



## Northfleet Creative Enterprise Grant Grant Information Pack

### Why Northfleet?

This grant scheme is part of the Northfleet Place Partnership Programme. The partnership, made up of Creative Estuary, Gravesham Borough Council, and Ebbsfleet Development Corporation, are working together to increase the creative and cultural infrastructure of Northfleet. We are investing in people, spaces and Northfleet communities, through a range of activities that will ensure Northfleet has a vibrant creative landscape, with the ability to provide a range of high-quality opportunities for local people.

### What's on offer and what do we expect?

Grant funding for creative businesses and entrepreneurs to work in partnership with Creative Estuary on behalf of the Northfleet Place Partnership and to be part of our Estuary-wide movement to support the Creative and Cultural Industries.

We are looking to support creative businesses that are either;

- **Start Ups** (practitioners/freelancers interested in starting a creative business)  
or

- **Early-stage Companies** (operating for 3 years or less)

If you are interested in establishing a start-up you do not need to have legally set up your company prior to applying for this grant programme. If successful, you will be expected to register your company, we will support you to do this as part of the support package provided.

We will provide grants of up to £3000 to support the growth of creative enterprises. We expect this funding to support specific and costed activities that are required to develop the applicant's business and ensure future success. To give you a starting point to think about how you might use financial investment to benefit your business. Here are some suggestions of what it could be used for:

- Developing/prototyping new products or services
- Seed funding for company infrastructure (people, equipment, software, workspace)
- Researching new business areas



- Testing new markets
- Enabling collaboration
- New routes to market
- New routes for distribution
- Engaging new audiences or clients
- Explore sustainable practice and implement net zero actions

The funding will be accompanied by a 6-month business development support package that will provide skills training. We will broadly cover the following areas of business management:

- Financial management and tax
- Funding and investment
- Marketing and branding
- Trademarking and intellectual property
- Governance and leadership
- Equality, diversity and inclusion
- Sustainability
- Wellbeing and mental health

The programme will run from March 2025 to September 2025.

Applicants will need to demonstrate a clear project plan and budget relating to the grant and how you will use the funds across the 6 months of the programme.

## Who can apply?

- Applicants must be creative practitioners, businesses or entrepreneurs who live, work or are based in Northfleet, Kent.
- Applicants must be either Start Ups (practitioners/freelancers interested in starting a creative business) or Early-stage Companies, (operating for 3 years or less).
- We will support all types of creative business, commercial, social enterprise and social impact.
- We are particularly interested in supporting those who are underrepresented in the creative industries such as the global majority, LGBTQA+, and those with a disability and neurodiverse conditions and/or have faced financial barriers to pursuing their creative professional ambitions.



- We are keen to receive applications from individuals, groups, and organisations who have received public funds or investment in the past, and from those who have not secured funding or investment previously.
- All of the following are eligible to apply to this fund: incorporated organisations, charities, CICs, CIOs; unincorporated individuals and groups, as part of this programme you will be expected to establish a legally constituted business entity and associated bank account. Applicants will be expected to be able to receive and manage a grant and provide full accounts of expenditure against an agreed project plan.
- Creativity must be the main purpose of your organisation or business ambitions. We're following the DCMS definition of creative industries which include; Advertising & Marketing; Architecture; Crafts; Design (product, graphic); Fashion; Education & training; Film & TV; Radio & Audio; Photography; IT, Software & Computer; Publishing; Museums, Galleries and Libraries; Music; Performing Arts; Visual Arts; Animation & VFX; Video Games; Heritage.

## How to Apply

Complete the application form, then return to [info@creativeestuary.com](mailto:info@creativeestuary.com) by the **14th of January 2025**.

What we want to know:

- About your creative business or the creative business idea
  - o Details about your business, what you do (or will do) and how you do it (or will do it)
  - o How long you've been operating
  - o Your target market (audience, customers, clients etc.)
  - o Your relationship to Northfleet
- How much you are asking for
- Your project plan, a rough outline of the 6 months of the programme showing;
  - o Growth of the business;
    - How you will use the investment.
    - What you will spend it on and when.
    - Why this is important to the development of your business.
    - What will it enable you to do in both the immediate and longer term.
  - o Your personal, professional or the skills development of your business;



- How will the support package enable you to progress your business.
- Are there particular knowledge gaps or challenges you've identified that are holding the potential of your business back.
- A budget breakdown for the amount requested and cash flow for the 6 months of the programme;
  - clear costs associated with the funding (what, who, how)
  - When expenditure and income associated with the project and funding will take place
    - Note: we won't be handing over all the funding at the start. Depending on your project plan, amount requested and cashflow, we will agree a payment schedule, which will involve an initial lump sum. In all circumstances at least 10% of the funds requested will be retained by us until completion of the project, you should account for this as part of your cashflow planning.
- The long-term vision for your business, for example, where would you like to be in 3 years' time? We want to see a connection between your 6-month plan, where that could lead you in the future and to better understand the ambitions for your business.

Creative Estuary has a commitment to environmental responsibility and sustainability, and we want to raise awareness of and embed targets and good practice with NCEP partners. Applicants should indicate a commitment to environmental responsibility and sustainability in their project plan.

If you have any access needs or questions about the application form, get in touch: [info@creativeestuary.com](mailto:info@creativeestuary.com)

### How will applications be assessed?

The Northfleet Place Partnership Programme Partners, will convene a panel of stakeholders to assess the applications against the following criteria:

1. Creative enterprise business or start-up idea with a demonstrated relationship to Northfleet.
2. Demonstrated impact and benefit to the growth of the business.
3. A clear project plan that outlines the use of the funds and if the proposed outcomes are practical and achievable, within the 6-month time frame.
4. Financial viability; clear budget and cash flow for the 6-month period.



## What is the timeline for delivery?

Deadline for applications 23.59pm **Tuesday 14 January 2025**

Successful applicants will be notified 4 weeks after the application deadline

Successful applicants will be given time and supported to work up their project plans in more detail before funds are provided.

Contracts to be agreed and signed with successful applicants.

Projects must be completed and fully reported on by **31st October 2025**.

## Grant Programme Information:

We are offering a series of online webinars and 1 to 1 surgery sessions for potential applicants. This will be an opportunity to find out more information about the programme and ask questions relating to the application, eligibility and ideas.

For more information, check the Creative Estuary website and follow us on socials @CreativeEstuary or contact us: [info@creativeestuary.com](mailto:info@creativeestuary.com)

Alongside the **Creative Enterprise grant** we are also offering the **Creative Development grant** for individuals to develop their practice and **Creative Impact grant** to support previous and existing public programmes, events and activities happening in Northfleet. For more information visit:

<https://www.creativeestuary.com/northfleet-place-partnership-programme/>