



## Word2016 Commissions, Co-Productions and Co-Promotion Expression of Interest Guidelines

### 1. INTRODUCTION

Now in its 5<sup>th</sup> year, Islington's annual Word festival celebrates the transformative power of words through a 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 which will take place between **1 - 30 June 2016** is a partnership initiative between Islington Council's Library and Heritage Services, Arts Service, All Change and Free Word.

Over the past 4 years Word has had great success in reaching a diverse range of people of all ages and abilities in Islington, offering them the chance to participate in extraordinary projects, and to create and experience amazing work both as participants and audiences.

Taking on board the learning and recommendations from Word2015, this year's festival will focus on the impact projects - which use reading, writing and literature in creative ways - can have on mental health and wellbeing. We are interested in innovation and risk taking – including developing new partnerships and approaches to engagement. Word2016 is therefore seeking to commission and co-produce high quality projects, which offer creative approaches to and demonstrate effective engagement with the festival's 3 priority target audiences\*.

For information about Word2012-2015 visit: [www.wordfestivalislington.co.uk](http://www.wordfestivalislington.co.uk)

### 2. WORD2016 \*PRIORITY TARGET AUDIENCES

The Word2016 programme will have a particular focus on projects, which achieve the **active participation and involvement** of:

- 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. CALL FOR 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 sharings as part of the festival programme [from 1-30 June 2016 only]**.

We are particularly keen to see expressions of interest that:

- Prioritise participatory programmes of activity which involve local residents and 2016 target audiences
- Support creative collaborations between artists and or arts organisations and would welcome joint or consortium proposals.

The festival programme has three key programming mechanisms: **COMMISSIONS, CO-PRODUCTIONS** and **CO-PROMOTIONS**:

- **COMMISSIONS:** Word2016 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 programme.
- **CO-PRODUCTIONS:** Word2016 will also support a number of 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. It is anticipated that the majority of resources will be allocated to support co-productions.

**The deadline for Expressions of Interest for COMMISSIONS and CO-PRODUCTIONS has now passed, and commissions/co-productions were confirmed in December 2015.**

- **CO-PROMOTIONS:** The co-promotion element of Word2016 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. Please note there is no funding available to support Co-promotions. Support is provided through the festival branding and inclusion brochure and website only.

The deadline for **Expressions of Interest** for **CO-PROMOTIONS** is **12 noon on 29 January 2016**

The Word Festival is one of Islington Council's flagship programmes, profiling work by and contributions from exceptional arts organisations and attracting annual audiences of over 35,000 people in person and online each year. 10,000 festival brochures are distributed to venues across the borough and activities are further promoted through the festival website, twitter and local press coverage. The festival includes opportunities to share practice with professionals in the arts, library, health and education sectors; and support in building new partnerships and reaching new participant groups.

#### **4. 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 in reading, writing and literature
- 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.

## 5. FESTIVAL PROGRAMME

The Word2016 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 or Local history
- Spoken Word
- Reading: Author led events and readings, Mass reading events, Literature led temporary public art

## 6. KEY ARTIST/ARTS ORGANISATION RESPONSIBILITIES

The Word festival aims to create a programme that is perceived to be an exemplar of practice, using the arts to engage residents in the enjoyment of reading, writing and freedom of expression, support their personal, skills and social development and make a positive contribution to the community.

Artists and arts organisations will:

- Develop and deliver 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 2016 Marketing Guidelines and deadlines
- Ensure that all monitoring and evaluation documentation is completed in line with Word2016 Monitoring and Evaluation requirements

## 7. 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.

## 8. COMMISSIONING BUDGET

Please note there is no funding for CO-PROMOTION projects

## 9. REQUIREMENTS

Artists and arts organisations wishing to be considered will be required to submit an expression of interest using the application process attached. Submissions will be expected to demonstrate how their project will respond to Word2016 themes and target audiences and meets the aims and objectives of the festival. Submissions will be assessed on the following four key quality control criteria:

- a) **Excellence in the arts:** applicants will need to demonstrate excellence in their chosen field. Evidence of excellence may include:
  - Peer references or independent reviews of work.
  - Strong track record of Arts Council or other arts led funding.
  - Successful delivery of previous projects/ programmes that meet similar aims and objectives of Word
- b) **Aspiration:** applicants should demonstrate in their proposal how their project promotes aspiration through in participatory activity e.g.: work that broadens horizons, take people beyond their immediate environment or provide pathways to new opportunities
- c) **Respect:** the Festival aims to actively engage residents in the development and delivery of the festival programme. Applicants should demonstrate:
  - A track record in delivering programmes that meet needs of target audiences

- How programmes have achieved positive outcomes for participants
- Evaluations of projects/work, testimonies of participants that support the above.
- d) **Legacy:** a key drive of the programme is to promote positive outcomes for participants. Applicants will need to demonstrate how their practice has created positive outcomes for previous participants. Evidence may include examples of work that has affected change for: individuals, groups, communities, practice, perceptions or supported art led learning and skills development (e.g. Arts Award)

Artists and arts organisations will also need to evidence that they have:

- A demonstrable Commitment to Equal Opportunities
- Staff with an up to date Disclosure and Barring Service (DBS) check for working with children, young people and/or vulnerable adults
- A demonstrable commitment to partnership working

## 10. KEY CONTACTS

<b>Suzanne Lee</b> Artistic Director (All Change) Word Festival Creative producer 16-34 Graham Street Islington London N1 8JX T: 020 7689 4646 E: <a href="mailto:suzanne@allchangearts.org">suzanne@allchangearts.org</a>	<b>Tony Brown</b> Stock and Reader Development Manager Islington Council Library and Heritage Services Central Library 2 Fieldway Crescent N5 1PF T: 020 7527 6963 E: <a href="mailto:tony.brown@islington.gov.uk">tony.brown@islington.gov.uk</a>	<b>Sheena Etches</b> <b>Arts Development Manager</b> Partnerships, Place and Culture Islington Council Room G11, Town Hall London N1 2UD T: 020 7527 3558 E: <a href="mailto:sheena.etches@islington.gov.uk">sheena.etches@islington.gov.uk</a>
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**Please note artists and arts organisations may submit more than one proposal for co-promotions.**

**Please send expressions of interest for:**

**CO-PROMOTIONS by 12 noon on Friday 29 January 2016 to:**

**Tony Brown**  
Stock and Reader Development Manager  
Islington Council, Library and Heritage Services,  
Central Library  
2 Fieldway Crescent,  
N5 1PF  
Email: [tony.brown@islington.gov.uk](mailto:tony.brown@islington.gov.uk)