



CALL FOR ARTISTS – REMOTE ACCESS, PART OF GO THE DISTANCE FESTIVAL

OVERVIEW

The COVID-19 situation is one we're ALL affected by. Life isn't normal at the moment; we've all had to find ways to do things differently. And that includes us.

At First Art we focus on bringing communities together and working together to make great cultural things happen. Being social is key to that, usually by getting together and having a good chin wag. But it's not the only way, and we're working on that aspect to keep on with the work we're doing.

The programme we had planned for the coming months isn't going to be able to happen, certainly not as originally thought. But that doesn't mean we're not doing anything. Now, more than ever, we feel it critical that we can connect with those living in the communities we work with and provide some sort of support so we've been working on different ways to deliver our programme.

We've come up with **Go the Distance**, a new festival made up of different chapters for the duration of the COVID-19 situation.

ABOUT FIRST ART

Established in 2014, First Art works across the four districts of Ashfield, Bolsover, Mansfield and North Derbyshire in the East Midlands. First Art works to bring inspirational cultural experiences within reach of everyone in our area, as well as helping local people to produce and shape their own cultural experiences and events.

From putting on cabaret nights as part of our Social programme to supporting community cinemas as part of our Producer programme, we offer a wide range of ways for local people and partners to have their say, take part, develop, give new things a whirl and do proper good things together.

First Art is part of the Creative People and Places network, funded by Arts Council England, and is made up of a consortium of partners led by Creswell Crags and supported by City Arts, Junction Arts, The Prince's Trust and Ault Hucknall Environment Action Group.

Please visit www.firstart.org.uk for further information

ABOUT GO THE DISTANCE

Go the Distance is a festival that will celebrate our connectivity and the communities we live and work in, finding ways to bring some cheer and showcase our togetherness.

It will be a festival of chapters each featuring a variety of events, activities and projects, some of which will be short-term, others that will last longer and culminate when we are on the other side of this situation.

Go the Distance: Chapter One

As *Go the Distance* is an evolving thing, we're still working on details but to date, Chapter One will look something like this:

1. **Everybody's Home** - a free 'creative pack' crammed full of ideas and resources to find a way to bring people together in spirit, even if we can't physically, distributed to homes in the First Art area
2. **Remote Access**: a series of fun creative projects in digital spaces for everyone's enjoyment commissioned and supported by First Art

REMOTE ACCESS – CALL FOR ARTISTS

First Art welcomes, with open arms, applications from any individuals, artists or organisations to create great digital artistic content to appeal to a wide range of audiences online. This could include families with young children to people with disabilities but there must be a strong emphasis on work that would appeal to people who may not ordinarily engage in the arts.

We're offering commissions between **£500-£3,500** to support individuals and organisations. We will allocate a proportion of this funding to support individuals and organisations based within the First Art area (Ashfield and Mansfield in Nottinghamshire, and Bolsover and North East Derbyshire in Derbyshire).

DEADLINE FOR PROPOSALS: 27 APRIL 2020 10AM

Our ambition is to:

- Commission a series of projects that provide a little light relief to people's lives in these moments of isolation
- Inspire audiences to access this content in a period when they are not physically able to connect directly
- Encourage proposals that positively connect audiences to new artistic experiences and to one another

Who will we support?

The projects we will support must demonstrate:

- a strong artistic idea
- content that can be shared online
- a well-considered approach to the potential to reach audiences (especially audiences who may not ordinarily engage in the arts) in their proposal.

We will consider individuals and organisations from across all art forms including dance, theatre, music, visual arts, storytelling, painting, sculpture, photography, design, crafts, heritage, museums, literature, poetry, film and digital media.

Individuals could include local residents in the First Art area (you must have strong artistic partners to help with the delivery), artists, producers, choreographers, writers, composers, directors, designers, artists, craft makers and curators.

Organisations could include local arts and cultural organisations, voluntary organisations e.g. arts clubs, choirs, a group that meets regularly, creative businesses, local theatres, galleries, museums and cultural spaces, schools, not-for-profit organisations, collective of individuals who are working together and non-arts organisations who want to be creative such as local resident groups.

Individuals/organisations will be expected to:

- Create work that reaches out to local communities in the First Art area (Bolsover, North East Derbyshire, Mansfield and Ashfield)
- Create new work or experiment with digital approaches to enhance existing work so that it is made available to public audiences
- Provide better access to artistic content online for audiences, with a particular focus on audiences in the First Art area. We would need to understand your target audience(s) and how you will reach and measure the audience outcome (e.g. number of viewers on Facebook Live)
- Use digital technology and production techniques to make, share or capture a piece of work such as a performance for online distribution. We are looking for the most innovative approaches and ideas.

We actively encourage proposals from Bolsover, Mansfield, Ashfield and North East Derbyshire. Individuals and organisations across England will also be considered, particularly if their artistic ideas are strong and the panel feel the project will resonate with audiences in the First Art area.

What do we mean by digital? By digital, we mean the digital technology and online spaces and places that people use every day. This includes social media, YouTube, apps, music, mobile phones, websites; we are open to ideas.

HOW TO APPLY

Timeframe:

In response to how quickly we have had to respond to this situation, we need applications and projects to follow in the same vein, and be turned around relatively quickly to get the content out to audiences.

- Application deadline: **27 April 2020 10am**
- Shortlisting: **27 April 2020**
- Decision and confirmation of support: **28 April 2020**
- Announcements: **29 April 2020**
- All activity must be delivered **by 31 May 2020**

Your proposal:

We're committed to providing an application process that is accessible to the widest possible audience.

Proposals will be accepted in the following formats:

- **Word or PDF document** (no more than 1,250 words)
- **A short video** (no more than 5 minutes) – *NB you won't be assessed on the quality of the film but the image and sound quality must be clear*

Whether submitting as a document or video, your proposal MUST:

- Include your name, contact details and proposed name of your idea;
- Clearly outline your artistic idea;
- Provide details on how you will use digital spaces and digital technology to reach new audiences, including an understanding of the audiences you are targeting (e.g. Families, under 25s) and why your project is relevant to and representative of those audiences;
- Provide information on your previous experience in delivering high-quality projects. This can include links to websites;
- Include a breakdown of expenditure and the amount requested - please only apply for the amount you need, we have a limited budget and are looking for a range of different budget requests;
- Include a clear timeline for delivery.

Please note: *First Art will create an overall marketing campaign to promote the Remote Access programme and individual projects. Marketing costs for your own activity will need to be considered in your proposal.*

How will we assess proposals:

First Art works together with local people to make decisions and inspire arts and cultural opportunities to happen. Proposals for *Remote Access* will be reviewed by a panel including the First Art team and some of our community participants and partners. The panel will make a decision on the applications and where needed offer advice and support to the successful applications.

The panel will assess the application on the following:

- **Quality:** The proposed activity is clear, ambitious and high quality.
- **Capacity and commitment:** The application clearly demonstrates your ability to deliver high-quality work with the necessary levels of support and resourcing.
- **Audience Reach and Engagement:** A clear understanding of your target audience and the potential of projects to engage and inspire them.
- **Diversity and Equality:** The diversity of the individuals taking part and also in relation to the target audience.

- **Access:** We want to ensure projects are accessible as possible to the audiences who wish to experience them. In its widest sense, this means thinking about how your work might be experienced by audiences using a range of platforms and devices.
- **Value for money:** The proposal considers value for money by producing a clear and realistic budget. Value for money does not always mean going for the cheapest option. We will always consider the quality of the proposed idea and its impact in relation to how much it costs.
- **Strategic fit:** The event contributes and adds value to First Art's overall vision. This includes the geographic spread (we will allocate a proportion of the funds to individuals/organisation in the First Art area) of commissioned individuals and organisations; the range of art forms; and the scale and experience of individuals and organisations involved.

What we cannot fund:

- Extended fundraising
- Retrospective funding
- Substitution for statutory funding
- Activity promoting a religious doctrine
- Activity viewed as offensive or defamatory
- Activities that duplicate existing activity or services

First Art Digital Support:

We're certainly not experts in digital (although we know a few who are) and therefore we appreciate that you may have a strong idea with bags of potential but not have all the skills or capabilities to make it happen. In your proposal, please be honest and clear about the areas of support you may need, such as with production or advice on streaming. We can then look at this and see if and how we could provide information and support to ensure you can deliver your project to the highest possible standard. **It is important to stress that the creative idea and potential to reach audiences is the most important aspect of this fund. We do not want to jeopardise the quality of the work with poor production values.**

Submitting your proposal:

For proposals to be considered, they must be received by First Art by the deadline of **10am on 27 April 2020.**

Please send your proposal and any supporting documents etc. **by email to info@firstart.org.uk**. If you have large files, such as films, please either send these via WeTransfer or provide access online e.g. Google Drive, OneDrive, Dropbox, or similar.

Access:

If you require access support to enable you to complete this proposal process please email info@firstart.org.uk to outline your requirements.