

ROYAL BOROUGH OF GREENWICH FESTIVALS 2025

Grant application criteria guide

December 2024

I. Festival Objective

Royal Greenwich Festivals is our flagship grants programme to support delivery of our first [Cultural Strategy](#).

We fund festivals that are free to attend and take place over the Summer months in the Borough of Greenwich. We are looking for high-quality, exciting, accessible festivals, that engage with local community groups and showcase local content, performers and suppliers to help celebrate our diverse communities. We expect all festival programmes to include both workshops/activities and live performances/events. This could include, but is not limited to, the following:

- Theatre
- Literature
- Music
- Film
- Comedy
- Circus
- Dance
- Visual Arts
- Craft and Makers

2. Available Funding

Prospective applicants can bid for a festival grant within 3 different funding bands:

Awards of up to £15k

Applications will need to demonstrate a minimum of 10% cash match funding (minimum of £1,500).

We expect to see a minimum of 1000 participants in your festival. This total figure can be made up of people who attend your festival workshops/activities and live performances/events.

Awards of up to £30k

Applications will need to demonstrate a minimum of 10% cash match funding (minimum of £3,000).

We expect to see a minimum of 2000 participants, in your festival. This total figure can be made up of people who attend your festival workshops/activities and live performances/events.

Awards of up to £60k

Applications will need to demonstrate a minimum of 10% cash match funding (minimum of £6,000).

At this funding level, we would expect your organisation to have at least one person IOSH or NEBOSH event safety certified.

We expect to see a minimum of 4000 participants, in your festival. This total figure can be made up of people who attend your festival workshops/activities and live performances/events.

3. Funding Specifics

- All Royal Greenwich Festivals must be free to attend and take place in the Royal Borough of Greenwich during Summer 2025.
- To apply for the Royal Greenwich Festivals fund, your organization must be a non-profit, community arts, cultural or festival organization.
- Only one application can be submitted per organisation.
- Applications must demonstrate experience in festival delivery.
- We expect you to use Royal Greenwich based suppliers wherever possible including content, performers, traders and businesses.
- We expect you to engage with either local community groups and/or local schools as part of your programme of activity, giving opportunity to participate to as many people as possible.
- When scoring applications, we look carefully at your proposed festival locations. Our aim is to reach as many locations across the borough as possible. Therefore, we expect you to consider working in as many places as possible including less well known and more unusual spaces. Please see our website for a full list of open spaces in the Borough.
- Organisations will be responsible for all elements of their festival: this covers all aspects of delivery, licensing, marketing, content & performers, infrastructure, stewarding etc.
- We cannot fund individual artists, and instead suggest that you consider applying for our Community Art Fund (launching in Spring 2025) or Black History 365 (launching Summer 2025).

4. Festival Venues and Locations

Please provide all the locations and venues in Royal Greenwich that you are proposing to deliver your festival. Should your bid be successful, you will be required to confirm and finalise bookings for venues and locations.

We have traditionally had a high concentration of activity in Greenwich, Thamesmead and Woolwich Town Centres, and therefore also encourage applicants to consider delivering events in our [Parks and open spaces](#) to ensure that residents across the borough are able to participate and attend.

Please note that not all land or community venues in the borough are owned or managed by the Royal Borough of Greenwich. If you are proposing to hold an event in an area that is managed by another organisation, please ensure that you have written permission and have sought leasing costs before you complete this application. You can find contact details for the owners of other venues and locations below.

- **Berkeley Homes**, Kay Oldroyd: kay.oldroyd@berkeleygroup.co.uk (Kidbrooke/Arsenal)
- **Peabody**, Lisa Drew: lisa.drew@peabody.org.uk (Thamesmead)
- **Greenwich Peninsula**, Kaia Charles: kcharles@greenwichpeninsula.co.uk
- **Community Centres** If you are planning any indoor activities/workshops, Follow the [link](#) to see the full list of community centres and their locations in the borough.

5. Marketing and Promoting your Festival

You will need to plan a marketing and communications campaign and tell us how you will promote your festival. You will need to think about who your target audience is and how best to attract residents to all of your workshops/activities and performances/events.

Please note that if your application is successful and you are contracted, all of your marketing, including printed and online materials, needs to be approved by Royal Borough of Greenwich Communications and Design teams, before you make it public.

6. Equality, Diversity and Monitoring

Bidding organisations must sign up to the [Royal Borough of Greenwich's Equality and Equity Charter](#) to be eligible for funding.

If your festival application is successful, you will need to monitor and keep record of the demographics of your festival participants/audience. When your festival is complete, you will be required to provide an evaluation report. You will not be paid your final 20% grant instalment until you have completed this report. In the box below, tell us how you will monitor and record:

7. Culture Strategy Delivery

Successful Royal Greenwich Festivals applications need to help deliver our new Culture Strategy - [Our People, Culture, Future](#) – supporting our vision for arts and culture across the borough into 2030. The Culture Strategy is underpinned by the 8 principles below and successful applications will need to show how their festival helps to deliver at least 4 of them.

People - We will spark cultural growth and engagement that powers up our communities, supports our creative people and industries, boosts inclusivity and makes us all healthier and happier.

Place - We're on a mission to make our places burst with cultural excitement, where culture is better able to flourish, raising the profile across the borough, making sure everyone can enjoy parks, green spaces, great buildings, events, inspiring community art projects, and new cultural initiatives in public spaces.

Participation - We want to create more opportunities for participation in cultural activities and creative learning for all, offering skills development and lifelong learning, from the traditional to the cutting-edge, bringing culture and learning to life in formal and informal places.

Leadership - To take advantage of future opportunities, the borough will need strong entrepreneurial cultural leadership. This means building a sector that is imaginative, innovative and as diverse as our communities.

Climate - We will be supporting creative innovation to lead and take action towards a carbon-neutral future, sharing ideas, knowledge and best practice across the sector to propel us towards a brighter, greener future.

Heritage - We will celebrate diversity through an abundance of stories and our heritage. We will empower our communities to share their own tales, shining a spotlight on our spaces, buildings, and unique collections, showcasing the richness of our past and present for all the world to see.

Creative Economy - We will work in collaboration to sustain our existing spaces and make more creative workspaces available, support the energy of smaller creative organisations and up-and-coming artists, makers and designers, and generate powerful networks that turbocharge skills development and employment, and grow new audiences.

Destination - We will champion a global outlook and ambition for our borough's international success, support emerging talent and promote our cultural tourism and investment and development opportunities. The quality of life and excellent connectivity make the borough easily accessible and attractive to visit, invest in and locate.

8. Festival Budget

Applicants must provide accurate costings, achieved through quotations, and provide expected costs for each item/element, including a total festival cost, so we can understand your budget. All figures quoted must be in £ pounds and include VAT.

- We expect to see a total cost for each separate activity/workshop/performance event.
- Other sources of funding from the Royal Borough of Greenwich should be noted but cannot be used as cash match-funding for the purposes of our calculations.
- Only include income and expenditure for events/activities in the borough.
- For any match funding used for events/activities outside the borough, do not include or only include the relevant portion.

9. Timescales

Applications Open	Thursday 19 December 2024
Application Support Workshop	Thursday 9 January 2025
Applications Close	Sunday 19 January 2025
Assessment	Week Commencing 20 January 2025
Notifying applicants of Outcome	Week commencing Monday 17 February 2025
Event Management Workshop	Monday 24 February 2025

Deadline for event applications	Monday 10 March 2025
Events and Activities deadline (including all venues and times for marketing).	Friday 25 April 2025
Festival Delivery	Summer 2025
Final Report Due	Friday 31 October 2025

10. Making an Application

We will be running an application support workshop on Thursday 9 January, providing more detail on the grants scheme and allowing prospective applicants to raise any queries before making a submission – this will be delivered online, you please see our website too book your place.

All Royal Greenwich Festivals applications must be made by 5PM on Sunday 19 January via the Council’s online application form. We cannot accept applications via email or in any other format. If you have any communication access needs, please let us know and we will try and meet your needs where possible.

All applicants are required to sign-up to our Equality and Equity Charter in order to be considered for funding – [see our website for more details](#).

11. Scoring Assessment

Bidding organisations **must** have registered accounts via Charities Commission or Companies House, including satisfactory cash-flow.

Organisations bidding for over £15,000 **must** have a record of accounts for the past two years (2022/23 and 2023/24). The Royal Borough of Greenwich will conduct checks to ensure that bidding organisations are financially stable.

All applications are assessed against the following criteria. **The maximum total score is 100**

	0	1	2	3	4	5
For questions with a 5% total score	No Evidence	Unacceptable Evidence	Insufficient Evidence	Satisfactory Evidence	Good Evidence	Exceptional
For question with a 10% total score	0	2	4	6	8	10
	No Evidence	Unacceptable Evidence	Insufficient Evidence	Satisfactory Evidence	Good Evidence	Exceptional
For questions with a 20% total score	0	4	8	12	16	20
	No Evidence	Unacceptable Evidence	Insufficient Evidence	Satisfactory Evidence	Good Evidence	Exceptional

FESTIVAL DELIVERY AND MANAGEMENT (Maximum of 1000 words)		Total score Available(%)
Festival Description	Please provide a summary of your proposed festival programme (250 words)	10%
	Please provide details of your festival experience reference (250 words)	10%
Festival Partnerships	Tell us the names of any other organisations you aim to partner with: these could include community groups, local schools or businesses and whether you have already made contact with them (250 words)	5%
	Please clarify the roles and responsibilities of each of these partners in your festival (250 words).	5%
		Total 30%

FESTIVAL VENUES AND LOCATIONS		Total Score Available (%)
Festival Venues and Locations	Please provide details of each workshop/activity/performance/event in Royal Greenwich that forms part of your festival, including all the locations/venues and expected numbers	10%
		Total 10 %

FESTIVAL MARKETING (maximum of 500 words)		Total score available (%)
Marketing	Please tell us what marketing and communications you will use to promote your festival to attract participants and audiences. (maximum 500 words)	10%
		Total 10%

EQUALITY, DIVERSITY & MONITORING (maximum of 500 words)		Total score available (%)
	How will you ensure that your festival attracts diverse participants and audiences that are representative of the Royal Borough of Greenwich?	5%
	How will you monitor and record this information	5%
		Total 10%

CULTURE STRATEGY DELIVERY		Total Score available (%)
Please tell us which principles (minimum 4) your festival will help deliver and how? (Maximum of 750 words)?		
People	We will spark cultural growth and engagement that powers up our communities, supports our creative people and industries, boosts inclusivity and makes us all healthier and happier.	
Place	We're on a mission to make our places burst with cultural excitement, where culture is better able to flourish, raising the profile across the borough, making sure everyone can enjoy parks, green spaces, great buildings, events, inspiring community art projects, and new cultural initiatives in public spaces.	
Participation	We want to create more opportunities for participation in cultural activities and creative learning for all, offering skills development and lifelong learning, from the traditional to the cutting-edge, bringing culture and learning to life in formal and informal places.	
Leadership	To take advantage of future opportunities, the borough will need strong entrepreneurial cultural leadership. This means building a sector that is imaginative, innovative and as diverse as our communities.	
Climate	We will be supporting creative innovation to lead and take action towards a carbon-neutral future, sharing ideas, knowledge and best practice across the sector to propel us towards a brighter, greener future.	
Heritage	We will celebrate diversity through an abundance of stories and our heritage. We will empower our communities to share their own tales, shining a spotlight on our spaces, buildings, and unique collections, showcasing the richness of our past and present for all the world to see.	
Creative Economy	We will work in collaboration to sustain our existing spaces and make more creative workspaces available, support the energy of smaller creative organisations and up-and-coming artists, makers and designers, and generate powerful networks that turbocharge skills development and employment, and grow new audiences.	
Destination	We will champion a global outlook and ambition for our borough's international success, support emerging talent and promote our cultural tourism and investment and development opportunities. The quality of life and excellent connectivity make the borough easily accessible and attractive to visit, invest in and locate.	
		Total 20%

FINANCIAL PROPOSAL		Total score available (%)
Financial Proposal	Best value for money. Detailing the budget and breakdown of costs for each individual event, activity proposed.	5%
	Income: Please list names/sources of income. Only give costs in relation to the development/delivery of your proposed festival.	5%
	match funding (pls refer to point score info)	5%
	Expenditure: please include the type, quantity, duration and rates of pay	5%
	Bidding organisations must have registered accounts via Charities Commission or Companies House, including satisfactory cash-flow. Organisations bidding for over £15,000 must have a record of accounts for the past two years.	
		20%

	Total score available (%)
FESTIVAL DELIVERY AND MANAGEMENT (30%)	30%
FESTIVAL VENUES AND LOCATIONS (10%)	10%
FESTIVAL MARKETING (10%)	10%
EQUALITY, DIVERSITY AND MONITORING (10%)	10%
CULTURE STRATEGY DELIVERY (20%)	20%
FINANCIAL PROPOSAL (20%)	20%
TOTAL SCORE	100%

12. Contracting & Grant Payment

If your application is successful, you will receive an award letter and contract, including the terms and conditions that you must read fully and sign within the specified timeframe, before we process and pay 80% of your grant payment.

13. Contact & Questions

For any other queries regarding Royal Greenwich Festivals, please contact us via artsgreenwich@royalgreenwich.gov.uk – we endeavour to respond to any queries within two working days.