



Kazzum Arts (pictured above) received Make It Happen grant funding in 2021 to deliver their project 'Apollo' on the Acorn Ward at Whipps Cross Hospital. Kazzum Arts are a charity which uses creativity to enable children and young people who have been impacted by trauma and adversity to feel seen, heard and valued.

# MAKE IT HAPPEN 2025

## Funding for Creative Health projects

### Application Guidance Notes

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# Background

Waltham Forest has an astonishing track record of supporting culture. The William Morris Gallery was the first winner of the Art Fund Museum of the Year in 2013 and Waltham Forest was the first London Borough of Culture in 2019, a year which saw 500,000 visits to events across the borough and where every school participated in cultural activities.

Since 2013, Waltham Forest Council has been offering Make It Happen grant funding for local arts and culture projects. £750K has been invested into over 70 local arts and culture projects through the Make It Happen creative grants programme since 2019. Many recipients have gone on to become organisations that now deliver great work across the borough and beyond including; Everyone on Boards, Stories and Supper, Walthamstow Trades Hall, Mbilla Arts, GB Carnival, Women Over 50 Film Festival, Music Halls and Revel Puck Circus.

**In 2025, Waltham Forest Council is investing £100,000 to support new Creative Health projects in Waltham Forest.** Creative Health involves creative approaches and activities which have benefits for our health and wellbeing. For more information and how to apply [click here to visit the Make It Happen 2025 webpage.](#)

# Funding Opportunity

You can apply for between **£1,000** and **£15,000 of funding**. You will need to make your application by **6 January 2025**. The Council will be investing a total of £100k into Make it Happen 2025 seed funding for creative health projects.

The funding scheme has been designed to support cultural and creative activities taking place in Waltham Forest between **May and December 2025**. The refreshed focus of Make It Happen is on supporting new and sustainable creative health projects across the borough. The projects need to demonstrate that they can continue to grow after receiving Make It Happen investment, so we can continue to support more people and organisations.

Past applicants are welcome to apply again but must submit new proposals as our aims are to support the growth of fresh and innovative projects rather than fund existing programming.

# What is Creative Health?

For Make It Happen 2025, we are looking to fund projects focused on Creative Health. Creative Health involves creative approaches and activities which have benefits for our health and wellbeing. This may include visual and performing arts, crafts, film, literature, cooking or creative activities in nature. Creative Health activities involve creative and innovative approaches to health and care services involving co-production, education and workforce development.

We're looking for applications that propose pioneering and innovative approaches to Creative Health that connects with health and wellbeing services across Waltham Forest. Creative Health may feel like a new concept to many so we'll be hosting online and in-person training sessions involving talks from key organisations and funders. We will also host a networking event on Monday 18 November to bring together the local health, creative, voluntary and community sectors to consider possible collaborations.

To further develop applicants' understanding and learning around Creative Health, we recommend you read and refer to the [Creative Health Quality Framework](#) when considering your applications and best practices in this field.

You will find a list of other useful Creative Health resources [here](#).

# Why Creative Health?

The [Marmot report](#) shows that there is significant health inequality in Waltham Forest. Creative Health programmes have been shown to improve health outcomes. Being creative and taking part in cultural activities can help us get well, aid recovery from illness and contribute to longer, better lives. We know that Creative Health is increasingly a priority for Arts Council England and the Greater London Authority, with a major strategic focus on building London as a [Creative Health City](#).

That is why Creative Health is one of 6 key action areas included in Waltham Forest Council's new Cultural Action Plan, which sets out our ambitious vision and tangible actions to support culture and creativity across the borough over the next 5 years.



# Funding Criteria

What we want to see in your application:

- ❑ **Creative Health:** your project involves creative approaches and activities benefitting Waltham Forest's residents' health and wellbeing
- ❑ **Legacy:** your project has a long-lasting legacy (a pilot project which continues, a tour or further presentation of new work, the beginning of a new creative venture, etc.)
- ❑ **Diversity & Inclusion:** your project platforms different perspectives and backgrounds. We are committed to investing in projects from applicants from diverse backgrounds (see next slide)
- ❑ **Activating Spaces:** your project helps to activate or takes place in underused, overlooked or unique spaces for cultural and creative activity in the borough (Whipps Cross Hospital, cafes, shops, Welcome Hubs, health and care settings, outdoor spaces etc.)
- ❑ **Creativity & Ambition:** your project and the way that it engages people is unique

# Funding Criteria

We are especially interested in projects that:

- ❑ Are led by people that identify as; a person of colour, global majority, Eastern European, refugee, asylum seeker or migrant, disabled, neurodiverse, or LGBTQIA+.
- ❑ Take place in neighbourhoods which are often underrepresented in our programme; Chingford, Leyton, Lea Bridge and Leytonstone in particular.
- ❑ Specifically involve and benefit one or more of the following resident cohort communities; the migrant and refugee community, young Black men, South Asian women, carers, disabled and/or neurodiverse residents and those with a long-term health condition.

Examples of Creative Health projects could include:

- ❑ Events and festivals
- ❑ New artworks, shows, public art, film, digital work, tours etc.
- ❑ Pop-up projects, activations of vacant or underused spaces
- ❑ Creative skills, training and career projects, learning, educational and creative workshops
- ❑ Anything creative which aligns with this guidance

If you are not sure your projects fit the bill, please contact us at [culture@walthamforest.gov.uk](mailto:culture@walthamforest.gov.uk)



# Assessment

Applications will first be assessed by a panel of Council officers. Those that make the longlist will then be assessed by a specially trained community selection panel of diverse individuals representative of the whole borough. In addition to the merits of each application, and how each meet the bid criteria, the panel will take into consideration the need to ensure a balanced programme which takes place across the borough.

We often have a higher volume of applications for projects in Walthamstow. **Please note that if your project takes place in Walthamstow, we need to see how this will engage with and benefit communities from other neighbourhoods in the borough such as Chingford, Leyton, Lea Bridge and Leytonstone.**

## Making an Application

To apply you will need to complete an online application form presenting your proposal in full, a budget spreadsheet outlining how you will spend the grant, and a project timeline to indicate key milestones. Please see the [Make It Happen 2025 page](#) on the Council website for the application form, budget and timeline templates.

If you would prefer to submit your application in another format, or need to flag any accessibility issues you are experiencing, please email [culture@walthamforest.gov.uk](mailto:culture@walthamforest.gov.uk)

# Making an Application

You will be asked to answer the following questions in your application:

Question	What you need to tell us	Weighting %
<b>Tell us what you want to do. What is your creative project and what do you want to achieve?</b>	<p>An overview of the project that you wish to deliver. Make sure to include specific details to help us understand your proposal better: times and dates for example, or a sample of activities that you would like to organise.</p> <p>What are the key aims and objectives of this project, what do you want to achieve? Why do you want to do it, why is it important to you, who does it benefit, and how will it help you/your organisation to develop? Who will you engage with?</p>	
<b>Tell us about you or your organisation's links to Waltham Forest</b>	<p>Let us know about you or your organisation's relationship to the borough, and how your experience working here will enable you to deliver a project that engages with our diverse communities. If you have not worked in the borough before, how will you make sure that your planned activity successfully benefits Waltham Forest residents and enterprises?</p>	10
<b>Discuss your recent experience in delivering similar projects</b>	<p>Tell us about projects you have completed in the past, and how you will use this experience to deliver your proposal in Waltham Forest (including links and case studies if applicable).</p> <p>If you are working with another artist or organisation, tell us about them and what they will contribute to the project. Provide links to their work.</p>	10

# Making an Application

Question	What you need to tell us	Weighting %
How will your project respond to our funding aims?	Your proposal will be scored against the funding criteria set out above and therefore you need to demonstrate how your project will support these.	Total 70
	Creative Health	25
	Legacy	15
	Diversity & Inclusion	10
	Activating Spaces	10
	Creativity & Ambition	10
How much will your activity cost and how would you spend the grant money?	Complete the budget spreadsheet. Make sure that all project costs are covered.	10
	List all the costs for your project including those that will be provided in-kind (e.g. use of a venue or equipment for free) or using funding identified from elsewhere, even if this is not yet secured (e.g. other grant applications).  We would like to see a minimum of 15% funding from other sources as a benchmark for applicants to aim for, this could be your sponsors, donations, partnerships, in kind support, other grants, your own funds, earned income (for example, merchandise or tickets) etc.	

## Case Study: Women Over 50 Film Festival

Women Over 50 Film Festival were awarded Make It Happen funding in 2021 to deliver their project 'Moving Pictures'. The project brought cinema to elder-care home residents in Waltham Forest through a programme of short films and creative activities. Since then, they have expanded the project to work in care homes across the UK. In 2024, they partnered with Virgin Atlantic to add dementia-friendly films to inflight entertainment.



WOFFF and Virgin Atlantic partnership on their 'Moving Pictures' project. Photo credit Virgin Atlantic.

# Eligibility

## Who can apply?

We welcome applications from anyone, including individuals and organisations. You may be any of the following:

- Individual practitioner
- Artist/creative collective
- Community and/or arts organisation
- Residents' association and/or charity
- Limited company and/or CICs (but no profit made from this project)
- School

We also want to fund collaborative projects, for example between creatives, voluntary, community or social enterprise organisations, social care, health and wellbeing organisations, education providers.

You must be over the age of 18 to make a submission.

You will need to have a bank account to apply.

# Eligibility

## What will we fund?

Your project must take place in Waltham Forest to be eligible, however, we welcome submissions from organisations and practitioners who are based outside of the borough provided that the project benefits Waltham Forest. Please note we will not consider projects that only take place or benefit Walthamstow-based communities and organisations.

Applications for any art form will be considered, but we will only fund projects with a defined start and end date, this funding cannot be used to support ongoing running costs for a group or activity. We also cannot fund projects that start before May 2025.

'From Sketches to Projections' is a Make It Happen project led by Idea Space. The project aims to empower women, especially South Asian women, to feel safer on the streets at night through art. Image courtesy of Idea Space.



# Access Fund

Waltham Forest Council are committed to removing barriers to those who may face them to ensure our processes are equitable. That's why we have committed to a Make It Happen access fund of £3,000 for successful applicants.

This fund is to help address any access barrier you may experience while delivering your project due to a disability, carer responsibilities, low income, being a single parent, language barriers etc. You can apply for up to £500 from the access fund separate to your project grant. This could go towards cost of travel, childcare, carer support, a translator or BSL Interpreter to aid you in the delivery of your project. It can also go towards any emotional support mechanisms for yourself or facilitators in the case of working in challenging settings with vulnerable or traumatised groups.

Please ensure that you include any access funding in the budget sheet template provided when submitting your application.

## Case Study: At the Rainbow's End

Artemis Theatre Company presented three play readings of *At the Rainbow's End* – a piece based on interviews with older LGBT+ people who have experienced homophobia and transphobia in care settings or when receiving care at their homes.

Following the performances and two focus groups delivered in partnership with elop, an LGBT charity, Artemis Theatre Company have connected with care home managers across the borough to develop training opportunities for care staff.



A performance of *At the Rainbow's End* at Walthamstow Trades Hall.



# Timeline

Activity	Date
Applications open	November 13th 2024
Networking event	November 18th 2024
What is Creative Health? workshop	November 20th 2024
How to write a strong cultural grant application	November 25th 2024
Drop in sessions	November-December 2024
Applications close	January 6th 2025
Application review panels	January-February 2025
Successful bidders announced	March 2025
Projects begin	May 2025

# Resources

Below is a list of other useful Creative Health resources:

- [Understanding Creative Health in London](#)
- [Creative Health Quality Framework](#)
- [Marmot Report: A Fairer and Healthier Waltham Forest](#)
- [Creative Health Review](#)
- [London Arts & Health](#)
- [Arts & Health Hub](#)
- [Waltham Forest Mental Health Promotion Strategy](#)
- [The Warwick-Edinburgh Mental Wellbeing Scales](#)
- [Our Greatest Asset: The Final Report of the IPPR Commission on Health & Prosperity](#)

# Health, Wellbeing & Care Services

Below is a list of some health, wellbeing and care services and spaces in the borough:

- [Whipps Cross Hospital](#) (contact [Jo Knox](#) from [Vital Arts](#) for more information: [jo.knox@nhs.net](mailto:jo.knox@nhs.net))
- [Leyton Dementia Hub](#)
- [Waltham Forest Wellbeing Cafes](#)
- [The Welcome Hub](#)
- [Family Hubs](#)

# Notification of Outcome

Applicants will be notified of the outcome by email within 8 weeks of the closing date. We recommend you check your junk email or contact us at [culture@walthamforest.gov.uk](mailto:culture@walthamforest.gov.uk) if you have not heard from us after this date.

## Contact

If you have any queries about eligibility or making a submission, please email us at [culture@walthamforest.gov.uk](mailto:culture@walthamforest.gov.uk)

'Enter The Dragon's Cave' is a Make It Happen project led by cellist Jo-anne Cox delivering a sonically-rich sensory theatre experience for young people in Waltham Forest with profound and multiple learning disabilities. Image by Claire Conroy.

