Youth-led culture and creativity: Expression of Interest Guidance and Sample Form

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| **Please note this Expression of Interest is for the Youth-Led Creativity programme. If you would like to submit an Expression of Interest for anything else, please see:** [**how to apply**](https://esmeefairbairn.org.uk/applications/)**.**  **Accessibility**  We have an Easy Read version of this guidance, which you can [download from our website](https://esmeefairbairn.org.uk/latest-news/youth-led-creativity-funding/downloadable-guidance-and-other-support/).  If you would like, you can request information from us in a more accessible format to you. You can do this by [email](mailto:communications@esmeefairbairn.org.uk?subject=Accessibility) or phone: 020 7812 3700.  This guidance tells you how to apply. Please tell us if any part of the process that feels like a barrier. We will do our best to accommodate alternative arrangements.  We also have additional [accessibility-related support](https://esmeefairbairn.org.uk/applications/accessibility-and-support-applying/) available for applicants where our application process may be a barrier to applying. This can include an Access Payment to pay for support to apply.  **Applying for the Youth-Led Culture and Creativity**  When you are ready to tell us about your work, you can submit an Expression of Interest through our online application system. **Please note this will not be available until 14 February**.   * This document outlines what is contained in the online Youth-Led Creativity Expression of Interest form, so you know what to expect when you complete the form. * The Expression of Interest form itself is split into two sections:   + Page 1 features guidance   + Page 2 is for you to see what you’ll need to complete about your organisation and work * After submitting the form, you’ll be redirected to a Diversity, Equity and Inclusion (DEI) monitoring form. [Download a sample DEI monitoring form](https://esmeefairbairn.org.uk/applications/download-sample-application-forms/).   Please note that applications can only be submitted through our online application system. |

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# Page 1: Guidance for completing the Expression of Interest

You'll first be asked for some details about your organisation and work, what you are seeking support for, and your contact details.

You will then have space to tell us more about your work. We will ask you three questions about your work and how it meets our criteria for Youth-Led Creativity. You’ll have a total of 750 words to answer all three questions. You can submit your answers either by:

* **Writing your answers in the space provided.**
* **Uploading an audio or video recording with your answers to all three questions.** As a guide on recording length, 750 words is usually 5 minutes of speaking. You can upload a recording to the platform of your choice (e.g. Google Drive, YouTube, Vimeo, SoundCloud), and enter the link in the space provided.

Your answers are meant to be short. We’ll use your answers along with your organisation details, your website, and social media, to judge whether your work is a potential match for the programme.

The questions you will be asked in this second part are:

1. How is your work led by and shaped by young people from communities currently under-represented in arts and culture?
2. In what ways do you prioritise the joy and care of young people?
3. How is arts and creativity used in your work to influence change?

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| **Please note that as the form is short you will not be able to save, so if you’re not ready to complete your Expression of Interest, you will need to start again.** |

## Closing date and response times

The closing date for Expressions of Interest is 5pm on 15 March 2024. We will get back to you in early May 2024.

## Are we the right funder for you?

It is difficult to get funding from Esmée. The vast majority of people who apply for our funding are not supported.

For the Youth-Led Creativity programme, we are focusing our support on work led by and for young people who have less access to creative programmes or who are underrepresented in arts and culture. This includes young people who:

* are D/deaf, disabled or neurodivergent
* are from communities experiencing racial inequity
* are economically or educationally disadvantaged
* identify as LGBT+
* have migration or care experience

### Criteria

We’re looking to support work that:

* Is driven and shaped by young people so they can build their confidence and skills. Most of the young people need to be aged 14 to 30.
* Understands and can demonstrate a track record of centering the voices of young people from communities under-represented in arts and culture. This includes young people who are:
  + D/deaf, disabled or neurodivergent
  + Are from communities experiencing racial inequity
  + Are economically disadvantaged
  + Identify as LGBT+
  + Have migration or care experience.
* Prioritises the joy and care of young people.
* Uses art and creativity as a tool for young people to use their voice and influence change in their own lives and the world around them.
* Is driving change for the future *either* by doing something new *or* by using tried and tested models, to push things forward.

### Exclusions

The Youth-Led Creativity programme doesn’t support:

* Organisations that cannot demonstrate strong youth leadership or have not yet started to become youth-led.
* Work that is part of the school curriculum.
* Organisations without at least three trustees or directors (the majority of whom should not be paid executives)
* Organisations that are not registered charities or do not have an asset lock or other way to make sure that the assets of an organisation, including profits or surpluses generated, can only be used for the benefit of its community or to further its activities and mission. See our [FAQs](https://esmeefairbairn.org.uk/applications/faq/) for more information about the [types of organisations we support](https://esmeefairbairn.org.uk/applications/faq/#22-what-kinds) in terms of governance.
* Work that is not legally charitable.
* Work that does not have a direct benefit in the UK.
* Grants to individuals.
* Capital costs including building work, renovations, and equipment.
* 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.
* Work that is primarily the responsibility of statutory authorities to provide using public funds (for example: social services for children and older people).
* The advancement of religion.
* Requests that are over £120,000 or more than 36 months.

## Diversity, Equity and Inclusion

We are also gathering Diversity, Equity and Inclusion (DEI) data from organisations who apply for our funding. Once you’ve submitted your Expression of Interest, you will be redirected to a DEI monitoring form. You will need to complete this for your organisation. We will use this information to make sure that the reach of our funding and our funding practices are fair and just. We will also use it to help us identify and address structural inequity.

# Page 2: Grant Applications

**Please note:** All questions are mandatory unless specified otherwise.

## About your organisation

| **Question** | **Answer** |
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| Is your organisation a Registered Charity? | Multiple choice – choose from:   * We are a registered charity in England and/or Wales * We are a registered charity in Scotland * We are a registered charity in Northern Ireland * We are not a registered charity   Registered charities will be asked for your Charity Number. Those registered in England and/or Wales can search for their Charity Number using the search tool, which will automatically complete some of the relevant fields about your organisation. |
| Does your organisation have a Company Number | Multiple choice – choose from:   * Yes * No   If selecting ‘Yes’, you will also be asked to select the ‘Legal Type’ of your organisation from a dropdown bar. Options include:   * Building Society * Charitable Incorporated Organisation (CIO) * Charity * Community Benefit Society * Community Interest Company (CIC) * Company Limited by Guarantee * Company Limited by Shares * Cooperative * Credit Union * Industrial & Provident Society (IPS) * Limited Liability Partnership * Other * Unincorporated Association * University |
| Name of your organisation | Free text box |
| Organisation’s website | Free text box |
| Organisation’s social media accounts | Free text box – you’ll have space to enter up to three social media accounts |
| Number of employees | Free text box (number of FTE – full time equivalent staff) |
| Number of Trustees and/or non-executive directors | Free text box (number) |
| Most recent accounting year’s annual turnover (£) | Free text box (please enter a round number, without commas or a currency sign) |
| Address of the Organisation | Free text boxes for you to fill in:   * Street * City * County * Postal Code   Drop down box for you to select which country your Organisation is based in |

## Your organisation’s leadership

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| **Question** | **Answer** |
| Does your organisation’s leadership share one or both of the following identities? | Choose from the following options:   * Communities experiencing racial inequity * Disabled * None of the above   You can choose Communities experiencing racial inequity AND Disabled by using CTRL + clicking both options. Additional guidance is below.  Definitions:   * **Communities experiencing racial inequity:**by this we mean, that 75% or more of the Board/Management committee AND 50% of senior staff (where staff exist) are from communities experiencing racial inequity. This is often referred to as 'Black, Asian and Minority Ethnic', BAME or Black and Minority Ethnic (BME). * **Disabled people:**by this we mean that 75% or more of the Board/Management committee AND 50% of senior staff (where staff exist) are D/deaf or disabled.   In addition to this question, applicants will also be asked to complete a Diversity, Equity and Inclusion monitoring form, which you will be directed to after completing your Expression of Interest. |

## Your contact details

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| **Question** | **Answer** |
| Your contact details | Free text boxes for you to fill in:   * Primary Contact First Name * Primary Contact Last Name * Primary Contact Job Title * Primary Contact Telephone * Primary Contact Email * Confirm Primary Contact Email |
| Primary Contact Pronouns | This question is optional. Choose from the following options:   * He/Him * He/They * She/Her * She/They * They/Them * Other – please specify\* * Prefer not to say   \* *If you select ‘Other – please specify’, a Free text box will appear where you can enter your pronouns.* |

## Name of your work

| **Question** | **Answer** |
| --- | --- |
| Sum up the work you would like Esmée to support in one sentence | Free text box – up to 230 characters |

## Further questions about your work

| **Question** | **Answer** |
| --- | --- |
| Can your organisation demonstrate strong youth leadership, or have you started to become youth-led? | Choose from:   * Yes * No |
| Is your work part of the school curriculum? | Choose from:   * Yes * No |
| Are you looking to fund a building project, or renovation work? | Choose from:   * Yes * No |
| Are you looking to support an individual? | Choose from:   * Yes * No |
| Is the funding for healthcare? | Choose from:   * Yes * No |
| Is the funding for independent education? | Choose from:   * Yes * No |
| Is the work for the advancement of religion? | Choose from:   * Yes * No |
| Is the work primarily the responsibility of statutory authorities? | Choose from:   * Yes * No |
| Is the work you are asking us to fund legally charitable? | Choose from:   * Yes * No |
| *Depending on your organisation type, you may be asked the following question:*  Does your organisation have an asset lock or other general mechanism used to cover all the provisions designed to ensure that the assets, including any profits generated, are used for the benefit of its community or to further its activities and mission? | Choose from:   * Yes * No |
| Is your work in the UK | Multiple choice – choose from:   * We work across the whole of the UK * We work in one or more specific areas of the UK * We don’t work in the UK |

## Funding request

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| **Question** | **Answer** |
| How much money are you applying for? | Free text box - Please enter a round number (no decimals) and do not include the currency sign or comma. The maximum amount is £120,000. |
| How many months support are you applying for? | Free text box - Please enter the number of months (to the nearest whole month) and do not write “months”. The maximum term is 36. |
| What would you like Esmée to support?  *Briefly outline how our funding and support will be used.* | Free text box |

## Your Expression of Interest

Tell us more about your work and how it meets our criteria for Youth-Led Creativity by answering the following three questions. You’ll have a total of 750 words to answer all three questions. You can submit your answers either by:

* **Writing your answers in the space provided**.
* **Uploading an audio or video recording with your answers to all three questions**. As a guide on recording length, 750 words is usually 5 minutes of speaking. You can upload a recording to the platform of your choice (e.g. YouTube, Vimeo, SoundCloud, Google Drive). See our [guidance](https://esmeefairbairn.org.uk/latest-news/youth-led-creativity-funding/downloadable-guidance-and-other-support/) for support.

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| **Question** | **Answer** |
| I would like to submit: | Choose from:   * A written application * A video or audio application |

If you select **‘a written application’**, the following questions and text boxes will appear. Remember, you will have a total of 750 words for all three answers.

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| **Question** | **Answer** |
| How is your work led by and shaped by young people from communities currently under-represented in arts and culture? | Free text box |
| In what ways do you prioritise the joy and care of young people? | Free text box |
| How is arts and creativity used in your work to influence change? | Free text box |

If you select ‘a video / audio application’, an application URL and text box will appear. Please ensure your recording file has your answers to all three questions:

1. How is your work led by and shaped by young people from communities currently under-represented in arts and culture?
2. In what ways do you prioritise the joy and care of young people?
3. How is arts and creativity used in your work to influence change?

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| Add the third-party media platform link to the audio or video recording with your answers.  You can find links to [guides on uploading a recording to major file sharing and video/audio platforms](https://esmeefairbairn.org.uk/latest-news/youth-led-creativity-funding/downloadable-guidance-and-other-support/). | Enter URL link to your recording |

## Submitting your form

You will be redirected to a Diversity, Equity and Inclusion monitoring form. After, you will know that all the information has been submitted when you are taken to a ‘thank you’ page.

We will then review your Expression of Interest with our Involving Young People Collective and get back to you in early May. In the meantime, if you have any queries, you can get in touch with us by email to: [youthledcreativity@esmeefairbairn.org.uk](mailto:youthledcreativity@esmeefairbairn.org.uk).

There are two buttons at the bottom of the page:

* Previous page (this will take you back to the Guidance)
* Submit (this will take you to the Diversity, Equity and Inclusion monitoring form)