

## Guidance for completing this application form

### Section 1: About you

Provide full contact details of one named contact that we can correspond with. Also use this section to tell us about yourself and the people you are working with. This could include:

- Previous experience of working on projects like this (not necessarily in the arts)
- Information about the organisations and individuals involved in delivering the project
- Why this project is important to you and how it is a new development

### Section 2: About your project

Please describe what your project will entail. This could include:

- When and where it will take place
- What kind of events and activities you will be providing for your audiences
- How artists and communities are involved

### Section 3: About your audience

Tell us about your audience. This could include:

- Who your audience is, i.e. *young people, families, a specific community group*,
- How you will make sure your activity reaches your intended audience
- How you are going to market your activity (advice can be given on this)
- How your audience will benefit from your activity

Please provide a breakdown of your activity costs and tell us, if you have any income from other sources.

**Section 5: Working with Market Place:** This section is designed to support those, who are new to running arts projects, or those who have a track record in the arts to try something new and ambitious. If Market Place team can't help you, we will seek to find external support. This can be discussed at the 1:2:1 surgery sessions

**Note on Sustainability:** Ideally your proposal includes support from other sources. This could include in-kind support (i.e. where costs you would expect to incur are waived or reduced), or predicted earned income (increased membership or workshop fees, tickets or sales), or you could be eligible for match from other funders, which we can help you identify.

The Development Commission could help you take your idea to the stage, where you can apply for Arts Council England's "Grants for Arts", or to other funding bodies, to grow your idea, or repeat it on a larger scale. If you think any of this applied to you, please make sure you mention it in your application

Please fill out the form below and submit to us at [admin@cppmarketplace.co.uk](mailto:admin@cppmarketplace.co.uk). There are three deadlines: 30<sup>th</sup> May, 30<sup>th</sup> June and 30<sup>th</sup> August.

**Please use the Word format of this document if you wish to expand sections (keeping within the word count)**

If you have any questions about this form or need support with developing your idea to fit the application requirements, please contact Catherine Mummery at [catherine.mummery@cppmarketplace.co.uk](mailto:catherine.mummery@cppmarketplace.co.uk).

<b>PROJECT TITLE</b>	
<b>About you</b>	
<b>Which of these best describes who is leading your project?</b>	Individual artist / Informal arts partnership / Arts organisation (constituted / informal) OR Community organisation or group (constituted / informal) OR Other (please give details) .....
<b>Who is the main contact?</b> (this will be the main contact for correspondence)	
<b>Address</b>	
<b>Email</b>	
<b>Telephone Number</b> (mobile / landline)	
<b>Website/ social media</b>	
<b>Who are the other confirmed partners involved in your project?</b> (please delete / complete as appropriate)	Individual artist / Informal arts partnership / Arts organisation (constituted / informal) OR Community organisation or group (constituted / informal) OR Other (please give details) ..... <b>Names &amp; Contact details:</b>

**Briefly, 200 words max, please tell us about the proposed partnership between the arts organisation and community organisation**

*(Tip: focus on the skills & resources each partner has, the experience they have working with specific audiences/groups and art-forms & how this project will develop you / your audiences.)*

**About your project**

*Please describe your project in a maximum of 200 words*

**YOUR PLAN**

***What specific activities are you asking us to fund?***

***Give specific dates and location for activities, if possible***

***(NB Activity should not start before 15 June 2017 and be completed by 30 Apr 2017. Market Place can only support work with audiences in our seven towns)***

***TIP – Create a bullet point list of activities in order of delivery***

## About your audience

*Who are you aiming to reach with this new activity?*

*Why are you aiming this activity at this audience?*

***How are you going to reach them?***

*TIP – Create a bullet point list of your marketing / promotional or outreach activity*

## About your budget

Give detail of your project's predicted expenditure. Add rows as required.

(\*Tip – Use your bullet point lists of project activity and marketing activity as a guide.)

<b>Expenditure : Item or activity</b>	<b>Cost</b>
<b>(A) Total Expenditure</b>	<b>£</b>

**Give detail of your project’s predicted income.** List the money that this activity will generate, or the other support it is receiving. It is expected that you can identify at least 10% match income (cash or in-kind) support from other sources.

<b>Income sources</b>	
<b>i.e. Ticket sales, membership fees, other funding</b>	<b>Amount</b>
<b>(B) Total cash income for this activity</b>	<b>£</b>
<i>Support-in-kind, including volunteer hours:</i>	

<i>Support from other sources, including donations:</i>	
<i>Total additional support for this activity</i>	<i>£</i>

<b>(A) Total Expenditure</b>	
<b>(B) Total income/additional support for this activity</b>	
<b>(C) BALANCE</b> ( <i>calculate A-B=C</i> )	<b>£</b>
<b>TOTAL COST of COMMISSION from MARKET PLACE</b> <b>(cannot be more than C, and should be between £800-£4000)</b>	<b>£</b>

# Working with Market Place

*What can Market Place bring to this project?*

- Guidance on practical project planning
- Support to commission artists
- Support to reach a wider participation
- Creating a marketing strategy for audiences
- PR coverage
- Training / skill development (please give details below)
- Evaluation and reporting
- Other.....

*How would like to work with Market Place and our partners*

Market Place is part of the [Creative People and Places](#) programme, initiated and funded by Arts Council England through the National Lottery. 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. Creative People and Places projects have reached over 1.2 million people, 90% of who do not regularly engage in the arts.

**Market Place is about bringing fun, excitement and creativity to the region in the market towns of Brandon, Chatteris, March, Mildenhall, Newmarket, Whittlesey, and Wisbech.**


[www.cppmarketplace.co.uk](http://www.cppmarketplace.co.uk)

[cppmarketplace](https://www.facebook.com/cppmarketplace)

[@cppmarketplace](https://twitter.com/cppmarketplace)

Market Place is run by a Consortium of Partners consisting of



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



We are grateful and proud to be supported by

