take into consideration the need to ensure a balanced programme which takes place across the whole of the borough.

We often have a higher volume of applications for projects in Walthamstow, so if your project only takes place or benefits Walthamstow-based communities and organisations, competition for any funding will be far higher.



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Case Study Leytonstone LGBTQI+ Quilt Makers

Simon Olmetti brought together 15 members of the LGBTQI+ community of Leytonstone to create a celebratory quilt banner through 6 weekly meetings hosted at the Stone Mini Market's community room. The idea was to create a space where younger members of the queer family can meet the older generation, where people from different backgrounds and walks of life can socialise and share their stories. The quilt is on display inside Stone Mini Market and the quilting group continue to grow and get together once a month.



Why support culture and creativity?

Extensive research has shown that accessing culture and creativity positively influence social cohesion and public health and wellbeing. We also know that culture and creativity create vibrant places and contribute to the night-time economy.

The Greater London Authority has highlighted that 1 in 5 jobs in London are now in the creative sector.

Make It Happen grants continue to be an important part of developing our culture and creativity in Waltham Forest, but we are committed to creating even more cultural opportunities, which is why we are developing a new Cultural Action Plan, to set an ambitious vision and develop tangible actions to support culture and creativity in Waltham Forest in the next 5 years.

Be in with a chance of winning a £100 voucher to spend at the William Morris Gallery shop by sharing your views about culture and creativity in the borough via this short survey – [click here](#).

Case Study Sound System & Reggae Culture

Don Sinclair Reggae Vibes received funding to deliver an outdoor exhibition and dance event at Uplands Business Park. The project explored the eclectic history and traditions of Afro-Caribbean Sound System culture within Waltham Forest since its arrival to the UK with the Windrush Generation. The event involved an original sound system, Caribbean food, performances, talks and interviews with influential members of the Afro-Caribbean community. Following their successful grant, Don Sinclair has applied for Arts Council funding to deliver a sound system festival in Summer 2024.



Making an application

To apply you will need to complete an application form presenting your proposal in full, a budget spreadsheet outlining how you will spend the grant, and a project timeline to indicate key milestones. For more information please visit **Make It Happen 2024** and to apply now via the **application form**, where budget and timeline templates are also provided.

If you would prefer to submit your application in another format, or need to flag any accessibility issues you are experiencing, please email culture@walthamforest.gov.uk

You will be asked to answer the following questions in your application:

Question	What you need to tell us	Weighting %
Tell us what you want to do. What is your creative project and what do you want to achieve?	<p>An overview of the project that you wish to deliver. Make sure to include specific details to help us understand your proposal better: times and dates for example, or a sample of activities that you would like to organise.</p> <p>What are the key aims and objectives of this project, what do you want to achieve? Why do you want to do it, why is it important to you, and how will it help you/your organisation to develop? Who will you engage with?</p>	20
Tell us about you or your organisation's links to Waltham Forest	<p>Let us know about you or your organisation's relationship to the borough, and how your experience working here will enable you to deliver a project that engages with our diverse communities. If you have not worked in the borough before, how will you make sure that your planned activity successfully benefits Waltham Forest residents and enterprises?</p>	10
Discuss your recent experience in delivering similar projects	<p>Tell us about projects you have completed in the past, and how you will use this experience to deliver your proposal in Waltham Forest (including links and case studies if applicable).</p> <p>If you are working with another artist or organisation, tell us about them and what they will contribute to the project. Provide links to their work.</p>	10

Question	What you need to tell us	Weighting %
How will your project respond to our funding aims?	<p>Your proposal will be scored against the funding aims set out above and therefore you need to demonstrate how your project will support these.</p>	20
How much will your activity cost and how would you spend the grant money?	<p>Complete the budget spreadsheet. Make sure that all project costs are covered.</p> <p>List all the costs for your project including those that will be provided in-kind (e.g. use of a venue or equipment for free) or using funding identified from elsewhere, even if this is not yet secured (e.g. an Arts Council grant application).</p> <p>We would like to see a minimum of 20% match funding from other sources, this could be your own funds, earned income (for example, merchandise or tickets), sponsors, donations, trusts and foundations, etc.</p>	15
What legacy and impact do you hope your project will have?	<p>We want to understand how this funding will support your professional or organisational development and enable you to deliver more projects in the future, without further support from Make it Happen. Consider ways you could deliver the project again, such as trialling paid tickets, establishing new partnerships, sourcing sponsorship, etc.</p> <p>Explain how your project will have a positive impact on communities in Waltham Forest. Will residents have an opportunity to participate and connect with one another; will they gain new skills, experiences, or knowledge in the process? How will your project support the local economy, businesses and suppliers?</p>	25

Eligibility

Who can apply?

We welcome applications from anyone, including individuals and organisations:

- Individual practitioners
- Artist/creative collectives
- Community and arts organisations
- Residents' associations and charities
- Limited companies and CICs (but no profit made from this project)
- Schools

We also encourage applying in a partnership, an artist collaborating with a school for example.

You must be over the age of 18 to make a submission.

You will need to have a bank account to apply. You will also be asked to list two referees, who will be required to provide a statement on your suitability for the grant if you are successful.

What will we fund?

Your project must take place in Waltham Forest to be eligible, however we welcome submissions from organisations and practitioners who are based outside of the borough provided that the project benefits Waltham Forest. Please note funding tend to be more competitive for projects taking place in Walthamstow.

Applications for any art form will be considered, but we will only fund projects with a defined start and end date; this funding cannot be used to support ongoing running costs for a group or activity. We also cannot fund projects that start before May 2024.

Notification of outcome

Applicants will be notified of the outcome by email within 6 weeks of the closing date. It is recommended that you check your junk email, or contact us at culture@walthamforest.gov.uk if you have not heard from us after this date.

Timeline

Applications Open	15 January 2024
Workshops and feedback sessions	January – February 2024
Applications close	25 February 2024
Application review panels	March 2024
Successful bidders announced	April 2024
Projects begin	May 2024

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