

Creative Confident Communities – Understanding Esmée’s priorities

Webinar, 14 January 2021, 11.50-12.30pm

Thanks for joining us, the workshop will commence shortly.

Creative, Confident Communities



We want to strengthen the bonds in communities, helping local people to build vibrant, confident places where they can fulfil their creative, human, and economic potential. Places where the local economy works better for the people who live there, where there is equality of access to arts and culture, and where communities are at the heart of change.

Impact goals by 2030

Communities take an active role in decisions that affect them

Local economies work better for the people who live there

Everyone can access the benefits of culture and creativity

Priorities in the first 5 years

Communities work together for change

Community ownership and regeneration

Creativity transforming lives

Culture restoring communities

How priorities are structured: example

Impact Goal: Everyone can access the benefits of culture and creativity

Creativity transforming lives

Rationale

We believe creative activity can help people facing difficult social or personal issues and can be a powerful way to call attention to inequality and injustice. We are interested in those who use the power of creativity to address vital issues and help individuals and communities to reach their potential.

Long-term outcomes

The power of creativity to change lives, perceptions and relationships is available to all.

Creativity is a proven and valued tool for addressing and raising the profile of social and environmental issues.

Creativity and culture are a key part of individual and collective recovery from the impacts of COVID-19 and beyond.



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Communities Working Together for Change

- Our approach is **non-prescriptive**. So long as the work will lead to beneficial outcomes for the place and as long as local people are at the heart of the change, there are no ‘approved’ issues or themes;
- However, one of a number of factors we will weigh up in prioritising applications will be whether the issue has **overlap with other priorities** e.g. greater influence over local environmental conditions;
- **Accessibility, inclusivity, eventual** scale and track record are all important;
- We will consider work that is small scale where we see **justifiably high levels of ambition**;
- We are interested in **new and proven models** that lead to greater influence eg Citizens Assemblies, especially if there is scope for sharing lessons and replication elsewhere;
- Providing a platform for unheard or diverse voices is important but not enough;

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Community Ownership and Regeneration

- Our ambition is to encourage models, alliances and practices that can give people a **bigger stake in their local economies**;
- **Community Ownership and Investment models**, whether land, buildings, services, especially if the scale is ambitious or they aim to take things in new or interesting directions are all encouraged.
- Because we are looking at the effect on a place, we are **unlikely to support a single social enterprise** even if they are working at significant scale.
- However, we would be interested in the work of **networks and alliances of social enterprises/businesses** where the outcome will lead to a significantly stronger collective footprint locally.
- We will prioritise proposals that have **multiple beneficial outcomes** e.g. strong community representation/volunteering levels.

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Culture Transforming Lives

- Our ambition is to support and evidence the impact of culture and creativity in **addressing and raising the profile of social and environmental issues.**
- This work can be targeted with a particular community by geography or issue or it can work across a larger area or population;
- However, it must offer both **a transformative experience for participants and raise awareness of the issue or opportunity it is addressing;**
- We welcome applications from **non-arts organisation who are using culture/creativity to achieve their goals.**



Culture Restoring Communities

- Our ambition is to ensure that everyone can access the **benefits of culture and creativity, strengthening and transforming communities**;
- **Co-creation and the voice/agency of the community** is central to work we will support in this priority;
- **Collaboration, cross-sector work and multi-agency approaches** will be particularly welcome, and we will support **national initiatives and multi-funder programmes**;
- We will be looking for evidence of **need, impact and potential for wider learning**;



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