



## **Commissions and Co-Productions Programme Expression of interest Guidelines**

### **INTRODUCTION**

**The Word Festival programme is an ambitious initiative, an eighteen month long programme of commissioned activities, events and workshops focusing on and exploring the pleasure of reading, writing and freedom of expression, targeting residents across Islington.**

The Word Festival Programme is a partnership initiative between Islington Council's Library and Heritage Services, Arts Service, All Change and Free Word

### **FESTIVAL AIMS AND OBJECTIVES**

The overarching aim of the Word Festival Programme is to develop long term sustainable relationships between Islington Council and the boroughs arts sector in order to;

- Support local residents to actively engage in the council's library and arts services programmes developed in partnership with the borough's arts sector.
- Maximise usage of existing library facilities, promoting Library venues as key community and cultural hubs.
- Develop new audiences for library and the arts sector's provision of creative writing, literature and spoken word programmes.
- Support local residents to actively engage in and explore reading and writing through a programme of high quality participatory arts activities.
- Support and promote freedom of expression and help local participants to 'find their voice'
- Actively engage participants who do not normally access current library or arts provision.
- Raise the profile of the arts in particular the community arts and literature sectors in Islington.
- Raise the profile of and celebrate the borough's rich literature heritage
- Raise the profile and celebrate the creative achievements of local residents in the borough.
- Enhance partnership working between the public, voluntary and private sector cultural providers.
- Establish and promote cultural and creative learning opportunities and the development of employability skills.
- Establish and promote pathways into employment in the creative sector.
- Promote creative collaborations between the literature and community arts sector

### **TIMESCALES**

The Word Festival is a two year programme beginning in Mid-January 2013. The programme of commissioned activities will culminate in Word 2013 and Word 2014.

Word 2013 will take place between 1<sup>st</sup> and 31<sup>st</sup> May 2013. The Word Website and an 'afterword' programme can help promote on-going activity throughout the year.

## **FESTIVAL TARGET AUDIENCES**

The Word Festival Programme will actively target residents who do not currently, or have limited access to arts programmes or library provision with a particular focus on:

- Children and Young People
- Adults
- Elders
- Blind and Partially Sighted residents
- Residents for whom English is a second language
- Residents who are experiencing mental health challenges
- B&ME residents
- LGBT residents

## **FESTIVAL PROGRAMME**

The Word Festival Programme will support and promote active engagement in a broad range of reading and writing genres and disciplines including but not exclusively;

- Creative Writing
  - Poetry
  - Short Stories
  - Screen writing
  - Script writing
  - Lyric/song writing
  - Local history
  - Serialisation
- Reading
  - Author led events and readings
  - Mass reading events
  - Literature led temporary public art
- Spoken Word

The festival programme has three key programming mechanisms;

- **Commissions**
- **Co-productions**
- **Co-promotions**

### **Commissions**

The Word Festival Programme will commission a small number of participatory activities from artists and arts organisations to directly engage local residents in the creation of new works for inclusion in the festival's events programme.

### **Co-productions**

The Word Festival Programme will also support a number of co-productions from organisations wishing to develop work in the borough. It is anticipated that the majority of resources will be allocated to support co-productions.

This strand will support organisations with existing plans to work with local residents helping to extend and realise their proposals and actively engage local communities under the umbrella of the festival.

### **Co-promotions**

The co-promotion element of the Word Festival Programme will enable partner venues and arts organisation based in the borough to promote their on-going work to the broadest possible local and sub-regional audiences under the umbrella of The Word Festival.

The Word Website and an 'afterword' programme can help promote on-going activity throughout the year.

## **EXPRESSIONS OF INTEREST**

Islington Council is inviting expressions of interest from artists and arts organisations wishing to develop and deliver a broad range of arts activities and creative opportunities **exploring the pleasure of reading, writing and freedom of expression** and that will culminate in public sharing's as part of the festival programme.

We are particularly keen to see expressions of interest that support creative collaborations between artists and or arts organisations and would welcome joint or consortium proposals.

**The deadline for expressions of interest is 12 noon on 1<sup>st</sup> February 2012**

**Successful project will be commissioned by 18<sup>th</sup> February 2012**

## **KEY TASKS AND RESPONSIBILITIES**

The intended outcome of the programme is to create an offer that is perceived to be an exemplar of practice in the youth arts sector and in using the arts to engage young people and support their personal, skills and social development and make a positive contribution to the community.

### **Tasks:**

Commissioned artists and or arts organisations will:

- Develop and deliver participatory arts projects that promote reading, writing and freedom of expression.
- Deliver activities that could culminate in public 'sharings' as part of the festival main programme
- Ensure that all Safeguarding and other legislative requirements are fully complied with.
- Input to marketing and promotional plans and materials in line with Word 2013 marketing deadlines.
- Explore additional funding opportunities alongside the Arts and Cultural Development Manager and the Creative Producer
- Ensure that all monitoring and evaluation documentation is completed in line with Word 2013 monitoring and evaluation requirements

## **ACCOUNTABILITIES**

Commissioned by Islington Council, on a day to day basis artists and arts organisations will be managed by and report to the Creative Producer Suzanne Lee, All Change.

## **BUDGETS**

The total budget to support commissions and co-productions for Word 2013 is £36,000. From this budget, we would like to see as many opportunities developed for local residents as possible. We anticipate that the majority of the budget will be used to support co-productions.

In order to maximize the limited resources available we would ask that artists and/or arts organisations consider how they might use funding to help secure additional funding in order to extend the reach of their proposed projects.

## **TERMS OF EMPLOYMENT**

Appointed artists/arts organisations will be engaged on a freelance basis to deliver projects.

## **REQUIREMENTS**

Artists and arts organisations wishing to be considered for a commission or co-production will be required to submit in the first instance an expression of interest using the application process attached. Submissions will be expected to be able to demonstrate how their project meets the aims and objectives of the festival and will be assessed on the following four criteria:

<b>Excellence in the arts</b>
Artists and arts organisations will need to demonstrate excellence in their chosen field. As an indication, evidence of excellence may include; <ul style="list-style-type: none"> <li>• Won, nominated or shortlisted for an award.</li> <li>• Peer References</li> <li>• Strong track record of arts council or other arts led funding.</li> <li>• Independent reviews of work.</li> <li>• Work on an international stage/platform.</li> <li>• Successful delivery of previous projects or programmes that meet similar aims and objectives of the festival programme.</li> </ul>
<b>Aspiration</b>
Artists or arts organisations should demonstrate in their proposal how the practice promotes best practice in participatory arts e.g. <ul style="list-style-type: none"> <li>• Innovation in an art form.</li> <li>• Innovation in practice, process or product.</li> <li>• Examples of work that: <ul style="list-style-type: none"> <li>○ broaden horizons</li> <li>○ take people beyond their immediate environment</li> <li>○ provide pathways to new opportunities.</li> </ul> </li> </ul>
<b>Respect</b>
The Festival aims to actively engage residents in the development and delivery of the festival programme, engagement that affects positive outcomes for participants. Artists or arts organisations should demonstrate how their practice; <ul style="list-style-type: none"> <li>• demonstrates a track record of delivering programmes that meet needs of target audiences</li> <li>• has achieved positive outcomes for participants</li> <li>• Evaluations of projects/work, testimonies of participants that support the above.</li> </ul>
<b>Legacy</b>
A key drive of the programmes is to promote positive outcomes for participant. Artists and arts organisations will need to demonstrate how their practice has created positive outcomes for previous participants. Evidence may include examples of work that has <ul style="list-style-type: none"> <li>• affected change for <ul style="list-style-type: none"> <li>○ Individuals</li> <li>○ Groups</li> <li>○ Communities</li> <li>○ Practice</li> <li>○ Perceptions</li> </ul> </li> <li>• Supported art led learning and skills development (e.g. Arts Award)</li> </ul>
<b>Additional</b>
Artists and arts organisations will also need to evidence that they

- Have a demonstrable Commitment to Equal Opportunities
- Have staff with a Enhanced CRB Disclosure
- Have a demonstrable commitment to partnership working

### Key Contacts

<p>Suzanne Lee Artistic Director (All Change) Word Festival Creative producer 16-34 Graham Street Islington London N1 8JX</p> <p>T: 020 7689 4646 E: <a href="mailto:suzanne@allchangearts.org">suzanne@allchangearts.org</a></p>	<p><b>Tony Brown</b> Stock and Reader Development Manager Islington Council Library and Heritage Services Central Library 2 Fieldway Crescent N5 1PF</p> <p>T: 020 7527 6963 E: <a href="mailto:Tony.brown@islington.gov.uk">Tony.brown@islington.gov.uk</a></p>	<p>Pete Courtie Arts and Cultural Development Manager Islington Council Room G10 Town Hall, Upper Street London N1 2UD</p> <p>T: 020 7527 3021 E: <a href="mailto:Peter.courtie@islington.gov.uk">Peter.courtie@islington.gov.uk</a></p>
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**Please note artists and arts organisations may submit more than one proposal for commissions, co-productions and co-promotions.**

**Please send expressions of interest by 12 noon on 1<sup>st</sup> February 2012 to:**

Pete Courtie  
Arts and Cultural Development Manager  
Islington Council  
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Town Hall,  
Upper Street  
London  
N1 2UD