



Word2015 Co-Promotions Proposal Guidelines

1. INTRODUCTION

The Word festival celebrates the transformative power of words through a one year programme of high quality, commissioned arts activities, events and learning opportunities that encourage residents across Islington to develop enjoyment in reading, writing and freedom of expression.

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

Word 2015 will take place between **25 May and 19 June 2015**. The Word website and an 'Afterword' section in the programme will help promote on-going activity taking place after the festival.

The Co-promotion element of Word2015 will enable venues and arts organisation based in Islington to promote their on-going work to the broadest possible local and sub-regional audiences under the umbrella of the Word festival – alongside a programme of commissioned and co-produced activities.

2. WORD2015 THEMES AND TARGET AUDIENCES

The Word2015 programme will have a particular focus on the **active participation and involvement** of those who may be disempowered or disenfranchised without words, namely:

- a) **Older adults with dementia** (65 years and over) and their families
- b) **Young people with mental health difficulties** (specifically projects that work to improve the wellbeing of young people aged 13 – 25 years) and their families
- c) **Children** (especially early years – 1- 5 years) and their families.

3. FESTIVAL AIMS AND OBJECTIVES

The overarching aim of the Word festival programme is to develop long-term sustainable relationships between Islington Council and the borough's arts and heritage sector to:

- a) **Support local residents** to explore, engage in and enjoy reading, writing and freedom of expression through a programme of high quality participatory arts activities
- b) **Raise the profile of Islington's rich arts and literature heritage** (in particular Islington's community arts and literature sectors)
- c) **Celebrate the creative achievements of local residents in the borough**
- d) **Promote creative collaborations between Islington's literature and community arts sector** and enhance partnerships between the public, voluntary and private sector cultural providers
- e) **Establish and promote cultural and creative learning opportunities** to develop local employability skills and pathways into employment in the creative sector

- f) **Maximise usage of library facilities**, promoting Library venues as key community and cultural hubs that support local residents to actively engage in local arts, literature and heritage programmes.

4. FESTIVAL PROGRAMME

The Word2015 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
- Spoken Word
- Reading: author led events and readings, mass reading events, literature led temporary public art

The festival programme has three key programming mechanisms: Commissions, Co-productions and Co-promotions:

- **Co-promotions:** The co-promotion element of Word2015 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.

(Deadline: 12 noon 11 March 2015 – see 5. Call for Proposals for Co-promotions below)*

The deadline for Word2015 Commissions and Co-Productions has now closed.

Word2015 commissions 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 programme. The festival also supports co-productions from organisations with existing plans to work with local residents to help extend and realise their proposals and actively engage local communities under the umbrella of the festival.

The Word website (www.wordfestivalislington.co.uk) and the 'Afterword' programme can help promote activities being held after the festival.

5. CALL FOR PROPOSALS for Co-promotions*

Islington Council is inviting artists and arts organisations to submit proposals for events and activities from their existing programmes, which they would like to be included and promoted in this year's festival.

Activities may take place during the festival period (25 May – 19 June 2015) or at any point in the year. Activities taking place after 19 June 2015 will be considered for inclusion in the 'Afterword' section for the festival brochure.

Please note that we will not be able to promote every activity submitted, but will prioritise those which best meet the festival's aims and objectives (See 3.)

There is no funding available for activity under the Co-promotion strand. Support for Co-promotions is provided in the form of marketing and publicity through the festival brochure (x 10,000) and festival website.

To submit a proposal download and complete the Word2015 Co-promotion Proposal Form from the Word Festival website: www.wordfestivalislington.co.uk

The deadline for proposals is 12 noon 11 March 2015.

6. KEY CONTACTS

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Please note artists and arts organisations may submit more than one proposal for inclusion in the festival.

Please email your proposal(s) using the Co-promotion Proposal Form by 12 noon, 11 March 2015 to:

Suzanne Lee

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T: 020 7689 4646

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