



Word2018 Co-Promotion - Expression of Interest Guidelines

1. INTRODUCTION

Now in its 7th year, Islington's annual Word festival celebrates the transformative power of words through a programme of high quality, arts activities, events and learning opportunities that encourage residents across Islington to develop enjoyment in reading, writing and freedom of expression.

The WORD2018 festival will run from **1 - 30 June 2018** and is a partnership initiative between Islington Council's Library and Heritage Services, Arts Service, All Change and Free Word.

Over the past 6 years Word has had great success in reaching a diverse range of people of all ages and abilities in Islington, offering them the chance to participate in extraordinary projects, and to create and experience amazing work both as participants and audiences.

Taking on board learning and recommendations from previous years, this year's festival will focus on the impact projects - which use reading, writing and literature in creative ways - can have on mental health and wellbeing. The programme will include a number of specially commissioned projects, and will shine a spotlight on high quality creative work being delivered by arts organisations in Islington which offer creative approaches to and demonstrate effective engagement with the festival's 3 priority target audiences (* see below).

(For information about Word2012-2017 visit: www.wordfestivalislington.co.uk)

2. WORD2018 *PRIORITY TARGET AUDIENCES

The Word2018 programmes will have a particular focus on projects, which achieve the **active participation and involvement** of:

- a) **Older adults with dementia** (65 years and over) and their families
- b) **Young people with mental health difficulties** (specifically projects that work to improve the wellbeing of young people aged 13 – 25 years) and their families
- c) **Children** (especially early years – 1- 5 years) and their families.

3. CALL FOR EXPRESSIONS OF INTEREST for activities to be included in Word2018

Word2018 is inviting expressions of interest from artists and arts organisations wishing to submit arts activities and creative opportunities for inclusion in this year's festival. Activities should **explore the pleasure of reading, writing and freedom of expression** and take place in **Islington between 1-30 June 2018**.

We are particularly keen to see events and activities that:

- Prioritise the participation and engagement of local residents and 2018 target audiences

- Support creative collaborations between artists and or arts organisations.

This co-promotion element of Word2018 will enable partner venues and arts organisations based in the borough to promote their on-going work to the broadest possible local and sub-regional audiences under the umbrella of the Word festival. Please note there is no funding available to support Co-promotions. Support is provided through the festival branding and inclusion brochure and website only.

The deadline for **Expressions of Interest** for **CO-PROMOTIONS** is **6pm on 5 March 2018**

The Word Festival is one of Islington Council's flagship programmes, profiling work by and contributions from exceptional arts organisations and attracting annual audiences of over 35,000 people in person and online each year. 10,000 festival brochures are distributed to venues across the borough and activities are further promoted through the festival website, twitter and local press coverage. The festival includes opportunities to share practice with professionals in the arts, library, health and education sectors; and support in building new partnerships and reaching new participant groups.

4. FESTIVAL AIMS AND OBJECTIVES

The overarching aim of the Word festival programme is to develop long term sustainable relationships between Islington Council and the borough's arts and heritage sector to:

- Support local residents** to explore, engage in and enjoy reading, writing and freedom of expression through a programme of high quality participatory arts activities
- Raise the profile of Islington's rich arts and literature heritage** (in particular Islington's community arts and literature sectors)
- Celebrate the creative achievements of local residents in the** borough in reading, writing and literature
- Promote creative collaborations between Islington's literature and community arts sector** and enhance partnerships between the public, voluntary and private sector cultural providers
- Establish and promote cultural and creative learning opportunities** to develop local employability skills and pathways into employment in the creative sector
- Maximise usage of library facilities**, promoting Library venues as key community and cultural hubs that support local residents to actively engage in local arts, literature and heritage programmes.

5. FESTIVAL PROGRAMME

The Word2018 programme will support and promote active engagement in a broad range of reading and writing genres and disciplines including (but not exclusively):

- Creative Writing: Poetry, Short Stories, Screen writing, Script writing, Lyric/song writing or Local history
- Spoken Word
- Reading: Author led events and readings, Mass reading events, Literature led temporary public art

6. KEY ARTIST/ARTS ORGANISATION RESPONSIBILITIES

The Word festival aims to create a programme that is perceived to be an exemplar of practice, using the arts to engage residents in the enjoyment of reading, writing and freedom of expression, support their personal, skills and social development and make a positive contribution to the community.

Co-promoted artists and or arts organisations will:

- Develop and deliver arts projects and events that promote reading, writing and freedom of expression.
- Deliver activities in Islington during June 2018, as part of the festival main programme
- Ensure that all Safeguarding and other legislative requirements are fully complied with
- Input to marketing and promotional plans and materials in line with Word 2018 Marketing Guidelines and deadlines
- Ensure that all monitoring and evaluation documentation is completed in line with Word2018 Monitoring and Evaluation requirements

7. KEY CONTACTS

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| <p>Suzanne Lee Artistic Director (All Change) Word Festival Creative Producer All Change 27 Dingley Place London EC1V 8BR T: 020 7689 4646 E: suzanne@allchangearts.org</p> | <p>Tony Brown Stock and Reader Development Manager Islington Council Library and Heritage Services Central Library 2 Fieldway Crescent N5 1PF T: 020 7527 6963 E: tony.brown@islington.gov.uk</p> |
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Please note artists and arts organisations may submit more than one proposal for co-promotions.

**Please send expressions of interest for:
CO-PROMOTIONS by 6pm on Monday 5 March 2018 to:**

Email: info@allchangearts.org