



14 March 2017

## Introduction

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 more specific set of priorities and with a commitment of bespoke support from the Market Place team and partners.

## Priorities for Round 3 of the Development Commission 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 (**Tuesday 28 March 2017 in Wisbech and Sunday 2 April 2017 in Newmarket**), where a facilitator will lead a training and development day, and participants will



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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 a project idea and a proposal via a meeting (in person or via Skype) in the week of **10 April 2017**
- Fill out our Application Form and submit it to us by **9am on Friday 28th April**, and then receive further support to develop your proposal, which will then be considered by a funding panel in the week of **8<sup>th</sup> May 2017**, who will assess the strength of your application.

Organisations making submissions, which are passed by the panel, will need to agree to terms and conditions to receive final approval and support (see T&C and Partnership agreement for more details).

The Development Commissions Programme will provide up to £4000K per commission. Up to 6 commissions are available for this round. In some instances, the panel may not award the full amount, which is applied for.

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

- They failed to identify a specific local 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 submission deadline 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.
- Proposals were unrealistic in their aims or unconvincing in their ambitions to reach new audiences.

*\*For your information the scoring sheet that the panel use can be downloaded from our website [www.cppmarketplace.co.uk](http://www.cppmarketplace.co.uk)*



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### Key Dates and Facts

- Commissions announced: **Monday, 13 March 2017**
- Project Bootcamps; **10am-4pm Tuesday, 28 March (Wisbech) and 10am-4pm, Sunday, 2 April (Newmarket)**. It is essential that at least one of the project partners in an application will have attended one of the Project Bootcamps.
- Initial draft proposals can be sent at any time up to **a week before the final deadline, so one of the Market Place team can raise any questions, or give advice to strengthen final proposals, to increase the likelihood of success.**
- **Week commencing 10 April 2017:** Surgery Sessions (phone / Skype / face-to-face) with Market Place team. Please e-mail [admin@cppmarketplace.co.uk](mailto:admin@cppmarketplace.co.uk) to book.
- **Deadline for final applications is 9am, Friday 28th April 2017**
- Panel assessment: w/c 8<sup>th</sup> May
- Commissions offered: w/c 15 May 2016
- **Commissions start: No earlier to 15 June 2016. In order for there to be sufficient time for project planning and for Market Place marketing support to be put in place. Projects should not start before this date.**

There is £24,000 in total for the whole Market Place region in this round, with additional budget for support from the Market Place programme. A spread across the towns is sought and awards will be made considering local need and strength of applications. Another round of Development Commissions is to be scheduled in November 2017. Criteria may change

### ***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](mailto:catherine.mummery@cppmarketplace.co.uk). Other support may be available or future Market Place activity may be more relevant.



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**DEVELOPMENT COMMISSIONS Terms & Conditions : MAY 2017**

Market Place is an audience development programme being delivered by ADEC on behalf of a consortium of organisations. Market Place's main funder is Arts Council England through the Creative People and Places programme. 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 within the attached Partnership Agreement**, as are relevant to your commission. Any aspect of this agreement, which it is not possible for you to agree to needs to be discussed with the Project Director before accepting the commission.
- **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, if required, 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.
- **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.**

**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 the Project Director 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 for a commission unless agreed by the consortium or a Market Place Commissioning Panel



## APPENDIX 1

### PARTNERSHIP AGREEMENT: May 2017

#### CONTEXT:

Market Place is an Arts Council England Creative People & Places' audience development programme managed by ADEC on behalf of a consortium of partners. The strategic leadership of Market Place is being delivered by staff employed by ADEC (Market Place project team). The delivery of the Market Place programme requires a range of operational partners, from commissioned artists to project managers.

This structure means that each operational partner brings skills, knowledge and experience, which are closely matched to their assigned roles. Having a large operational "Market Place family" requires strong partnerships with clear roles and responsibilities, and monitoring of expectations, delivery, value for money and impact.

This Partnership Agreement complements contracts for operational partners. This is an evolving document to be reviewed every six-months. It is not exhaustive, but reflects the spirit of partnership, but not all the finer details, which emerge in such a process. Other details are expected to be agreed as partnerships develop.

#### PROJECT PARTNERS RESPONSIBILITIES

1. When delivering Market Place activity they should present themselves as working as a partner on the Market Place project, and at these times the priorities of Market Place take precedence over the parent organisation. It is expected that the priorities of the project align strongly with those of the parent organisation, but if there is a conflict of interest this should be brought to the Project Director to consult.
2. To support and promote the principles of the Market Place business plan and the Creative People & Places priorities, including that it is a co-investment model to fund new work that reaches new audience, not a funding stream for existing or external activity.
3. To maintain consistency across Market Place project's management and delivery practices and policies, including broad community consultation, where consideration is always given to the audience as well as forum and individuals' interests; transparency of tendering; accuracy in accounting; seeking the return of good value in the expenditure of public funding; support for the evaluation process, and response to the outcomes, especially with a view to that CPP is an action learning programme designed to bring about change; prominent use of the project's identity and branding and those of the relevant funders; respect for all level of partners (both formally identified or otherwise).
4. To consistently seek to develop and deliver a strong programme of activities, projects, events and opportunities for the people of Forest Heath and Fenland that surprise, challenge and excite audiences and participants, and have the potential to become sustainable for those local communities, and to bring about long-term change in audience participation.
5. To work with the view of supporting the whole project, across geographical locations and across all the strands of activity.

