



### Market Place Has People at Its Heart

Market Place is a Creative People and Place programme funded by Arts Council England, which is all about treading new ground to grow the audiences we haven't yet reached. Market Place plans to tempt, surprise and empower communities in Fenland and Forest Heath with the best of the arts.

In 2014 a consortium of local partners started 18 months of fundraising and audience consultation. The Market Place consortium, consisting of ADEC, 20Twenty Productions, MAP, New Wolsey Theatre in Ipswich, and Newmarket Racecourses, came together and developed a bid to Arts Council England. Seven market towns - March, Chatteris, Wisbech, Whittlesey, Mildenhall, Brandon, and Newmarket - became the focus of the programme, as centres of exchange, trading, and community gatherings. We want to build on those traditions of market towns, and grow Market Place for people to come together and exchange and share creative knowledge, skills, and ideas.

£964,000 was awarded from Arts Council England to be distributed across 7 towns over 3 years. The projects is also supported by Fenland District Council, Cambridgeshire County Council, Forest Heath District Council, and Suffolk County Council.

The Market Place programme kicked-off in January 2015 with public consultations in each of the towns, research and understanding of the specific needs of each audience, and putting the systems in place that would ensure successful delivery.

There followed a summer of creative and engagement events for Market Place to meet local audiences and talk to them about the project. We attended 39 community events with a range of entertainment and workshops, including March Summer Fair, Wisbech Reads and Rose Fair, Chatteris Midsummer Festival, Newmarket and Brandon Summer Festivals to name a few. We also ran our own Market Place event at the Open Day in High Lodge in July this year offering the opportunity to engage with arts market to over 5,000 people, who came to enjoy sports activities mainly. We have reached over 36,000 people with our branding and events, and had 741 face-to-face interviews with public asking for their ideas for Market Place.

Please visit our website [www.cppmarketplace.co.uk](http://www.cppmarketplace.co.uk) to see our past events and read our stories.

Market Place team is now in place working closely with the Consortium of Partners and funders as well as with on-going recruitment of community members for Creative Forums in each town to shape the artistic programme, adjusting it to the needs and opportunities of each town. This initial programme will run until December 2017, with a vision to extend the programme for 10 more years

Kate Hall, stresses the importance of Creative Forums, *"In the month I have been in post I have begun to get a flavour of the challenges and opportunities of Market Place. My first step as the Project Director has been to identify what the Creative Forums will be doing, the benefits to members, and how they relate to Market Place activity – for me the forums are the engines which will drive the success of the commissioning process and grow the local infrastructure. They are also the place to go to find support, from both Market Place and from other forum members, to tackle your own challenges"*.

To date Market Place has engaged over 100 arts organizations and artists, and recruited 42 members to Creative Forums. This process is ongoing, and we want to see more people of different ages and backgrounds taking active part in the development of Market Place. You may find out how to join the Creative Forums at our website [www.cppmarketplace.co.uk](http://www.cppmarketplace.co.uk) or email our Forum Coordinators at [fenland@cppmarketplace.co.uk](mailto:fenland@cppmarketplace.co.uk) and [forestheath@cppmarketplace.co.uk](mailto:forestheath@cppmarketplace.co.uk).

**For more information please contact Elena Shampanova, Marketing and Audience Development Manager at [elena@cppmarketplace.co.uk](mailto:elena@cppmarketplace.co.uk) or Kate Hall, Market Place Project Director at [kate.hall@cppmarketplace.co.uk](mailto:kate.hall@cppmarketplace.co.uk)**



**About Market Place**

Market Place is part of the Creative People and Places programme, initiated and funded by Arts Council England. Creative People and Places is about more people taking the lead in choosing, creating and taking part in art experiences in the places where they live. There are 21 independent projects, each located in an area where people have traditionally had fewer opportunities to get involved with the arts.

[www.creativepeopleplaces.org.uk](http://www.creativepeopleplaces.org.uk)

Market Place area includes Brandon, Chatteris, March, Mildenhall, Newmarket, Whittlesey, and Wisbech. By talking to people about the kind of cultural activity they want to see locally, we want to create a distinctive arts programme that's unique to the people and places that have shaped it. We aim to make a lasting change in communities. With our project we want increase the number of people inspired by the arts, help develop skills, and grow ambition and creativity in their neighbourhoods.

The programme is run by a Consortium of Partners consisting of ADEC, 20TwentyProductions, MusicArtsProject, Newmarket Racecourse, and New Wolsey Theatre.

We are grateful and proud to be supported by Forest Heath District Council, Fenland District Council, Suffolk County Council, and Cambridgeshire County Council.

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Market Place is part of Creative People and Places programme developed by Arts Council England with support from National Lottery funds.



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