



# Ideas Fund Application Guidelines

**Funding and support to help your creative idea become a reality**

## What is the Ideas Fund

The 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 Ideas Summit where the funds will be awarded by a panel of industry experts. Additionally, successful applicants may benefit from mentoring and in-kind support from the partners.

## Who is investing?

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

Investing Partners:

- London College of Fashion
- Sadler's Wells
- English National Ballet
- East London Dance
- Redbridge Drama Centre

Supporting Partners who are offering in-kind support:

- Stratford Circus Arts Centre
- Studio Wayne McGregor
- One Dance UK

## Who Can Apply?

The Ideas Fund is open to anyone over the age of 16 years with a great idea. It doesn't matter where you are in your career – a great idea is a great idea whatever your experience. We just want to know you have the drive to make it 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 actively encourage applications from people with disabilities and from diverse backgrounds. We invite individuals to get in touch if they have specific access requirements.

## What kind of ideas do we want to support?

The Ideas Fund aims to support independent dance creatives to research, test and/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 filling gap that you have spotted
- Have 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?

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 continue to raise funds from in the future.

In addition to cash investment, the Investing and Supporting Partners are offering in-kind support including mentoring and free studio space.

### **What is the panel interested in?**

The decision making panel, made of the Investing Partners listed on page 1, will all have their own additional priorities for what they wish to invest in, which is worth bearing in mind when pitching. The panel want to see a breadth of ideas and project models but have expressed an interest in the following areas:

- Ideas that have a focus on mental health and well-being, with a particular attention on young people
- Digital distribution and live streaming – ideas that connect with digital audiences
- Fashion and Street style
- Dance and music collaborations
- Dance theatre – ideas that explore narrative and storytelling

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

### **What is the timeline for delivery?**

Funds must be spent between 1 April 2019 and 31 March 2020.

### **What is the application process?**

Please complete and submit the application form by **10am on Friday 15 February 2019**

Applications will go through a first stage shortlisting and successful applicants will be invited to pitch their idea to the panel and audience at the **Ideas Summit** on **Friday 29 March 2019** at Stratford Circus Arts Centre. You will hear whether you have been shortlisted by **Wednesday 20 February**.

If invited, you will have **5 minutes** to pitch your idea, the pitch will be 3 minutes followed by 2 minutes for questions from the panel. You will be offered a one-to-

one session to help you prepare for and practice your pitch on either **6 or 7 March 2019** (please see application form for details).

Successful applicants will be given a free ticket to the **Ideas Summit** and will be expected to attend the full day. You will know by the end of the event if your idea has been awarded the investment you have pitched for.

### **Video Links**

Some answers on the application form may be submitted via video. This will be indicated on the application form. You can do this by including a link to your video (and any passwords needed to access the video) on the online application form. Please do not send us any direct video files as we will not be able to download or view these).

### **Budget**

We require your application form to include a budget for the requested funds (figures may be estimated). Please note that we will not accept any applications without an attached budget. This is detailed in Section 3 – Your budget, on the application form.

We have provided a budget template guideline which you can download [here](#).

**If you are not available to attend the Ideas Summit on Friday 29 March then you are not eligible to apply for the fund.**

*If you require any additional support with your application, please contact the East London Dance team on 020 8279 1050.*

### **More about the Ideas Summit**

Building on the success of its first two years, East London Dance is once again hosting the Ideas Summit to bring together 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 and round table debates as well as the Ideas Fund pitching session. Full details can be found [here](#).

Join East London Dance for an inspirational day of discussing, generating and exchanging enterprising dance ideas. Tickets are on sale [here](#) but all successful Ideas Fund applicants will be offered a free ticket to the event.

*Friday 29 March 2019, 10am – 6pm  
Stratford Circus Arts Centre, Theatre Square, London E15 1BX*

**If you have any questions, please contact  
the East London Dance office:  
[office@eastlondondance.org](mailto:office@eastlondondance.org) / 020 8279 1050**

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*Investing partners are London College of Fashion, Sadler's Wells, English National Ballet, East London Dance, Redbridge Drama Centre and supporting partners are Stratford Circus Arts Centre, Studio Wayne McGregor and One Dance UK*