



Why a Project Bootcamp?

Market Place is building audiences for the arts by supporting new activity that reaches new audiences in the market towns of Forest Heath (Brandon, Mildenhall, Newmarket) and Fenland (Chatteris, March, Whittlesey and Wisbech). As well as developing and delivering exciting and inspirational events in our seven towns, Market Place has also commissioned a range of artists, arts organisations and community groups to deliver their own new projects which reach new audiences.

Following two open calls for applications, which have received development support from the Market Place team, applications were assessed against a criteria by selection panels, which included Creative Forum members (at least 60% of panel) as well as Market place staff. Through 2016 this development programme has supported 15 projects with marketing, project management advice and guidance, and £23,985 of commissions (maximum £2K per commission.)

Successes from Round One and Round Two include:

- **Fenland Poet Laureate Awards:** Developing the programming and marketing of the event to a self-sustainable model.
- **Bird's Nest Books:** Firstly, a Writers' Masterclass and more recently a Graphic Novel Group, developing the scope of this independent publishing house CIC.
- **Journaling Project:** Using art journaling to support the development of a self-supporting group for women with mental health challenges.
- **Mildenhall Storytelling:** Led by the town's library, an initiative to develop a network of trained volunteers as community storytellers.

Having reflected on the outcomes of Round One and Round Two, and on the audiences being reached by the overall Market Place programme, the Development Commissions have been revised with a specific set of priorities and with a commitment of bespoke support from the Market Place team and partners.

Priorities for Development Commission in 2017 will be given to projects which:

1. Support artists or arts organisations and community groups or organisations to work in new partnerships and to develop arts programmes or events, which are new or are of a scale or ambition that they have not delivered before
2. Reach audiences who are new to the arts (as participants or audience) including marginalized or minority communities and individuals.
3. Develop new arts programmes or events, which may be sustainable in the future.
4. Have the potential to lever match funding or income in the short to medium term (i.e. beyond the life of this commission)
5. Have the potential to reach across more than one of the Market Place towns.



Applicants are invited to:

- Attend one of the Project Bootcamps **on Friday 28 April 2017 in Wisbech and Saturday 29 April 2017 in Newmarket**), where a facilitator will lead a training and development day, and participants will be given support to grow new partnerships, develop resilient and exciting projects, and explore how to create a project proposal.
- Receive one-to-one support to develop project ideas and proposals via a meeting (in person or via Skype) and email,
- The deadlines for applications are the **30th May, 30th June and 30th August 2017**. Applications will be considered by funding panels who will assess the strength of applications.

Projects must be completed by 31 Dec 2017. Organisations making successful submission will need to agree to terms and conditions to receive final approval and support (see overview of below).

The Development Commissions Programme will provide up to £4K per commission. In some instances, the panel may not award the full amount which is applied for. It is expected that at least 10 commissions will be offered this year.

Previous applications that were unsuccessful were scored down by the panel because:

- They failed to identify a specific audience in a Market Place town that they were going to work with.
- The quality of the artistic experience was judged as weak compared to other opportunities.
- The proposal was not sustainable, either in its impact on the audience or in strengthening local infrastructure.
- Projects did not have sufficient time between the commission being awarded and starting delivery to be effectively marketed (at least 6 week turnaround is expected)
- Proposals for mainly capital costs (i.e. equipment) were not successful or eligible.
- Proposals were unrealistic in their aims or unconvincing in their ambitions to reach new audiences.

The scoring sheet that the panel use can be downloaded from www.cppmarketplace.co.uk

Eligibility:

Development Commissions are open to anyone wanting to contribute to building the creative offer in the market towns of Forest Heath and Fenland. Creative businesses and professional artists are eligible to apply alongside voluntary arts groups, community organisations and young people. In developing your commission we would encourage you to collaborate with project partners to ensure that you have the capacity and skills to deliver your proposed idea.

If you have an idea for an arts activity that will develop arts audiences within the Market Place area, but are not sure it fits the Development Commissions, please do contact Catherine Mummery, our Programme Manager at catherine.mummery@cppmarketplace.co.uk. Other support may be available or future Market Place activity may be more relevant.



DEVELOPMENT COMMISSIONS Terms & Conditions: MAY 2017

Market Place is an audience development programme being delivered by ADEC on behalf of a consortium of organisations. The Market Place Development Commissions are partnerships between ADEC and the organisations or individuals submitting project ideas that are discussed and evaluated by a panel of local people either working or living in the Forest Heath and Fenland area.

In accepting to be a partner of a Market Place Development Commission you are also agreeing to:

- **Accept the principles of a Partnership Agreement**, as are relevant to your commission, reflecting your and Market Place's roles and responsibilities and obligations.
- **Acknowledge Market Place as a partner in the project** both verbally and in any print or publicity associated with the project.
- **Support the evaluation of the Market Place project** by agreeing beforehand with Market Place staff to evaluation at a level, which is appropriate to the commission. This could include being interviewed by the independent evaluation team; capturing audience data and passing onto the Market Place team; accepting the active presence of Market Place staff or contractors at any of your events associated with this commission in order to capture data (i.e. photographs, questionnaires, interviews.)
- **Complete a report on your project within four weeks of completion of activity**, which will include audience data and detailed accounts of your expenditure of the commission, record of any match funding mentioned in the application, and income, which in case our auditor or our funders' auditors wish to inspect, you will give access to.
- **Any additional requirements as laid out in your offer letter** which will include a binding agreement to return unspent funds or profit, or to repay any proportion if elements of the commission are not fulfilled.

ADEC and Market Place will provide you with:

- Market Place logos in various formats.
- An evaluation questionnaire for audience or participants.
- A standard project reporting form ahead of the start of project delivery.
- Promotion for the commissioned project on the Market Place website and social media.
- At least one session with the Market Place Marketing Manager.
- Collation of the audience data you provide, presented in a way which will be useful for future external funding reports.
- Copies of any other monitoring or evaluation reports or data, such as photographs and Google Analytics, which we have control over and can provide at no extra cost to Market Place
- At least one session with a member of Market Place team after your project to discuss external support or other forms of income required for the future sustainability of your project

ADEC and Market Place cannot:

- Be held responsible for any insurances or licencing that your project requires
- Any losses that you or your organisation incur as a result of this commission, including if Inland Revenue deem this commission to be a taxable service and charge you accordingly
- Provide repeat or continuation funding beyond the original application..