



Dance Enterprise Ideas Fund

Application Guidelines

Part of the Dance Enterprise Hub

Funding and support to help your creative idea become a reality

The Dance Enterprise Ideas Fund is designed to enable dance creatives to research, test and/or launch new artistic and entrepreneurial ideas. We will host a live pitching session as part of the Dance Enterprise Ideas Summit where the funds will be awarded by a panel of industry experts. Additionally, successful applicants will benefit from mentoring and in-kind support from the partners.

What do we mean by dance enterprise?

'Knowing what you want, knowing what you want to say, knowing how to say it and to whom, taking opportunities and having strong values and integrity will make for an entrepreneurial dancer.'

The concept of enterprise is notoriously ambiguous. National strategies to promote enterprise have been a feature of government policy for many years. We have recently witnessed a growing interest among different stakeholders within the arts in developing entrepreneurship, commercial awareness and work-related skills for arts practitioners, students and participants with the purpose to encourage more people to start up in business, develop and sustain careers within the sector and supporting the arts. But there is an emerging consensus that enterprise is not simply about the administrative skills required to start up a business. Instead, enterprise can be interpreted as being more about ways of doing, seeing, feeling and communicating.

[Taken from a paper by Zaferenia Brokalaki, Dance Enterprise Hub Researcher, Kings Cultural Institute]

Who is investing?

East London Dance has brought together an eclectic mix of creative and commercial organisations to invest in these ideas, therefore expanding the resources and support available to independent dance creatives.

Core Partners who are investing cash funds:

- East London Dance
- Canary Wharf Arts + Events
- English National Ballet
- Foundation for FutureLondon
- Redbridge Drama Centre
- Rich Mix
- Sadler's Wells

Supporting Partners who are offering in-kind support to the successful applicants:

- Hoxton Hall
- Studio Wayne McGregor
- University of East London

Who Can Apply?

The Dance Enterprise Ideas Fund is open to anyone over the age of 16 years with a great dance idea. It doesn't matter where you are in your career – we believe ideas can be amazing whatever your experience. We just want to know you have the drive to make them happen. We welcome applications from dancers, choreographers, teachers, producers and creatives with an interest in dance. You can apply as an individual or as a company.

We particularly encourage applications from culturally diverse and/or disabled people.

What kind of ideas do we want to support?

The Dance Enterprise Ideas Fund is aiming to support independent dance creatives to research, test or launch an idea. This could be a completely new idea or a development of something you are already working on.

We will prioritise investing in high quality creative ideas that:

- Introduce a new approach or demonstrate originality of thinking
- Have clear aims for sustainability and long-term development – we are less interested in funding one-off activities
- Demonstrate an entrepreneurial approach to establishing a business model for the idea – we want you to have thought about how it will be resourced in the future
- Are realistic, achievable and relevant
- Reveal a passion and commitment to helping make positive change – this could be the social impact of your work and who you work with, raising debate through the subject matter you want to tackle in your work, or by improving the sector by seizing an opportunity or gap that you have spotted
- Has a connection to East London – whether it happens here or benefits people living here

The funds do not have to directly result in a public outcome (although this would be welcomed) but you must clearly demonstrate how they will be used to help make the idea become a reality.

How much can you apply for? What can the funds be used for?

There is a total fund available of £25,000. You can apply for **up to £5,000**.

We advise you consider the following scales based on the type of support you are requesting:

- Up to £1500 to support **research** of your idea
- Up to £3000 to **test** or pilot your idea
- Up to £5000 to support the **launch** of your idea

Funds could be used for everything from visits and 'go-sees' to practical time in the studio, from market research to website development.

We do not expect you to have match funding in place at this stage but you must show clear thinking about where you can raise funds from in the future.

What is the panel interested in?

The decision making panel, made of the core partners listed on page 1, will all have their own additional priorities in what they wish to invest in, which is worth bearing in mind when pitching. The panel has expressed interest in:

- Outdoor dance
- Digital distribution and live streaming – ideas that connect with digital audiences
- Youth led ideas
- Dance theatre – ideas that explore narrative and story telling
- Ideas that can work with health or education sectors

This doesn't mean your idea has to relate to these but may be beneficial if it does.

What additional support can you ask for?

The Dance Enterprise Ideas Fund Core Partners and Supporting Partners aren't just interested in funding your idea. Together we have a huge range of expertise and access to in-kind resources that may be helpful in developing or presenting your idea. We are interested in how your ideas can expand our programme offers and support us to reach more people.

Therefore we encourage you to think about what in-kind support you may be interested in such as studio space, performance opportunities, mentoring, hot desk facilities.

Successful applicants will be allocated an Ideas Mentor who will help broker access to this additional support.

What is the timeline for delivery?

Funds must be spent between April 2016 and March 2017.

What is the application process?

Please complete and submit the application form by **Monday 22 February 2016, 10am** by emailing Amy Sheppard, Dance Enterprise Hub Manager on amy.sheppard@eastlondondance.org. If you would prefer to record your answers on film, you may submit a video application as an alternative.

If you require any additional support with your application or would like to submit a video application, please contact Amy Sheppard on 020 8279 1050.

Applications will go through a first stage shortlisting and successful applicants will be invited to pitch their idea to the panel on **Monday 21 March 2016** at Stratford Circus Arts Centre. You will hear whether you have been shortlisted by Friday 4 March 2016 so you have at least two weeks to prepare.

If invited, you will have 5 minutes to pitch your idea – 3 minutes for a presentation plus 2 minutes for questions.

The pitching will take place as part of the Dance Enterprise Ideas Summit on Monday 21 March 2016 in front of a live audience. We expect all applicants to attend the full day of the Ideas Summit. You will know by the end of the day if your idea has been awarded investment.

About the Dance Enterprise Hub and Ideas Summit

Dance Enterprise Hub

East London Dance launched the Dance Enterprise Hub in April 2015 with support from the Legacy List (now Foundation for FutureLondon). The Dance Enterprise Hub offers a programme of skills development, creative incubation for new ideas, start up funding and mentoring to enable independent dance artists and producers to establish sustainable and successful creative businesses and/or careers. We are building a powerful network of organisations and individuals to find new ways to share resource and expertise, nurture future talent, produce relevant and innovative new work, and grow dance audiences and participants.

The core aims of the Dance Enterprise Hub are:

- **Employability** - support and enable the current and future dance workforce to develop long-term sustainable careers
- **Collaboration** - bring together organisations across east London that deliver, present or support dance to share plans, knowledge and information, identify and address gaps in provision and ensure a joined up and coherent dance offer across east London
- **Artist Excellence and Innovation** - continue to champion, support and present artistic innovation and excellence by the most talented artists living and/or working in east London
- **Engagement** - increase audiences and participants for dance across east London, ensuring we reach those that are least likely to participate in the arts
- **Unlocking Resource** - maximise resource for dance through developing a sharing economy, tapping into under-used spaces, providing pathways for independent artists to navigate and support on offer by the partners, placing value on skills and expertise

Dance Enterprise Ideas Summit

Join East London Dance for an inspirational day discussing, generating, exchanging and pitching enterprising dance ideas.

To celebrate the first year of the Dance Enterprise Hub, East London Dance is hosting an Ideas Summit to bring together the artists, producers, venues and organisations from east London and beyond to explore innovation and enterprise in dance.

The Ideas Summit will include a stellar line up of speakers, round table, debates, ideas match-making and a panel awarding investment to those pitching their ideas.

*Monday 21 March 2016, 10am – 6pm + post event reception
Stratford Circus Arts Centre, Theatre Square, London E15 1BX
£10*

If you have any questions, please contact
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