



## **OUTDOOR ARTS COMMISSION**

**NOVEMBER 2019**

HOME Slough is looking for an experienced outdoor arts organisation (or artists) to develop and deliver a medium-scale outdoor arts event (one night) for Slough High Street in November 2019. This could be a new piece of work, or a re-working/upscaling of an existing project.

### **Background**

HOME Slough creates more opportunities for people from Slough's diverse community to experience and embrace the arts in their everyday lives. HOME Slough aims to:

- Increase attendance and participation in arts and culture activities in Slough
- Empower residents to make their own events happen
- Increase the range and quality of the art that comes to Slough and is made here
- Contribute to the growth of the creative and cultural industry in Slough through regeneration
- Build partnerships with national and international organisations for the benefit of residents and the local cultural infrastructure
- Collaborate with businesses and other local stakeholders to illustrate how the arts can have positive social and economic impact in Slough

Through HOME Slough's work it is building the foundations for Slough's creative future.

<https://homeslough.org.uk/>

HOME Slough is a consortium of arts and community organisations, led by Slough Council for Voluntary Service. The consortium comprises of Slough Borough Council, Clinical Commissioning Group, SEGRO, RIFCO Theatre Company and Arts Council England. It is funded by Arts Council England and Slough Borough Council.

Previous outdoor arts highlights include a Summer and Winter Festival for the town centre, animating the streets through a wide range of artists including: Emergency Exit Arts, Urban Playground, World Heart Beat, Bureau of Silly Ideas, Sol Samba, Infuse Dance, Le Vernisseur, Artemis, Natural Theatre, Op Sa, Bollywood Brass Band, Beautiful Mess and Cardboardia.

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

### **Festival Development Programme**

During 2019 HOME Slough will be launching a three-year incremental development programme which will both support and upskill community festivals and increase outdoor arts programming in the town to reach new audiences. At the end of the three years:

- artistic aspirations about what is possible in the town centre will have been pushed,
- local event and festival leaders will be experienced outdoor arts providers, they will be programming and commissioning work within their festival offer,
- new audiences will have been developed, more people who do not normally engage with the arts will have participated in creative activities,
- new partnerships and collaborations will be supporting the presentation of high quality outdoor work across the town.

Work in year-one with the Community Festivals will be small scale and is designed to set the foundations for following years. Five community festival/events have been awarded outdoor arts shows for their events, including work from Artizani, Pif Paf, Stalkr Theatre and Plunge Boom.

HOME Slough is now looking for a larger show for the High Street to coincide with the Christmas Light Switch-On event on 23 November 2019 in the town centre. This project will be a partnership with Creative Academy. Creative Academy is a not-for profit dance training organisation which is managed through Slough Borough Council.

### **Working with the community**

All the work of HOME Slough seeks to place the community voice at the heart of creative practice and place making. We are therefore looking for artists with a good understanding of and experience of working with communities. A workshop has already taken place with HOME's Creative Connectors, the group has stressed the importance of the commissioned piece:

- Appealing and engaging, as well as being appropriate for, Slough's diverse communities
- Including everyone and bringing people together
- Transforming the High St into a magical place
- Including and working with the community and with community festivals, capitalising on the town's good will and generosity of spirit
- Reflecting something specifically about Slough – maybe the history, the waterways and green spaces, the film link, or Herschel's Observatory
- Working with Creative Academy, incorporating their students within the final piece

Creative Connectors like the idea of the community making and bringing something to the event. To that end the artists will be expected to include an element in the project where they can run workshops a minimum of five community festivals/events.

The artists will be shortlisted by a panel predominantly made up of members of the Community. Shortlisted artists will be selected after presentations on a separate date.

### **Commission brief**

The piece must be suitable for an outdoors winter event and for large audiences, with the aim of an audience of 3000 in the city centre. It would be great if the piece could use all of the High Street rather than a small static area.

The piece should reflect the aspirations of the Creative Connectors as outlined in this paper. It should be an immersive and exciting experience which generates and leaves lasting memories.

There is a small stage available as part of the light switch-on event which can be used. The evening will end with a firework display managed by the local authority.

Other art forms and interdisciplinary approaches may be used. The piece should have a dance element which will be supported by Creative Academy. Creative Academy can provide the choreographer if required, as well as the dancers and dance studios. They are flexible about either locating this work within or outside of their timetable.

The Creative Academy has successfully positioned its course as an affordable alternative to university and vocational school dance training with a strong industry focus and a minimum of 30 contact hours of practical training a week. The Ba (Hons) Dance (top up) and FDA Dance courses are validated by The University of West London (London College of Music). The BA (HONS) Dance provided by Creative Academy is endorsed by the Council for Dance, Drama, and Musical Theatre (CDMT) and has approved centre status from Imperial Society of Teachers of Dancing. The Creative Academy has strong links with industry and currently has 95% Graduates in employment or going onto Higher Education.

### **Timeline**

Week of 13 May	Tender process open
3 June 2019	Applications close, shortlisting with a Community Panel
Week of 10 June	Artists appointed and fully briefed.
June – July	Meetings with HOME and Creative Academy teams
Week of 1 July	Presentation of first ideas to HOME and Creative Academy teams
Week of 8 July	Final proposition presented, approved and signed off
7 August	Participatory event at Playday
7/8 September	Participatory event at Canal Festival
September – November	Project development and rehearsals, additional participatory events.
23 November	Participatory event at HOME on the High Street and Performance

### **Commission budget**

The total budget for the production is £42,000 to cover all artist fees, materials, costs and expenses of the performance and participatory work.

The Creative Academy element will be funded by The Creative Academy and is at no cost to either the artist, nor to HOME Slough.

A suggested allocation of these funds should be proposed at application stage and will be subject to agreement.

### **Application process**

Please forward the following to [amanda@sloughcvs.org.uk](mailto:amanda@sloughcvs.org.uk) by **11am on 3 June 2019**.

If you have any questions about this commission, please organise a phone call with Caterina Loriggio before 30 May by emailing [cat@catloriggio.com](mailto:cat@catloriggio.com)

1. Copy of your CV or portfolio. Please make sure it includes three examples of, or weblinks to, previous work that is relevant to this project. Ensure at least one of these examples shows a deep connection to local communities.
2. A suggested work plan (indicating number of days) and allocation of your outline budget. Please highlight any time periods when you will not be available for work.
3. No more than two-sides of A4 outlining how you would approach this project. What would be your process for engaging and working with the community, developing the performance, working with The Creative Academy.
4. If you would like to re-work or upscale a pre-existing piece, please include a one-page descriptor of the work and at least three images (max 3mb). Additionally, please include no more than one-side of A4 on why you think this piece would be suitable for Slough and why you wish to further develop the work.
5. Contact details of two referees.

Shortlisted artists will be invited to Slough to present their proposal on the 12<sup>th</sup> June.