



GrantFinder

Amazon's Regional Creatives Fund

Prepared for North Somerset Council

Amazon's Regional Creatives Fund **NEW**

Fund ID:	S54252
Status:	Open for Applications
Last updated:	Not specified

Grants are available for registered charities or consortiums within the UK that are currently running a programme that focuses on upskilling people from underserved communities for careers in creative industries.

Fund Information

Funding body:	Amazon
Maximum value:	£ 100,000
Application deadline:	31/08/2025

Background

The Regional Creatives Fund is an initiative of Amazon UK Services Limited working with Neighbourgood Consulting Limited.

Neighbourgood is a team of community engagement experts that support brands and organisations with the strategic development of CSR (corporate social responsibility) campaigns.

Objectives of Fund

The funding is for charities in the UK who **already** upskill people for careers in the Creative Industries. There are two application routes.

Individual organisations can apply for grants of between £1,000 and £10,000 for **small-scale, targeted enhancement projects**. These are ideal for existing programmes needing a boost to deepen or refine delivery.

The funding could be used to:

- Add a new module to an existing course.
- Increase access for a specific group (e.g. disabled participants, care leavers).
- Purchase equipment or software to improve participant experience.

Consortiums can apply for grants of up to £100,000 for **Collaborative Regional Delivery**. This is ideal for three or more organisations working together to expand access to creative upskilling across a wider area or audience than one group could reach alone.

The funding could support partnering with another organisation to deliver a programme in multiple locations in the region.

- Co-designing and a programme that brings different creative specialisms together (e.g. music + design, theatre + tech).

-
- Extending the offer to include new participants through a partner's networks, particularly where they hold community trust.
 - Delivering across rural and urban areas, ensuring a more equitable spread of opportunity.

Value Notes

There are two levels of funding with:

- Grants of between £1,000 and £30,000 for individual organisations.
- Grants of up to £100,000 for consortiums. The grant will be shared equally between the charities in the group, with a small additional sum (to be awarded at the judging panel's discretion) to the lead partner charity.

The amount of all grants to be awarded is at the sole discretion of the judging panel. The total number of grants to be awarded will vary depending on the applications received and funding required.

In addition to the funding grant, recipient charities may also be offered pro bono upskilling programs from Amazon professionals in the creative industry, which may include mentoring, work experience, placement opportunities, and digital training

Who Can Apply

Registered charities with a physical operation within the UK, operating in the Creative Industries, can apply.

To be eligible, applicants must:

- Be a UK registered charity operating on a local or regional level with an annual income below £5 million **or** a consortium of three or more UK registered charities operating across the same region or locality with an annual income below £5 million per charity.
- Operate an existing, impactful creative program with a focus on upskilling to build confidence, develop skills, and create employment pathways.
- Be seeking to expand or continue an existing creative programme (rather than develop a new one).
- Operate within the following creative industries:
 - Digital and physical publishing, such as books and podcasts
 - Film, TV and Performance
 - Music
 - Advertising
 - Fashion
 - Gaming
- Demonstrate:
 - Measurable impact on underserved communities.
 - Maintenance of active safeguarding and governance policies.
 - Sound financial health.
 - Clear fund utilisation plans

Organisations must demonstrate impact to date and show a clear plan for how funding will grow, improve, or innovate the work already underway.

There is particular interest in working with charity partners who see this funding as the start of a longer-term relationship, rather than a one-off opportunity.

Location

UK. Although the Fund will be available to charities across the UK, there is particular interest in applicants based in areas identified as significantly underserved, as outlined in the UK Government's Modern Industrial Strategy. These are: North East, Greater Manchester, Liverpool City Region, West Yorkshire, West Midlands, Greater London, West of England, South Wales, Glasgow City Region, Edinburgh City Region, Dundee and Northern Ireland.

Restrictions

The following are not eligible for funding:

- Brand-new or untested ideas without any existing programme, pilot, or structure in place.
- Purely artistic projects without a clear upskilling, training, or job creation element.
- One-off performances, exhibitions, or festivals with no development pathway.
- Core operational costs unlinked to specific project growth or innovation.
- Projects that duplicate existing services in the area without adding distinct value.
- Organisations directly connected to politicians, political parties, or political campaigns, or municipalities or governmental bodies.
- Employees of Amazon and its affiliate companies, their families and anyone deemed to be professionally involved with or connected to the Regional Creatives Fund.

Eligible Expenditure

The funding is for projects that focus on upskilling, training, or employment-readiness within the creative sector, particularly for individuals from underrepresented backgrounds or underserved regions.

Projects must be operational or have previously been pilot as this is not a start-up fund.

Applicants must be able to demonstrate that the fund will be used to expand or continue an existing, impactful programme, such as music production training, portfolio development, or even placements in game development studios.

How To Apply

The grant guidebook, terms and conditions, FAQs, and online application form can be found on Amazon's Regional Creatives Fund page.

Applications are currently open with a deadline of 31 August 2025.

Decisions are expected by 15 September 2025. Winners will be notified by email and/or phone.

Grants will be paid no later than 31 December 2025.

Grant winners will be selected by an independent judging panel made up of senior leaders from Amazon, The National Theatre, Arts Council England, the Culture, Media and Sport Select Committee, Help Musicians, and Music Minds Matter.

Applications will be assessed across five key areas. Strong proposals will:

- Show energy, optimism, and a clear creative purpose
- Deliver real impact through skills, access, and industry links

-
- Show a smart, achievable plan with confident delivery
 - Amplify underrepresented voices
 - Build on existing programmes to grow what's already working.

Contact Amazon for further information.

Useful links

Amazon Regional Creatives Fund

<https://www.aboutamazon.co.uk/news/community/amazon-regional-creatives-fund>

Regional Creatives Fund Application

<https://app.smartsheet.com/b/form/f05b1b14094340b6897791ed1825f6b9>

Addresses and contacts

For further information on how to obtain this grant locally, please contact the following:

Enquiries

Amazon

E-Mail: regionalcreativesfund@amazon.com

Calls and deadlines

Information on future calls is indicative only and may be subject to change.

2025 Deadline for Applications

Application start date:	08/07/2025
Application end date:	31/08/2025
Frequency:	Key Deadline