

# ARTISTS IN COMMUNITIES GRANT FUND FOR CAMDEN TOGETHER

## WHAT IS THE FOCUS OF THE FUND?

To commission new work that takes place outdoors as part of Camden Together, from freelance artists, creatives and producers working with cultural organisations or community organisations that promote arts and culture. Bringing life to local spaces through cultural activities and events, for example, theatre in a park or live music at a streaterly.

The outcomes we want to see are:

1. Opportunities for locals to experience and participate in arts and culture, especially those who might not usually.
2. Creative activities and events that bring life to our high streets, town centres, parks and estates.
3. Freelance and self-employed artists and creatives from all backgrounds represented in Camden's cultural scene.
4. New or renewed partnerships that support communities working together and bring culture to everyone.

## CAMDEN TOGETHER

The idea for an opening season of arts and culture post-lockdown came as an opportunity to brand the re-opening of Camden's cultural scene under a single banner to create awareness and drive footfall.

The season, branded Camden Together, will run from early July to Sunday 31 October 2021. Its goal is to increase resident's engagement with cultural and community venues and contribute to Camden's recovery by using culture to raise awareness of our high street offerings, streateries, markets, parks and green spaces.

Camden Council will provide an Artists in Communities grant fund to bring new cultural activity to Camden's streets while supporting freelance artists, creatives and producers.

Camden Council's Arts Development team will also brand, market and co-ordinate Camden Together's programme, working alongside Cultural Camden, the borough's arts and culture network.

# CRITERIA

The Artists in Communities grant fund is open to applications from:

- Freelance artists, creatives and producers.
- Cultural organisations to work with freelance artists, creatives and producers.
- Community organisations that promote arts and culture to work with freelance artists, creatives and producers.

Cultural organisations and community organisations applicants need to:

- Have a Camden address.
- Work in Camden or with its residents.

Freelance applicants need to:

- Have a Camden address.
- Be aged 18 or over.

We will use the following criteria when assessing applications:

1. Projects need to be new work that takes place outdoors and does not form part of an existing programme.
2. Applicants should demonstrate that grant funds will be spent directly on creating and delivering their proposed project.
3. Projects have to be in the London Borough of Camden in an outdoor location as part of the Camden Together season between early July – Sunday 31 October 2021.
4. Applicants need to identify a Camden location where their project takes place, i.e. high streets, town centres, parks etc.
5. We'd like to see projects that engage underrepresented communities delivered by diverse, young creatives in line with Art Council's England Creative Case for Diversity.
6. We welcome applications for street performances, i.e. a live band, a dance class, a circus act etc., and applications for live music, especially at streetery locations, including Charlotte Street, Drummond Street, Inverness Street, and Seven Dials.

## GRANT INFORMATION

The maximum grant award is £5,000, but we welcome applications for a smaller amount, with a minimum lower award of £250.

We'll support applicants to secure licenses and permissions to use specific locations following a successful application to the programme.

The deadline is 23:59 Sunday 30 May 2021. Applications received after this will not be accepted.

We aim to notify applicants of the outcome of their application via email by, Wednesday 30 June.

If you have any questions about filling out your application please contact Caitlan Louise at [caitlan.louise@camden.gov.uk](mailto:caitlan.louise@camden.gov.uk)