

WESTFIELD | EAST BANK **CREATIVE** FUTURES FUND

Updated May 2023

Year 4 Community Grant Scheme Guidelines

In 2020 [Foundation for Future London](#), through generous funding from Westfield Stratford City, opened the first community grant strand of the Westfield East Bank Creative Futures Fund. The fund aims to support local organisations and individuals to create new jobs, learning, skills, training, and educational programmes through the means of arts, culture, innovation, public realm and creative placemaking.

The Westfield East Bank Creative Futures Fund is an ambitious five-year programme that aims to invest £10 million into the local communities of Newham, Tower Hamlets, Hackney and Waltham Forest. The fund has gone from strength to strength each year with a further 37 projects being awarded over £670,000 in Year 3.

We are now pleased to open Year 4 of the community grant schemes.

Each year we have evolved the design of the programme with feedback taken from our impact evaluation and our ever-growing capacity building network. Due to this, the application process for Year 4 has been modified to ensure the outcomes and impact has a stronger focus on area needs and takes a participatory awarding approach.

The Grant Schemes

Unlike previous years, Year 4 only has three grant schemes open.

The Small and Medium Grant Schemes will accept applications starting from £1k and up to £15,000. These two schemes have a combined pot of £150,000.

The Large Grant Scheme remains with applications accepted up to £50,000. This scheme has a pot of £400,000.

As previous years the application process is expected to be competitive. For this reason, we have strengthened the expected focus of projects and amended the application process. Applicants can only apply for one grant scheme in this round, unlike in previous years.

What Are We Looking For?

Funding Themes

For both community grants schemes, at the heart of your project there must be a core commitment to one or more of the following:

- Employment opportunities
 - Will your project provide employment opportunities for local people, including access to paid work experience / internships, access to apprenticeships or gaining access to jobs?
- Learning opportunities
 - Will your project provide ladders of opportunity through learning and training opportunities for local people, including accessing lifelong learning opportunities from early learning, schools through to late career and post-retirement and/or will the project offer bespoke career and higher education path support, training, and secondments?
- Young people
 - Will your project have a young person led approach with particular provision for local young people to access broader skills development opportunities, careers workshops and related learning and/or one to one coaching and mentoring?
- Business and entrepreneur support
 - Will your project provide local people with the opportunity to have business and/or entrepreneur support including freelance, business and entrepreneur set up, development and training?

Outcomes (Impact Framework)

We appreciate these four overarching areas are a broad spectrum, so to aid understanding of outcomes expected through the grants, we have developed a user-centred process.

Outcomes are the project's short, medium or long-term goals that will lead to a meaningful impact for communities in the local boroughs. Applicants will be asked to identify a set number of outcomes that their project will achieve. The number of outcomes expected will be based on which strand you are applying for.

We have provided a list of 13 short, medium and long-term outcomes to be selected. Number of outcomes expected will be based on which strand you are applying for (see information below). We will also provide a pre application workshop on how to approach these outcomes (impact framework) and should you be awarded a grant, further training on using the framework will also be provided.

Short Term Outcomes	Medium / Long Term Outcomes
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Participants gain technical/sector-specific and/or creative skills	Increased employability of participants
Participants gain essential skills	Increased capacity for innovation and entrepreneurship
Participants gain confidence in their potential and self-initiative	More diverse audiences engage with the cultural sector and benefit from community assets/available services
Participants are better equipped to process difficult emotions	Participants act as agents of change within the local community
Participants are equipped to act as agent of change in their boroughs	Organisations and schools integrate creative approaches within their projects
Organisations and schools are exposed to creative approaches to wellbeing	

Local Engagement

In your application, we need to understand what the need is for your project, how this has been identified and how local people and/or lived experience have been involved in the planning and development of the proposed activities. You or your organisation should be able to demonstrate that you have good links and networks in the community to deliver the activities and collaboratively address the proposed outcomes.

In addition to the above outcomes, projects that have considered the below will be weighted more favourable:

- a) *considered community engagement and consultation*
- b) considered sustainability of:
 - ✓ Projects - how new ideas have been developed/how other funding has been leveraged
 - ✓ Organisation - what areas of learning will happen/what best practice will be developed/how will the project help the organisation grow
 - ✓ Participants - what longer term opportunities/follow up support is available/paid work/further training and/or education

Project Activity & Case Studies

Our Fund is about creating inclusive and sustainable opportunity -- we are keen to back a range of activities and innovative ideas that drive the proposed outcomes.

The Foundation for Future London is a strong advocate for the ability of creativity to enable levelling up opportunities and to be a strong contributor to the London economy.

Therefore, we are keen to fund project activity that has origins in:

- Arts, Culture, Heritage
- Skills & Jobs
- Business & Start Up
- Community

- Creative Ideas
- Digital
- Collaboration
- Diversity & Inclusion
- Intergenerational
- Health, Wellbeing & Environment
- Education
- Creative, Inclusive Public Realm and/or Placemaking

In addition, we expect to see the following focus:

For Small and Medium Grants:

- Stronger youth focus -- future change makers
- Capacity building
- Direct training/workshops
- Bursaries/travel expenses
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Large Grants:

- Stronger equitable partnership building

We have a range of case studies and videos from projects we have funded across Year 1 to 3 of the Westfield East Bank Creative Futures Fund that will help demonstrate the kind of projects we support <https://future.london/projects/>

Assessment Criteria & Support Area

Funding decisions will be based on the merit of your application. The assessment process will utilise a scoring matrix to assess applications to a consistent and fair standard. Unlike previous years, we will also be taking a participatory grant making approach for the large strand through the use of an impartially selected community panel.

Equality, diversity, and inclusion are at the forefront of the Foundation's grant giving. We actively encourage applications from all communities including Black, Asian and ethnically diverse, disabled, learning disabled, unemployed and/or low waged, people without qualifications, suffering housing difficulties, Gypsies and Travellers, LGBTQ+, children and young people, older people and people with mental health issues or health issues.

We want to make sure funding opportunities reach a wide audience and serve to support locally rooted charities and community focused initiatives. We also encourage applications from individuals and organisations led by local people whose projects engage and serve East London's diverse communities of Tower Hamlets, Hackney, Waltham Forest and Newham.

To get a better understanding of the support areas and beneficiaries the Foundation's funding seeks to target, see our list of groups in the Appendix.

Previous Awarded Applicants - The Foundation does not exclude applicants who have been previously awarded grants from any Foundation Strand, and this includes applicants

who may have more than 1 funded project currently running. You are welcome to apply for future funding for new projects. You are also welcome to apply for further funding for an existing project. **However** in such cases, you **MUST** have strong evidence of previous impact from previously funded work, ongoing need for the project and demonstrate a compelling case of project development, growth and ongoing future sustainability plans.

Capacity Building Programme

The Foundation aims to make the Westfield East Bank Creative Futures Fund as accessible as possible. You may have already taken part in this and are part of our excellent network, but if not the Capacity Building Programme --delivered by our commissioned partner, Lisa Stepnavoic -- is free for all new and old applicants and can make a great difference for applicants both in terms of application advice, but also support and sharing of best practice.

We would actively encourage you to join this Whatsapp network by emailing capacitybuilding.ffl@outlook.com

The ongoing aim of the capacity building workshops will be to allow grantees to develop skills and ideas for present or future projects and funding applications. Future workshops will be uploaded to the Foundation's [Capacity Building Programme webpage](#).

Specific application guidance workshops for each scheme can be booked on the link's listed under each scheme section below.

Grant Guidance workshops

- Tuesday 9 May 1-2.30pm - Building partnerships and networks for new projects -- Large Grant Scheme only
- Tuesday 16 May 6-8pm- Building partnerships and networks for new projects -- Large Grant Scheme only
- Wednesday 2 August 6-8pm New guidance workshop - all grant schemes
- Tuesday 8 August 1-2.30pm New guidance workshop - all grant schemes
- Friday 11 August 11am-12.30pm New guidance workshop - all grant schemes
- Tuesday 15 August 6-8pm New guidance workshop - - all grant schemes

Booking links will soon be available via [Eventbrite](#).

Introduction to Outcomes/Impact Framework workshops

- Wed 24 May 11.30am-12.15pm
- Thurs 1 June 1-1.45pm
- Tues 1 August 12-12.45pm
- Wed 23 August 10-10.45am
- Thurs 14 September 11-11.45am

These sessions are run by The Social Investment Consultancy (TSIC). Booking links will soon be available on our [Capacity Building Programme webpage](#).

Small/Medium Grant Scheme

Value: up to £15,000

Project Duration: 6-12 month projects

Outcomes: Minimum of three short, medium, or long-term outcomes must be demonstrated

Eligibility: Individuals; Schools; not for profit organisations with less than £1.5 million turnover (Local Boroughs (Newham, Hackney, Waltham Forest, Tower Hamlets) and East Bank partners are exempt from turnover)

Timeline of Process

- Online applications open Monday 24 July and closes on Friday 22 September 2023
- Grant guidance workshops 2-15 August - [BOOK HERE](#)
- Using the Outcome/Impact Framework workshops 24 May-14 September
- Awarded - week commencing 27 November 2023
- Commencement of projects - January 2024
- Completion of projects -- January 2025

Review Process: All applications will be carefully reviewed and evaluated against the four key core foundation themes as well as short, medium, and long-term goals, expected impact, user, and beneficiary groups and budgetary spend.

Shortlisting will take place internally via our online system and by three team members. Final awarding will be decided by the Foundation's Grant Assessment panel feedback will be given to all applicants in the first instant via our capacity building programme workshop, followed by potential 121 requests, however level of feedback will be dependent on size of grant applied for.

Additional Considerations:

- Consideration to a strong youth focus for Future Change Makers
- Consideration for provision of direct training/workshops/bursaries/ travel expenses
- If you are a school applying, you must evidence that the funding applied for will not be for core school day/curriculum activity
- If you are applying for the maximum level of funding, you must evidence why the full amount is needed and where it will be used.

HOW TO APPLY

We are now using our grant management software Flexigrant for online applications.

foundationforfuturelondon.flexigrant.com

The link can be accessed via the [Small Grant Scheme](#) and [Medium Grant Scheme](#) webpages.

Large Grant Scheme

Value: up to £50,000

Project Duration: 12-month projects

Outcomes: Minimum of five medium and large outcomes must be demonstrated

Eligibility: Schools; Not for profit organisations with less than £1.5 million turnover -- Local Boroughs (Newham, Hackney, Waltham Forest, Tower Hamlets) and East Bank partners are exempt from turnover)

Additional Criteria:

- A partnership and/or consortium approach to the project must be evidenced and is essential for being awarded a large grant. If you are a local borough or East Bank Partner applying, the partnership must be a strong partnership with an equitable budget split between the project's partners. If you have not yet considered a partnership project, we encourage organisations to come together and explore this through our offered partnership training workshop above
- If you are a school applying, you must evidence that the funding applied for will not be for core school day/ curriculum activity
- If you are applying for the maximum level of funding, you must evidence why the full amount is needed and where it will be used.

Timeline of Process

- Expression of Interest portal opens Tuesday 2 May and closes Friday 16 June
- Using the Outcome/Impact Framework workshops 24 May-14 September
- Building partnerships and networks for new projects -- Large Grant Scheme only -- Tuesday 9 May 1-2.30pm [BOOK HERE](#)
- Building partnerships and networks for new projects -- Large Grant Scheme only -- Tuesday 16 May 6-8pm [BOOK HERE](#)
- Shortlisted projects notified by 21 July
- Shortlisted full applications portal opens Monday 24 July and closes on Friday 22 Sept 2023
- Grant guidance workshops 2-15 August - [BOOK HERE](#)
- Awarded - November 2023
- Commencement of projects - January 2024
- Completion of project -- January 2025

Review Process

Expression of Interests will be carefully reviewed by two team members and evaluated against the four key core foundation themes and suggested expected impact. Those shortlisted will be invited to complete a full application.

Full applications will then be shortlisted internally via our online system and by three team members. Final awarding will be decided by an impartially selected community panel, who will have gone through an application process to be on that panel. The decision of this panel will be ratified by the Foundation's board of Trustees. On occasion, we may request further information to help us determine the outcome of any application. Feedback will be given to all applicants in the first instant via our capacity building programme workshop, followed by potential 121 requests, however level of feedback will be dependent on size of grant applied for.

HOW TO APPLY

We are now using our grant management software Flexigrant for online Expression of Interests and applications: foundationforfuturelondon.flexigrant.com

The link can also be accessed via the [Large Grant scheme](#) webpage.

Additional Information

Applicant Requirements

- We will only accept applications for **Large Grants** from organisations that have attended one of the workshops to fully understand that outcomes for large grants. If your Expression of Interest is successful, you will be invited to meet with a member of the team to discuss your project.
- Applications for re-funding for existing Foundation funded projects must have strong evidence of previous impact, ongoing need for the project and demonstrate a compelling case of project development, growth and ongoing future sustainability plans.
- Be a not-for-profit organisation that is formally constituted i.e. has a signed governing document in the group's name. This includes unincorporated associations and community groups, registered charities, social enterprises (including those run as a sole trader), schools, Community Interest Companies (CIC), Charitable Incorporated Organisations (CIO), companies limited by guarantee and faith groups where the project clearly does not promote a particular religious or political view
- Local Boroughs of Newham, Tower Hamlets, Hackney and Waltham Forest and East Bank Partners may apply
- An individual applying to the Small Grant Scheme must be able to provide two references.
- If you are an individual or non-registered group applying, you must be living, working, or studying in one of the four London Boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest
- Be connected with and meet the needs of the local communities in the London Boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest
- Have good financial management procedures, including keeping records of income and expenditure

- Have a comprehensive safeguarding policy in place if working with children and young people under the age of 18 or vulnerable adults
- Have a commitment to, or are working towards, London Living Wage where possible
- We will expect you to sign up to the Foundation's pledge for commitment to Equality, Diversity, and Inclusion.

Additional Access Support

We recognise discrimination is an issue that impacts much of our society, and we are proud to be a part of a community that counters this at any given opportunity. As a result, we actively encourage applications from people of all faiths, races, gender identities, sexual orientations, economic circumstances, and backgrounds, as well as those from disabled communities. No educational qualifications are needed to join our programmes.

If you require adjustments or access support to take part in the application process or to participate in the Capacity Building Programme due to a disability, neurodiversity, caring responsibilities or for any other reason, you will be able to provide details in the application form or contact us to discuss further.

If you need any of the information about this Fund in a different format, please contact us at Grants@future.london

What We Will And Won't Fund

You can apply for funding to cover project activities and staffing, running costs related to the project and the purchase of equipment you need to deliver your activities. We can fund a mix of project activities, operating costs, and organisational development but all costs must directly relate to the delivery of proposed outcomes.

The Westfield East Bank Creative Futures Fund will not fund:

- Expenditure or activities that have already taken place
- Religious or political activity (we will accept applications from religious organisations if they can clearly demonstrate wider community benefit)
- Services that are a statutory responsibility (i.e. are the responsibility of the Council, Government or Health Authorities)
- Projects or activities that have no community or charitable element
- Foreign travel
- Projects that do not have a strong arts/cultural component
- Personal projects or activities that have no public benefit for residents of Hackney, Newham, Tower Hamlets or Waltham Forest
- Activities placed in a formal education setting as part of the core curriculum
- Recurring or on-going projects costs such as regular workshops/existing provisions

Documents

Depending on level of funding required, the following documents may be requested at application submission or upon awarding of the grant, so please be ready to submit them. If you are concerned that you do not have these documents in place, please speak to a member of the team who may be able to offer advice, support, or alternatives.

- Two references for applications from individuals
- Constitution or articles of association
- Approved accounts or a record of income and expenditure for the organisation
- One bank statement dated within the last three months evidencing the organisation's account details. If this is not possible, alternatives may be explored with the team
- Public Liability Insurance
- Licenses and Risk Assessments
- Confirmation of partnerships/references
- Equality & Diversity Policy
- Safeguarding Policy

Tips For Applying

- Answer all the questions
- Consider access and inclusion as a central part of your proposal
- Make sure the idea fits the criteria of the fund and is focused on delivery against the Foundations short, medium and long term outcomes
- Use simple, clear language to sell us your idea
- Evidence local community connection and involvement in your project
- Apply for the amount of funding your project requires and not the maximum amount available

If You Are Not Successful

We have limited funds and all applications are assessed carefully against the Westfield East Bank Creative Futures Fund Outcomes to ensure a fair spread of funding across each of the boroughs. We are expecting a strong demand for all strands and will also be prioritising projects where funding is likely to make a bigger difference such as projects with lower levels of matched funding, not in receipt of statutory funding or previous support from the Foundation, etc.

If your project is not successful, we will email you to let you know our decision. Where possible, we will endeavour to provide feedback on your application; however, you will be free to reapply in future rounds.

If You Are Successful

If you are successful in being awarded a grant, you will receive an offer letter and a copy

of a grant agreement setting out any conditions relating to the offer.

This will also be an opportunity for us to raise any questions, project changes or suggestions identified during the application assessment, define future check-in points, and discuss further wrap-around capacity building support. To accept the grant offer, the signed grant agreement will need to be returned to the Foundation along with an invoice to release the funding, which will be paid to your bank account or nominated account via BACS, in staged payments as applicable.

If the applicant no longer wishes to receive the grant, or to terminate the application at any point, this must be received in writing.

Monitoring and Reporting

You will be expected to keep and provide the following:

- Financial records of how the grant is spent, including receipts and invoices
- Records and evidence of the identified outputs e.g. number of people benefiting, number of sessions, audience numbers, records of attendance etc.
- Records of the identified outcomes e.g. the difference the project has made to participants, participant feedback, staff observations, external reports from partners
- Anything that your organisation has learned from delivering the activities
- Photographs and videos of the project activities (if appropriate)
- A case story from at least one participant

It is important to gather information throughout the duration of your activities. These pieces of information must be submitted in an end of grant report.

We are aware that monitoring and reporting, particularly demonstrating impact, can be a daunting process. Therefore, the team, plus expertise from an external evaluator will be available to support you and your project through the process.

The contribution of Foundation for Future London/Westfield East Bank Creative Futures Fund/Westfield Stratford City must be acknowledged in any promotional literature or annual report issued in line with the marketing and communications guidelines, which will be provided and can also be found on [our website](#). We reserve the right to use any photographs or details of the project in any future literature and/or promotion.

Contact Details

For any initial programme queries or to arrange a call please email: Grants@future.london

For any queries regarding the Capacity Building Programme and workshops please email: Capacitybuilding.ffl@outlook.com

FAQS

Do I have to complete my application in one go?

Yes, the online form must be completed in one go, so you need to prepare your proposal offline first. You can download all questions in the form (PDF download).

Can I apply if I am already receiving funding, training, or any other support from Foundation for Future London?

You can still apply if you are either already receiving funding from the Westfield East Bank Creative Futures Fund, or from a different Foundation for Future London programme. However, you must be clear if this application is for a new project or an extension to the already funded project. Need for the new project or additional funding must be evidenced by provision of an impact report from the previous project.

Can I submit more than one application for different schemes?

Applicants can only apply for one grant scheme in this round, unlike in previous years.

Will you consider applications for others strands if they are better suited?

If the assessment team feels the application is more suited to a different strand, we will flag this up to the applicant. However, the applicant would need to apply again as information for the strands may differ at some points.

Can I apply to fund a project that aligns with a previously funded programme of work?

The Foundation is keen to fund projects where our funding is likely to have a greater impact but your project can be linked to other work or a wider project. What is key is that the idea you're proposing should be new, additional and demonstrate a clear project development.

Would it be good to have match funding?

We encourage applicants to explore other avenues of funding to match our funding and enhance the project outputs and outcomes, but it is not essential for our funding scheme.

Can I talk to you about my project before I apply?

Please contact us on grants@future.london to arrange a pre-application conversation. Attending the pre-application workshops will also be beneficial.

How do I appeal a decision made by the grants panel?

If unsuccessful in your application, you will receive feedback. Feedback detail level will be dependent on which strand you are applying for and at which point you have been unsuccessful. If still dissatisfied at that point of the decision, you can email grants@future.london to lodge an appeal. You must evidence why you are appealing. This will be taken to the Foundation's Grant's Committee for a final decision.

APPENDIX

Funding Support Areas and Beneficiaries Priorities

Equality, diversity, and inclusion are at the forefront of the Foundation's grant giving. We actively encourage applications from all communities. We want to make sure

funding opportunities reach a wide audience and serve to support locally rooted charities and community focused initiatives.

To get a better understanding of the support areas and beneficiaries the Foundation’s funding seeks to target, see our list of groups below. We encourage applications from these support areas, as research and feedback from the communities indicate the highest need.

However, projects with other areas/beneficiaries can still apply for grant funding and will be considered the same if need is demonstrated.

Issue/Support Area Project Is Tackling	User Group/ Beneficiaries	Ethnicity of Beneficiaries/ User Groups	Age Group of Beneficiaries/ User Groups
Community Support and Heritage	Young Families/Lone Parents	White British/Irish/Welsh/ Scottish, Northern Irish/ any other White background	Early Years (0-4)
Research and Innovation	Older People	Gypsies & Travellers	Children (5-12)
Health & Wellbeing including Mental Health & Long- Term Illness	Children/Young People	Black Caribbean British & White	Young People (13-18)
IT/Technology	LGBTQI+	Black African British & White	Young Adults (19-25)
Covid-19 Recovery	NEET (Not in Employment, Education or Training)		Adults (26-65)
Creative Placemaking	Long Term Unemployed	Asian British & White	Seniors (65+)
Arts and Culture	Substance Misuse/Addiction	Other Mixed Ethnicities/Multiple Ethnic backgrounds	
Education, Learning & Training	Physical or Learning Difficulties	All ethnicities	
Domestic Violence	Mental Health Issues	Asian & Asian British	
Crime & Safety & ASB	Refugees/Asylum Seekers/Immigrants	Indian	
Poverty & Disadvantage	Women	Pakistani	
Social Inclusion & Fairness	Men	Bangladeshi	

Discrimination	Ex Offender/Risk of Offending	Chinese	
Supporting Family Life/Caring Responsibilities	Local Residents	Any other Asian background	
Environment/Improving Surroundings	People in Care	Black, African, Caribbean or Black British	
Homelessness	Low Skill Levels	Caribbean	
Cultural/Racial Integration	Living in Poverty	African	
Refugees/Asylum, Immigration	Victims of Crime/Violence/Abuse	Any other Black, African or Caribbean background	
Sport & Recreation	Gypsy, Roma and Traveller Community	Arab or Arab British	
Substance Abuse and Addiction	Vulnerably Housed	Latin American/Latinx or Latin American/Latinx British	
Violence, Exploitation, Sexual Abuse		Any other backgrounds	
Disability/Access Issues			