



## Northfleet Creative Impact 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 organisations**, registered businesses, charities, CIC & CIOs
- **Creative individuals**, freelance practitioners & sole traders
- **Creative groups**, a collective of creative businesses or individuals who have a shared ambition or shared working practice
- **Community organisations** or **groups**, those whose main focus is not the creative industries, but have a demonstrated track record of working with the creative industries to deliver programmes, events and activities for communities in Northfleet

Applicants should be actively delivering or have previously delivered activity in Northfleet, Kent. This fund aims to support Northfleet communities to continue to engage in creative and cultural activity. The Northfleet Place Partnership is working to increase the creative and cultural infrastructure of Northfleet. The NPP wants to acknowledge the existing creative activity happening locally and allow organisations and practitioners to build on their offers for local people. Providing room for learning, growth and increasing access to Northfleet communities.



We are offering grants of between £5000 and £10,000 to support the delivery of creative activities and programmes. We expect this funding to support specific and costed activities. We'd like applicants to think about their professional growth and development as part of the programme and be excited to work in partnership with us to improve the creative and cultural offerings for Northfleet residents and communities. To aid thinking about professional growth and development, here are some suggestions of what that could mean for your project:

- Develop new participants or audiences.
- Undertake monitoring or research to better understand your work.
- Develop an evidence base that will support future activities or develop a longer-term case for support.
- Increase the capacity of your organisation or practice.
- Use learnings from previous activities to evolve the offer or create a new offer
- Test a new activity or change to working practice.
- Develop new partnerships that will support the ambitions of your organisation or activities.

Applicants will demonstrate a clear project plan and budget relating to the grant and how you will use the funds in 2025. You must be prepared to report back on use of funds and activities undertaken by October 2025.

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

## Who can apply?

- Applicants must be creative practitioners, businesses or entrepreneurs who live, work or are based in Northfleet, Kent.
- Applicants must be creative organisations, individuals and groups or community organisations and groups who have a demonstrated track record of working with arts and culture to deliver creative projects or activities.
- 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. Applicants will be expected to be able to receive and manage a grant and provide full accounts of expenditure against an agreed project plan. Unincorporated groups must have identified a shared ambition, one representative of the group must act as lead applicant and be responsible for the funding.
- Creativity activity must be the main purpose of your application. 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

Fill in an 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 organisation or group;
  - o Who you are
  - o What you do
  - o How long you've been operating / delivering activities
  - o Where you do it
  - o Who you do it for
- Your previous track record, activities, events, programmes you've delivered in Northfleet.
  - o This can be a bullet point outline; we broadly want to know;
  - o What you've done, what happened, who and how many people attended.
  - o If you have a long track record, give us a broad overview of how long you've been delivering activity and then a few recent examples of your work in Northfleet.
- How much you are asking for
- What activity you will use this funding to support



- What will happen
- What will the experience for attendees be
- Who attends these events or activities;
  - Who they are
  - How many
- Who will help you do it
  - Are you working in partnership
  - Are you employing creatives, artists, specialists (i.e. youth workers, facilitators etc).
- How will the project or you/organisation/group develop through this funding.
  - Are you using learning to make changes, or undertaking learning exercises (data gathering, research etc).
  - Are you increasing your organisational capacity (i.e. employing more people, purchasing new equipment etc)
  - Are you developing new audiences or new partnerships.
- A project plan which should include
  - A timeline of key dates, the events and activities and organisational steps to achieve them (i.e. employment of people, research etc)
  - A budget breakdown and cashflow for the project
  - A marketing plan
  - How your project will incorporate sustainable and environmentally responsible ways of working.
- How will this funding benefit your long-term ambitions, working practice or the creativity of Northfleet's communities.

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 criteria.

The criteria are:

1. A demonstrated relationship to Northfleet.
2. Demonstrated track record of delivering creative activity in Northfleet.
3. Quality of project plan and financial viability – practical and achievable within timeframe.



4. Have assessed how the funding will improve their offer for local people or provide professional growth.

### What is the timeline for delivery?

Deadline for applications 23.59pm **Tuesday 14<sup>th</sup> January 2025**

Applicants will be informed of the outcome of their application 6 weeks after the deadline.

Successful applicants will be given time and support to work up their project plans.

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 Impact grant** we are also offering the **Creative Development grant** for individuals to develop their practice and the **Creative Enterprise grant** for new and early-stage businesses. For more information visit:

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