

Creative, Confident Communities Pre-application Q&A

14 November 2024, 11.00am to 12.30pm

Panel

- Veda Harrison, Director of Creative, Confident Communities (Host)
- Alison Holdom, Funding Manager Lead – Creative, Confident Communities
- Rosa Sulley, Funding Manager Lead – Creative, Confident Communities
- Luna Dizon, Communications Manager (Q&A support)



Welcome and plan for the session

- Quick introduction to Esmée
- What we don't fund
- Creative, Confident Communities
- What we consider when making decisions
- Application process
- Q&A

About Esmée

We aim to improve our natural world, secure a fairer future and strengthen the bonds in communities in the UK.

We want to play an active role ourselves, using our **range of tools** to effect change.

As well as **grants**, we also make **social and impact investments**, **convene** and **broker alliances**, **commission research**, and use our **influence** to achieve our goals.

£45m to £50m yearly grant budget

200 grants awarded a year (roughly)

Strategic framework

Impact goals by 2030

Aims

Our Natural World

is protected, restored and improved



A Fairer Future



Creative, Confident Communities



Preserved and improved species health and habitats

Clean and healthy freshwater

Sustainable and ethical food

Improved systems, policy and practice

Organisations are strengthened to use their power to tackle systemic injustice and inequity

Organisations work together and build movements to tackle systemic injustice and inequity

Communities use their power to make change happen

Local economies work better for the people who live there

Culture and creativity build thriving communities

Priorities to the end of 2027

Peat

Space for nature

Freshwater

Nature friendly farming

Fishing in tandem with nature

Art and creativity making change

Children and young people's rights

Racial justice

Gender justice

Migrant justice

Communities working together for change

Community driven enterprise and regeneration

Community-led art and creativity

Creative, Confident Communities (CCC)



Priorities

Communities working together for change



Community driven enterprise and regeneration



Community led art and creativity



Long-term outcomes

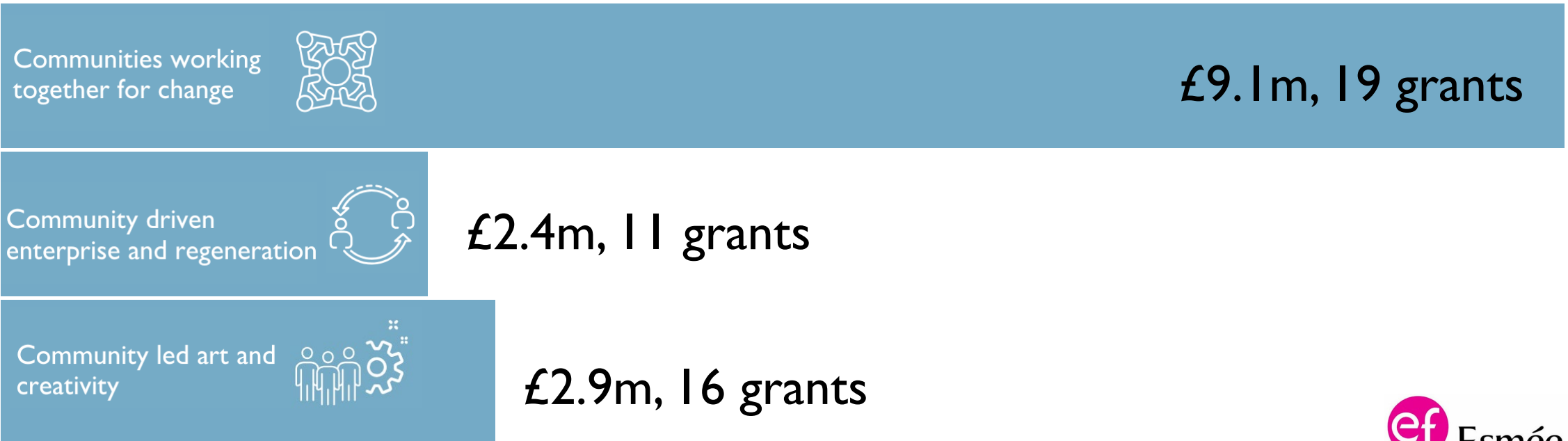
- Local people come together to determine equitable and aspirational visions of what they want their community to be.
 - Communities and their local corporate, cultural, public, voluntary and community sectors, work better together to achieve collective change.
 - Local people are able to exert more influence over the decisions that affect their lives and are the drivers of change.
- An increase in community owned assets and community wealth-building models drives greater reinvestment in local economies, reducing economic inequality.
 - Community-led enterprises are a proven and widely adopted model that underpin fairer local economies.
 - Community-led approaches to the local economy positively contribute to nature and climate.
- Local people and local artists lead creative and cultural activity in their communities.
 - A collaborative approach to creativity and culture enables people to work together to strengthen their community.
 - Local and regional cultural strategies are shaped by citizens and impact wider decision making and agendas for change.



Grants – in numbers

In 2023, Creative, Confident Communities had a **£14.5m** grant budget.
Between **40 to 50** grants awarded a year

Funding in 2023



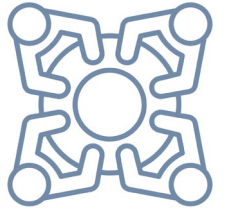


Applying for support in Creative Confident Communities

We are looking for work that:

1. **Puts the place first:** responsive to the needs of local people.
2. **Is community-led and collaborative:** local people have decision-making power.
3. **Leaves a positive legacy:** developing long-term community capacity and resilience.
4. **Prioritises equity:** principles of fairness and equity are embedded in the approach.
5. **Creates long-term change:** disrupting what does not work and pushing things forward in a new way.
6. **Has scope to spread:** projects that can expand their influence beyond their initial impact

Communities working together for change

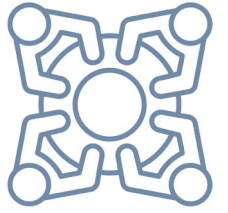


Long-term outcomes:

1. Local people come together to determine equitable and aspirational visions of what they want their community to be.
2. Communities and their local corporate, cultural, public, voluntary and community sectors, work better together to achieve collective change.
3. Local people are able to exert more influence over the decisions that affect their lives and are the drivers of change.

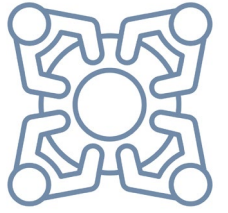


Communities working together for change



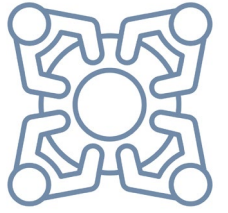
Long-term outcome	Work we want to support	Case studies
<p>Local people come together to determine equitable and aspirational visions of what they want their community to be.</p>	<ul style="list-style-type: none">• Provides the opportunity for communities to safely connect, convene and organise themselves to identify what their local priorities for change are.• Provides space for local people to create and share positive and hopeful narratives about what their community is and what they want it to be.• Is representative of the diversity of the communities in the local area.	<p>People's Voice Media</p> <p>Thames Life</p>

Communities working together for change



Long-term outcome	Work we want to support	Case studies
<p>Communities and their local corporate, cultural, public, voluntary and community sectors, work better together to achieve collective change.</p>	<ul style="list-style-type: none">• Takes a partnership approach where the corporate, cultural, public, voluntary, and community sectors work together with local people to deliver collective change.• Strengthens and sustains financial, political and operational power-sharing between local people and local public agencies and civil society organisations.	<p>We're Right Here</p> <p>Action for Communities in Cumbria (ACT)</p>

Communities working together for change



Long-term outcome	Work we want to support	Case studies
<p>Local people are able to exert more influence over the decisions that affect their lives and are the drivers of change.</p>	<ul style="list-style-type: none">• Aims to foster and build leadership skills, knowledge, and capacity within communities.• Identifies and dismantles barriers that prevent marginalised local people from participating in community-led decision making.• Explores alternative models of local governance and sharing power that leads to greater depth and breadth of involvement by local people in decision making.	<p>Community Organisers</p> <p>LocalMotion</p>

Community driven enterprise and regeneration



Long-term outcomes:

1. An increase in community owned assets and community wealth-building models drives greater reinvestment in local economies, reducing economic inequality
2. Community-led enterprises are a proven and widely adopted model that underpin fairer local economies.
3. Community-led approaches to the local economy positively contribute to nature and climate

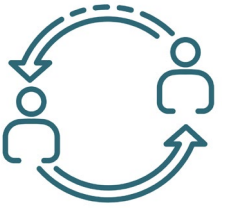


Community driven enterprise and regeneration



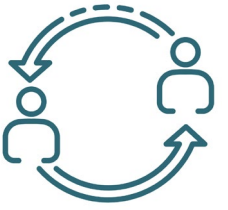
Long-term outcome	Work we want to support	Case studies
<p>An increase in community owned assets and community wealth-building models drives greater reinvestment in local economies, reducing economic inequality</p>	<ul style="list-style-type: none">• Demonstrates models of asset ownership or re-investment in local economies that respond to local context and are community-led. We are particularly interested in work that is safeguarding social infrastructure for communities.• Builds the capacity of communities to manage or own assets themselves through training, advice, access to finance and/or by creating local support infrastructure organisations and networks. We are particularly interested in work that is supporting communities that have been historically marginalised.• Builds new partnerships and ways of working between the public, private and community stakeholders in a place to enable community asset ownership.	<p>Community Land Scotland</p> <p>Nudge Community Builders</p> <p>Plunkett UK</p>

Community driven enterprise and regeneration



Long-term outcome	Work we want to support	Case studies
<p>Community-led enterprises are a proven and widely adopted model that underpin fairer local economies.</p>	<ul style="list-style-type: none"> • Builds resilience in the community-led enterprise sector and helps it to scale – either at a national or local level. This could be through capacity building, advice, network building, funding etc. • Is testing and building understanding of how community-led enterprises can access alternative models of finance. • Addresses the systemic barriers that can prevent minority-led community enterprises from accessing advice and finance. • Supports the community-led enterprise sector to become more established and helps to demonstrate its economic, social and environmental value to a wider audience <p>It is unlikely that we would fund a sole community-led enterprise under this long-term outcome unless they can demonstrate how they are delivering against the criteria above <i>and</i> can offer learning for the wider sector.</p>	<p>Kindred</p> <p>Made in Marningham (Participate Projects)</p>

Community driven enterprise and regeneration



Long-term outcome	Work we want to support	Case studies
Community-led approaches to the local economy positively contribute to nature and climate	<ul style="list-style-type: none">• Demonstrates alternative models or approaches to economic development which drive positive impacts for nature and climate (e.g. circular economy or Donut Economics principles).• Builds community knowledge, trust and consensus around climate change and puts local people at the heart of decision-making and action.	Northern Roots Foothold Cymru Down to Earth Project



Community-led art and creativity

Long-term outcomes:

1. Local people and local artists lead creative and cultural activity in their communities.
2. A collaborative approach to creativity and culture enables people to work together to strengthen their community.
3. Local and regional cultural strategies are shaped by citizens and impact wider decision making and agendas for change.

Please note: all applications in this priority will need to contribute to both the first *and* second long-term outcomes. If your work is a good fit to the third long-term outcome, your application will need to contribute to *all three* long-term outcomes.





Community-led art and creativity

Long-term outcome	Work we want to support	Case studies
<p>Local people and local artists lead creative and cultural activity in their communities.</p>	<ul style="list-style-type: none">• Demonstrates the impact of community-led creativity and culture making change in neighbourhoods.• Is representative of the diversity of the communities in the local area.• Is managed using co-leadership models between local people and organisations.	<p>Restoke</p> <p>Back to Ours</p>



Community-led art and creativity

Long-term outcome	Work we want to support	Case studies
<p>A collaborative approach to creativity and culture enables people to work together to strengthen their community.</p>	<ul style="list-style-type: none">• Involves collaboration between local people and organisations from the arts and other sectors.• Strengthens and sustains collaborations between local people and organisations to create change.• Is part of local, regional or national alliances or networks that share learning and demonstrate the benefits of community-led creativity.	<p>Create Gloucestershire</p> <p>NoFit State Community Circus</p>

Community-led art and creativity working together for change



Long-term outcome	Work we want to support	Case studies
Local and regional cultural strategies are shaped by citizens and impact wider decision making and agendas for change.	<ul style="list-style-type: none">• Uses creativity to create routes for people to set local agendas and take part in decision-making in their neighbourhoods.• Aims to build support from policy-makers and funders for involving local people in designing strategies for culture and creativity and other local decision-making.	Citizens in Power National Youth Theatre

Watch a short video on how to apply

If you can't see the video, you can [watch the video on YouTube](#).



Behind the scenes



Expressions of Interest (EOI) reviewed

EOIs are reviewed against our criteria and the outcomes we're working to in our strategy.

We get many more requests than we can fund so the EOI is intended to be quick – to avoid people investing more time applying if it is unlikely we will fund the work.

[Learn more about the main reasons for turning down applications.](#)



Applications considered at staff meetings

We invite applications we progress further for a conversation to learn more.

These applications are considered at regular staff meetings. The team consider potential opportunities in line with our strategy and other work we fund, and whether to progress the application and invite to full proposal. This is based on what we believe is the most effective use of our resources.

When making decisions, we consider:

- **Track record:** we look at successes, but also what was learned when things don't go to plan.
- **Connections:** how could this link to and complement other work we support, and increase the combined impact?
- **Broader context:** what are the opportunities and barriers? Who are the allies, and collaborators? What influence or leverage will the work have?
- **The difference our support could make:** what value could our funding and extra support add to this work?

Diversity, Equity and Inclusion (DEI)

We are committed to understanding, tracking, improving and sharing our progress on diversity, equity and inclusion

- **Expression of Interest:** applicants complete a DEI monitoring form about their organisation – using the [DEI data standard](#).
- **Proposal:** we ask applicants to tell us about their approach to DEI within their organisation and through their work.

How we use the information:

- Helps us understand who our funding is reaching as well as identify and address structural inequity in our funding.
- Part of our assessment of applications.
- We're interested in how people and communities most impacted by the issues shape the work.

[Learn more about how we use your information](#)

Applications through our website in 2023

Applications to ALL Esmée's priorities

1030 eligible EOIs reviewed

68 7% of EOIs invited to full proposal

63 93% of proposals awarded a grant

Applications to Creative, Confident Communities

472 eligible EOIs reviewed

19 4% of EOIs invited to full proposal

16 84% of proposals awarded a grant

How do you get on our radar?

We're being more proactive

- Attending sector and community events.
- Research into our areas of work: reports as well as what's in the news and social media.
- Recommendations from partners.

We're staying open

- The EOI stage is open for you to tell us that you're interested in our funding and support.
- If we don't think your work is a strong fit for our strategy, we can let you know sooner and save you time working on a full application.

What we don't fund

- Work that is not legally charitable – by this, we mean work that does not fall within one of [13 descriptions of charitable purposes](#). See our [FAQs](#) for more information about the [kinds of organisations we support](#).
- Work that does not have a direct benefit in the UK.
- Organisations with an annual turnover of less than £100,000 (see our [FAQs](#) on [how we assess turnover](#)).
- Organisations without at least three trustees or directors (the majority of whom should be non-executive).
- Organisations without an asset lock or other general term designed to ensure that the assets, including any profits generated, are used for the benefit of its community or to further its activities or mission (see our [FAQs](#) on [kinds of organisations we support](#)).
- Grants for less than £30,000.
- Grants to individuals.
- Capital costs including building work, renovations, and equipment (the exclusion applies to grants only, we may make social investments for these).
- Academic research – unless it can demonstrate real potential for practical outcomes.
- Healthcare with a clinical basis, including medical research, hospices, counselling and therapy, arts therapy, education about and treatment for drug and alcohol misuse.
- Independent education – by this, we mean work which takes place or is delivered by fee-paying schools.
- Work that is primarily the responsibility of statutory authorities.
- The advancement of religion.

What makes a good EOI – an example

What would you like Esmée to support?

We will create a model of shared ownership of the Manningham Mills Community Hub - supported by a coaching approach to unlock the potential of people to transform communities. We are seeking funding for: Community Enterprise Coach, Hub Manager and running costs.

What's the change you are focused on achieving and how is your organisation well placed to deliver it?

Local people will be at the heart of creating and running a unique space for community led enterprise - a catalyst for the development of ideas and approaches to tackle the challenges of place.

We will find individuals and groups with the ideas to change their community. We understand that people don't always have the resources, experience or networks to realise their ideas – so Participate and Equality Together will open the door to involvement and participation through coaching, welcome people into a creative space to develop ideas, and use their experience, influence and networks to help ideas become enterprises.

Community and local enterprises will flourish within the Manningham Ideas Hub space; growing and developing, taking additional space when needed and working together for mutual support; retaining and increasing wealth in the local community. The enterprises will have flexibility to be innovative and explore new ideas – building confidence and economic growth. We will explore shared approaches to resources, purchasing, local supply chains and creating a collaborative economy.

Manningham Mills is in one of the most disadvantaged places in the UK, home to a large Asian Muslim community. People here face additional barriers when it comes to being economically active and this project focuses on addressing these barriers. Equality Together has long term tenure of the Hub and Participate has delivered the Power to Change Empowering Places Catalyst for the past 3 years in Manningham.

Wider Impact will be achieved through sharing experience via the Power to Change network and NEF/CoopsUK/CLES/Participate Innovation in Business Community of Practice.

What makes a good EOI: Tips

- **Be clear about what you're asking for funding for** – this could just be a line or two like in the example.
- Remember that we also look at your website – this helps us understand more about your organisation and track record. So, **use the EOI to focus on your work in relation to our strategy.**
- The example:
 - Gives a strong sense of what they're aiming for and shows an understanding of what the change will feel like and how they will get there – including why the work is needed in that specific place, and how this builds on previous work.
 - Good balance of who they are as an organisation, what they are trying to do, and the people and partnerships that will be involved.
 - Is clear that the local community will be at the heart of the change and there are clear links to our priorities in Creative, Confident Communities.
 - They give brief descriptions of the activities and also talk about the broader, systems and long-term change they're seeking.

Support applying and further information

- [Accessibility-related support](#)
- Our online [FAQs](#)
- Search our [funding data on GrantNav](#) (you can also use the tool to find funding data for other funders – [tips for using GrantNav](#)). We also share stories of work we've funded on our website under the relevant funding priority.
- Watch our previous webinars for more on our strategic aims:



[A Fairer Future](#)



[Our Natural World](#)

Other useful resources

- Information on [other funding sources](#) including a comprehensive guide to fundraising for small organisations and links to funding directories.
- [Useful sector resources](#) on a range of topics including fundraising, legal, campaigning, digital and safeguarding.

For more information:
www.esmeefairbairn.org.uk

Email: communications@esmeefairbairn.org.uk

Find us on social media

