**Ideas Fund**

**Application Guidelines**

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

**What is the Ideas Fund?**

Ideas Fund is a partnership fund designed to support dance creatives linked to east London to research, test or launch new artistic and entrepreneurial ideas. Since its launch in 2016, a total of £60,000, plus in-kind support, has been awarded across three rounds.

You can see what ideas have been funded previously [here](https://www.eastlondondance.org/projects/ideas-fund/)

**Who is investing?**

East London Dance has brought together an eclectic mix of creative organisations in order to invest in your ideas, and expand the resources and support available to Ideas Fund recipients.

Partners:

* Dancers Career Development
* East London Dance
* English National Ballet
* One Dance UK
* Redbridge Drama Centre
* Sadler’s Wells
* Stratford Circus
* Studio 3 Arts
* Studio Wayne McGregor

**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 ambition 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 group/collective and applications from recent or new graduates are welcome.

In response to the pandemic, we will prioritise applicants who have been less able to access other forms of investment and support at this time.

We want this application process to be as accessible as possible and to remove any barriers that might prevent you from applying. We invite all applicants to get in touch if needed so we can best support you to apply. Contact details can be found at the end of this document.

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

The Ideas Fund aims to support 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.

In response to the pandemic, we are especially interested in supporting what you and your artistic community need to recover from the impact of COVID-19.

We will prioritise investing in high quality creative ideas that:

* Introduce a new approach or demonstrate originality of thinking
* Have clear aims for long-term development – we are less interested in funding one-off activities
* Are realistic and achievable
* Reveal a passion and commitment to helping make positive change, this could be through - 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

We are aware there is still a lot of uncertainty around activity involving the public and although welcome, there is no requirement for a public outcome as a direct result of this fund.

**What is the panel interested in?**

The panel want to see a breadth of ideas but have expressed an interest in the following areas:

* Ideas that focus on collaborative practice, connecting with your artistic peers or community
* 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 that focus on broadening reach and accessibility

If you believe your idea is strong enough and does not relate to these areas of interest, you don’t need to adapt it to fit, just be clear as to why you think the idea is important.

**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

The funds can support anything from visits, meetings to practical time in the studio, to market research and website development.

We do not expect you to have match funding or other support in place at this stage.

**What is the timeline for delivery?**

Funds must be spent between 1 August 2021 and 31 July 2022.

**What is the application process?**

It is an online application form which can be found [here](https://www.cognitoforms.com/EastLondonDance/IdeasFund2021).

You can pause and go back to your application at any point before you submit.

Please complete and submit the application form by **10am on Friday 2 July 2021**

Applications will go through a first stage shortlisting and successful applicants will be invited to pitch their idea to the panel on Thursday 22 July 2021. You will hear whether you have been shortlisted by **Friday 9 July**.

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 between **14-16 July** (please see application form for details).

The panel will be made up of artists, chosen by each partner organisation to represent them and the pitching will take place online.

If you, or any of your company members (if pitching as a group), have any barriers that may impede or prevent you from pitching/presenting live to the panel via an online platform, then do let us know so we can work to support you and remove those barriers.

**Video and Audio Links**

Some answers on the application form may be submitted via video or audio files. This will be indicated on the application form. You can do this by including a link to your video/audio (and any passwords needed to access the file on the online application form. Please do not send us any direct video/audio 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 as a guide which you can download [here](http://www.eastlondondance.org/wp-contents/uploads/2021/06/Template-Budget-for-Application-Guidelines.xlsx).

**Please note that if you are not available to attend the online pitching event on Thursday 22 July, then you are not eligible to apply for this fund.**

*If you have any questions or require any additional support with your application, please contact East London Dance via our Producers* [*amy.welch@eastlondondance.org*](mailto:amy.welch@eastlondondance.org) *or* [*gemma.griffiths@eastlondondance.org*](mailto:gemma.griffiths@eastlondondance.org)