

PROSPECTUS: BRIDGWATER CREATIVE POPUP OPPORTUNITY FOR ARTISTS, ORGANISATIONS AND LOCAL COMMUNITY GROUPS

Seed is taking over an empty greengrocers' shop in Angel Place Bridgwater to use as a flexible and inventive popup location. We are calling for expressions of interest from artists/artworkers/ arts & community-based organisations (including fellow members of the Bridgwater Cultural Partnership) to provide programmed activity in this Creative Popup location across the remainder of 2024 and into the new year.

Expression of Interest for artists and community groups

Introduction:

Seed's primary aim is to enable more people in Sedgemoor to actively engage in the creative arts, particularly those who don't usually do so. We seek to remove barriers to participation, increase opportunities for people to see and engage with the arts, and for the arts to become a part of everyday life. We believe that everyone is creative and can benefit from the opportunity to explore and develop that creativity.

Through a multi-stage community consultation process with people living and working across Sedgemoor we have identified a great local appetite for arts and other creative activities, but the main barriers to participation local people identify are lack of access, lack of awareness of what is available and people's belief that the arts are 'not for them'. We have had success to date by putting on activities right where people are, rather than in traditional creative arts venues, and helping people to overcome those barriers.

To that end, we have secured the use of an empty shop in the Angel Place Shopping Centre in central Bridgwater (shop 8, a former Greengrocers). The space has been offered to us on an initial 12-month agreement from August 2024. We will commission local creative arts and heritage organisations, artists and community groups to put on popup events activities in the space. Activities will include one-off events, repeat activities and be popup offers of things happening elsewhere in the town as a way in for new audiences and participants. The positioning of the activity in a shopping centre is designed to draw in people who might not usually cross the threshold into an arts and cultural facility. Due to the small space available it is expected that activities will take place separately and independently of one another, rather than concurrently.



Our hope is that the commissioned activity is not just a one-off that then simply disappears. Our intention is to create inventive and accessible opportunities for people to engage and then to be made aware of the other offers that they either do not know about or do not think is 'for them'. We would encourage these newly engaged people to visit the other cultural offers in Bridgwater as a 'what's next' follow up to the experience.

We also intend to develop the concept of a ‘creative currency’. Where we might ordinarily ask participants for a financial contribution to the activity (whether a fee or a donation) we will offer the alternative of providing ‘creative currency’ instead. This might take the form of evidence of cultural participation, or by doing something creative for example providing a ticket stub or receipt for a cultural event including a movie screening, making a drawing or singing/ rapping a verse of a song might be provided by the participant as ‘tender’ or ‘currency’ instead.

This project is a key part of our community arts development model, as part of the ‘Sow’ stage of our process as set out in this diagram:



The opportunity:

The shop is currently set out with the Greengrocers display shelving and counter, with mirrored walls in the front half or so of the unit, with the rear set aside for storage. Early in our lease we plan to remove the shelving creating a (roughly) 5.7m x 10m empty space. The counter area will remain in place. There is a false ceiling at approx. 8ft height with fluorescent lighting. We will be adding festoon type lighting that can be hung to suit particular popup activities. We will be activating a lightbox sign above the store front with “Seed Creative Popup” and commissioning a mural to cover the currently green painted shutters.



We are seeking expressions of interest from suitably experienced artists, groups and organisations to develop, facilitate and deliver artistic activities for the popup creative takeover. We are seeking both participatory activities with opportunities for co-creation and audience-oriented activities. Ideas might take the form of (but are not limited to):

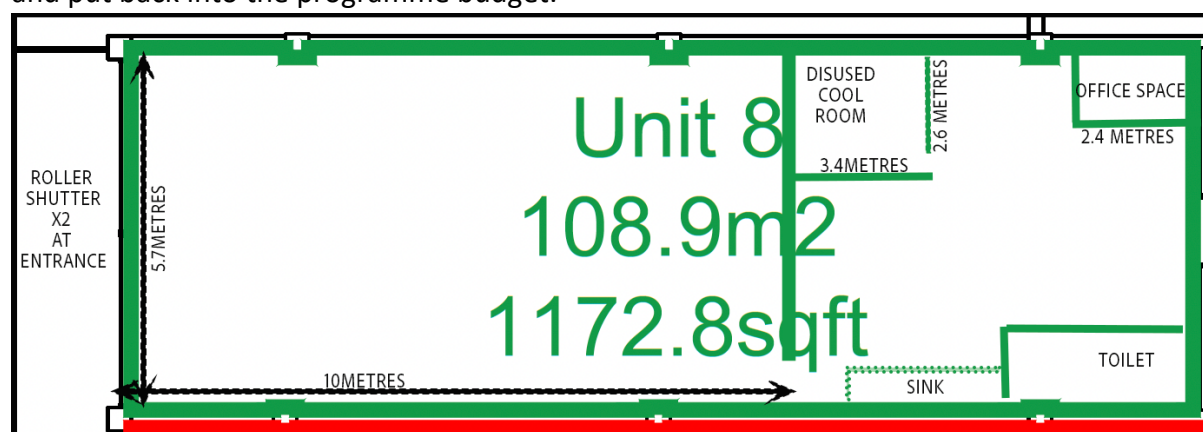
- Participatory activities including creative writing, visual art making, photography, music making, dance, drama, T-shirt Printing etc
- Exhibitions and displays, which may also include artworks and art objects for sale
- Artist in Residence style activities in any artform which include an audience/public interaction
- Pop up performances that might be suitable for the shopping centre location (i.e. loud amplified music and drums may not be feasible)
- Exhibitions, screenings and displays, with or without an interactive component

- Providing opportunities to sample &/or showcase activities and experiences offered by Bridgwater's existing creative arts and heritage venues and programmes &/or those previously commissioned by Seed across Sedgemoor
- Talks, seminars, discussion events, games events etc
- Art & Craft activities &/or packs, artworks, objects and other items that could be part of a popup arty Christmas event in December 2024

We are particularly interested in activities that have the potential to:

- Appeal to and attract those who don't usually attend creative arts, cultural and heritage venues and programmes
- Connect people within and between communities
- Respond to the existing strengths and distinctive character of Bridgwater
- Encourage a further engagement with creativity, or engagement with other existing offers
- Provide opportunities for people to participate actively in creative activities, skills development, and/or co-creation processes;
- Have some kind of wider benefit or outcome for the community, and/or
- Contribute to Seeds core values including being widely accessible and sustainable

Seed will provide commissioning funds to enable projects to go ahead. Proponents should plan to secure and/or provide other support (either funding, or in-kind) rather than the commissioning funds be the sole source of income for the projects. Where ever possible, activities should be free or very low cost to participants, ideally with an opportunity for participants to provide 'creative currency'. It is possible for tickets or items to be sold to support the particular activity. Where items are sold, a commission of 10% will be levied, and put back into the programme budget.



The site has a 2-section roller shutter which can be opened one or both sides. There are no display windows or other doors. The front section of the shop (approximately 57sqm) is currently fitted out with the greengrocer shelving, but this will be removed. The rear part of the shop is currently a storage area. Access to this area is via a closable and discreet door.

Seed will also be showcasing previous projects, programming activity directly and inviting partners from the education, employment and mental health sectors to present activities and information at the popup.

Activities will be programmed between late August 2024 and the end of March 2025. All proposals should indicate when the activity would take place, and any flexibility around

dates. Activity should be programmed during the Centre opening hours, Mon-Sat 8am-6pm, Sun 10am-4pm. It is not necessary for the activities to fill the entire day.

It is expected that proponents of commissioned activities in the popup shop would provide staffing in the shop throughout opening hours of their activity, including opening and securing the shop. Seed staff will not be available to manage this.

Activities cannot generate noise that will disturb other businesses in the centre. Activities that will create sound that will be heard from outside the shop should be planned to take place after 3.30pm on weekdays or on weekends to avoid clashes with the Barclays Bank stall opposite the shop.

EXPRESSION OF INTEREST PROCESS:

See the attached Bridgwater Commissions Opportunity document for details of budget, timeline and how to express interest. All proposals previously submitted to Seed's Poundland expression of interest process must be adapted to fit with the new space and resubmitted in order to be considered for this new opportunity.

There is no minimum commission amount. You should request the amount needed to enable your project to go ahead, as demonstrated by your proposal budget, rather than the maximum available. Your budget should include any other income sources and in-kind support you intend to secure. Value for money is a key commissioning criteria.

See the ***Bridgwater Commissions Opportunity document*** for the full list of criteria.

Additional Assessment Criteria:

Proposals for the popup shop must also address the following:

- The proposed activity fits with the project aims and objectives, and with the physical limitations of the space
- The activity is likely to appeal to passers-by and those drawn into the shop who did not necessarily plan to take part in an arts activity

Seed understands that diversity fosters creativity and innovation. We value contributions from people from a variety of backgrounds with different skills, experiences and stories to join us and influence and develop our work and the way we do it. We are committed to equality of opportunity, to being fair and inclusive, and being a programme for everyone. Seed actively encourages proposals from artists and organisers who have disability or are of a minority background to lodge an expression of interest that meets these criteria. If you have disability, physical impairment or identify as neurodiverse, please contact us to discuss the best way for you to present your expression of interest.

Seed also seeks to build connections, alliances and partnerships with local non-arts organisations. Proposals that include support and involvement from local organisations not traditionally involved in or supportive of the delivery of the delivery of arts activities are particularly encouraged.

All artists/facilitators/volunteers etc. who may interact with children or vulnerable adults through activities based in the popup shop will be required to have a current DBS and to comply with Seed's safeguarding policies and procedures.

Paying Artists a fair wage

Seed is committed to paying artists and artworkers a wage commensurate with their skills and abilities. We expect all proposals to set out artist fees in line with the recommended rates of pay for the artform involved. Eg:

<https://musiciansunion.org.uk/rates>

<https://www.artistsunionengland.org.uk/rates-of-pay/>

<https://uktheatre.org/theatre-industry/rates-of-pay/uk-theatre-equity-performers/>

Any other people working on the project other than volunteers should be paid the UK living wage as a minimum. <https://checkyourpay.campaign.gov.uk>

Deliverables:

Commissioned artists/organisations/teams will provide:

- Further development of their project idea, ready for launch and delivery
- Marketing materials including images, co-branding logos etc
- Setup and takedown of the activity within the popup site, leaving it clear and clean for the next activity to be installed by an agreed time and date
- On the ground management and delivery of the activity, and the popup space during the activity, including risk management and adherence to Seed policies and procedures where required
- Documentation of the process throughout their activity
- Participation in evaluation activities

It is expected that any and all costs relating to these five deliverables will be covered from the commissioning fee and other sources identified in the proposal budget.

Seed will provide commissioned projects with additional support in the form of:

- Management of the overall Creative Takeover project
- Ongoing advice & support on project development, delivery, documentation & evaluation
- Graphic design support
- Marketing and promotion support through our social media channels and website
- Policies, procedures and other helpful documents as required

Timeline:

Expressions of interest open	NOW
Optional Site Visit/inspection Shop 8 Angel Place TA6 3TQ	Tuesday 6 August 2024 2-4pm
Deadline for proposals to be considered in first round of programming	Monday 19 August 2024 5pm
Deadline for proposals to be considered in second round of programming	Monday 23 September 2024 5pm
<i>(if slots and budget remain available)</i> Deadline for proposals to be considered in a third round of programming	Monday 2 December 2024 5pm

Proposals will be assessed on a rolling basis as they come in.

Dates in the programme will be filled on a first come, first served basis.

How to apply:

ALL PROPONENTS

Please see the accompanying document "OPPORTUNITY FOR ARTISTS, ARTS ORGANISATIONS AND LOCAL COMMUNITY GROUPS: CREATIVE COMMISSIONS IN BRIDGWATER 2024" for full details of the application process.

Projects may include component activities that take place in locations other than the popup shop.

About Seed

The Engine Room, 52 High St. Bridgwater Somerset TA6 3BL

www.seedsedgemoor.com

Seed is a Consortium of local organisations comprising:

Homes in Sedgemoor,
Community Council for Somerset,
Bridgwater Senior Citizens Forum,
Young Somerset,
Somerset Film; and
Bridgwater Town Council.

We believe that arts, culture and creativity are not elite activities, but should be an ordinary part of everyday life, created by, with and for the people. This can be achieved in partnerships with artists in all forms of the creative arts, working in response to the collective imagination and reflecting the things that are important to the communities of Sedgemoor. We seek to make creative arts, culture and heritage part of everyday life in Sedgemoor by growing new opportunities for its people to participate, create and celebrate.

Seed is part of Arts Council England's Creative People and Places programme (CPP). Creative People and Places is about more people taking the lead in choosing, creating and taking part in arts and culture experiences in the places where they live. It is an intervention by Arts Council England to inspire new ways of thinking about cultural engagement in local authority areas where the official statistics showed historically low levels of engagement. There are 39 projects across the country, each located in a place where people are least likely to engage with arts and culture. The Arts Council is committing £38 million to the programme between 2022-2025. Between 2012 and 2019 it created 7.4 million engagements with the CPP programme and 86% of people who participate in weren't previously engaging regularly with arts and culture.

Your **Creative People + Places** project is facilitated by a consortium of local organisations including:



Bridgwater
Town Council



Supported using public funding by
**ARTS COUNCIL
ENGLAND**