



## **ENGAGE (REMOTE) RESIDENCIES IN RURAL PUBS AND COMMUNITIES**

### **WHAT IS INN CROWD?**

INN CROWD is a programme of high-quality live literature performances touring to rural pubs across England since 2016. It helps reinforce pubs as central to rural community life by bringing exceptional cultural experiences to new audiences.

INN CROWD is now extending its remit to explore how we may engage rural audiences and support rural pubs through writer in residence schemes. ENGAGE will pair artists with one of our INN CROWD pubs and ask you to create a piece of new work for the members of that local community. In doing so, we seek to tackle isolation and ensure that access to quality artistic experiences doesn't depend upon technology or access to metropolitan areas.

INN CROWD is a collaboration between Applause Rural Touring, Creative Arts East, and National Centre for Writing, working with Pub is the Hub. Also in association with: Arts Alive, Artsreach, Carn to Cove, Live and Local, SpotOn and Take Art.

For more details about INN CROWD, visit [www.inncrowd.org.uk](http://www.inncrowd.org.uk)

### **WHO CAN APPLY?**

Applicants must be:

- An individual or collection of artists all resident in England
- A writer or other literature focused artist with a track-record of professional work.
- Aged 18 or over.

## WHAT ARE YOU LOOKING FOR?

ENGAGE will commission artists to be remote writers in residence with rural pubs across England. During the residency, artists will create a project that engages the local community in a new piece (or pieces) of writing.

The content and approach to the writing and distribution/presentation is up to the artist; we are looking for artists to be creative in responding to the brief. We would welcome personalised writing to individuals in the community, fragments of a story that must be puzzled together to be complete, work that celebrates the history and role of a rural pub, or any number of other approaches. It does not have to be directly written about the community (although it can be) or the pub (although it can be) and most definitely does not need to be written about the crisis we are facing. The key is making sure your content will be enjoyed by this specific rural target audience and ensuring a sense of community is experienced.

## HOW SHOULD WORK BE DISTRIBUTED?

We welcome applications for work that would be distributed:

**Offline:** from postcard stories to poetry hour phone ins, we invite you to get creative with how you might share your work with remote communities and help keep their local pub at the forefront of their minds as a hub for the community.

**Digitally:** from live-streaming a new place-specific piece through a pub's social media channels, to imagining how the pub may celebrate reopening after lockdown. Some of our pubs have thriving social media presence and we will look to utilise these platforms to serve their communities.

**Hybrid:** a combination of the offline and digital means.

INN CROWD is unlikely to offer more than 50% of commissions to Digital projects.

INN CROWD will act as Executive Producers in the development of your work, pairing you with a pub, helping you develop your work and shape it to suit the specifics of pub and rural communities. We will place you in (Remote) residence

in a rural pub and community, enable discussion with that local pub, and support the distribution of work.

### **HOW MANY COMMISSIONS WILL YOU MAKE?**

We will seek to make 6-12 commissions in this round. There may be further rounds in the future.

### **WHAT IS THE TOTAL BUDGET FOR THIS WORK?**

We invite applications that can be delivered with a total INN CROWD budget of between £1000 and £3000 (including VAT).

### **DO I NEED TO KNOW WHAT PUB I WANT TO PARTNER WITH?**

No. We have a network of pubs around England that we work with. We will partner commissioned projects with a pub that suits the application.

### **DO I NEED TO HAVE ANY MATCHED OR THIRD-PARTY FUNDING TO SUBMIT AN APPLICATION?**

No. We can, and prefer to, 100% fund projects. If you do have or need additional funding for this project, we expect to be the main funder, meaning you should not require more than £3000 from other sources.

If your project is dependent on additional funding from other parties, you should explain this in your application and indicate whether this funding is confirmed or not. This project has a fast turnaround timeline and any need for additional funding would be required to suit our timelines. It is also worth mentioning that we welcome simple and effective solutions to this brief. Financially ambitious projects that require large amounts of extra funding may well be missing the mark in terms of the community being priority in this brief.

### **CAN I APPLY WITH EXISTING WORK?**

You are welcome to apply with a project that has been delivered in the past. However, the project should include new writing at its heart.

## **CAN I CONTINUE TO DELIVER MY PROJECT ELSEWHERE AFTER INN CROWD?**

Yes. All we ask is that you deliver the work for INN CROWD as a priority, and always refer to INN CROWD as funders of the project in future iterations.

## **ARE THERE ACCESSIBILITY REQUIREMENTS I SHOULD CONSIDER?**

Content should be produced in a way that considers users with visual, hearing, motor and other disabilities, wherever practical. For example, we recommend that printed material should be in large format, and that any video is subtitled.

We can advise you on accessibility to ensure your project is suitable for the widest possible audiences.

## **IS ENGAGE A RESPONSE TO COVID-19?**

Yes and no. Like most live art, INN CROWD has been hit by the lockdown imposed to reduce the spread of Covid-19. We anticipate that it is unlikely that we will be able to resume touring normally in 2020.

All applications must be deliverable remotely in their entirety. You must comply with government guidelines on required behaviour to minimise the spread of Covid-19. All aspects of the development of this project must be deliverable in current conditions.

However, INN CROWD has always aimed to support non-traditional venues to serve rural/ isolated audiences with exciting experiences and to enable artists to create new work. Our aims with the ENGAGE are no different, just with a re-imagined delivery space and means of doing so. We are now exploring how we can continue to provide artistic experiences to rural audiences and support the community role of pubs at this time.

However, we intend to continue residency commissions when normal touring is once more possible.

## **WHEN SHOULD COMMISSIONS BE READY TO LAUNCH?**

We are seeking proposals that can be shared with audiences in 2020. We would like at least 50% of our commissions to be ready by the end of July 2020, and all ready to begin by the end of September 2020.

Please note, after Commissions are ready we may choose to release them gradually across the rest of the year. We will work with commissioned artists to identify exact time frames at the commission stage.

Please note, if we are affected by staff illness during this period of self-isolation, we may need to vary these timelines at short notice. We will make all reasonable efforts to avoid this and to keep you informed of any changes. Likewise, we understand that your own project timelines may be similarly impacted and, if so, we ask you to notify us as soon as possible and we will aim to be flexible in our approach.

## **WHAT DO WE EXPECT FROM SELECTED PROJECTS?**

We invite you to be creative in how you respond to the brief. Our only criteria are that you satisfy the following:

- The twinned pub must be involved in the distribution or presentation of the work in some capacity. We want to keep the pub at the heart of our communities during this time;
- There must be a focus on the community and social benefits within your work, not just the cultural/ artistic benefits. This can be through distribution methods or as part of the content;
- The work must be rooted in words and writing.

On top of this, we ask that commissioned artists recognise that INN CROWD has both a funding and developmental role in your project, and work with us to ready it for delivery. This will include providing any images and copy in a timely manner, acknowledging us publicly as funders and developers of your project, and communicating effectively on your progress.

## **WHAT ARE YOU LOOKING FOR IN MY APPLICATION?**

When reading applications, we are looking to be:

- Excited by an artistic proposal. We want to feel that you have a clear vision for your project, understand how to develop it from concept to delivery,

and know what experience you want audiences to have. Make sure you have an engaging title and a clear description of what the project will be like to engage with.

- A budget that is appropriate to the project you are creating. Areas you should consider for this budget include:
  - o Artist fees – we will not commission any artist who is not proposing to pay themselves and any other artists (producers, directors, photographers, etc) appropriately for their time. You can consult the Society of Authors for recommended rates.
  - o Cost of materials and distribution.
  - o Please note, you do not need to include publicity or advertising costs in your budget as this work will be covered by INN CROWD networks.
- Artists who understand or can imaginatively respond to the the challenges of rural pub communities, are excited by the opportunities, and are happy to work in collaboration with the INN CROWD Consortium to bring the project to audiences across the UK.
- Evidence of your past artistic work. Although we welcome applications from artists who have not specifically delivered engagement work in the past, we are looking for projects that can be reliably created and delivered. You should summarise your experience of creating and delivering work in your application.

We are looking for exciting artistic proposals that capture our imagination and have clearly thought through means of utilising pubs in the means of distribution or delivery. Please be specific in your application about the level of interaction you would require from your pub (this might be in terms of information about the pub and its community, ways it operates, access to its social media channels, etc) in order to make your project a success.

Please note that participating pubs will have opted into this scheme. However, they are businesses rather than cultural hubs and will be interacting with the project for the good of their business and their communities first and foremost. Please consider pubs with thriving social media channels or veg delivery options as well as those offering very minimal services with fragile businesses. We are keen to support pubs in whatever state they may be in at this time.

Involvement can be as simple as posting offerings in pub windows through to more involved support. The more flexible the idea, the better.

<b>WHAT SUPPORT CAN YOU PROVIDE TO HELP ME WITH MY PROJECT?</b>
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We can support you to understand the challenges, pressures, and priorities of rural communities, to think through your artistic proposal and maximise the impact it achieves. We will do our best to support you with introductions to experts who might help you deliver your project to its full potential.

### **CAN I SUBMIT MORE THAN ONE PROPOSAL?**

No. On this occasion we are limiting applications to one per person.

### **CAN I APPLY IF I'VE RECEIVED INN CROWD COMMISSIONS OR TOURING BEFORE?**

Yes. You can apply if you have already received a commission or touring from INN CROWD.

### **HOW WILL YOU SELECT WHICH PROJECTS TO COMMISSION?**

Applications will be assessed by a panel of staff from INN CROWD partners Applause Rural Touring, Creative Arts East, and National Centre for Writing. They will be assessed using the following criteria:

- Fit with the commissioning brief
- The quality, clarity and creative ambition of your proposal
- The audience potential of the project
- Your artistic experience and that of your partners
- Value for money and financial viability
- Whether the project is deliverable through the pubs involved.

We want to support a diverse range of applicants. We will seek to select a balance of artists and creative practitioners who are representative of this country and who contribute to the Arts Council's [Creative Case for Diversity](#), including applicants who identify as a D/deaf or disabled person, have a long-term health condition, or are from an under-represented protected characteristic group.

### **WHAT IS THE APPLICATION DEADLINE?**

Applications will close on **Sunday 10<sup>th</sup> May 2020**.

We will communicate the outcomes of these commissions by **Friday 22<sup>nd</sup> May 2020**.

### **HOW TO APPLY**

Complete the application form at <https://forms.gle/XVBYAuk3yvkYtK7h8>

Please then send a full budget breakdown and any additional material to Sam Ruddock [sam@nationalcentreforwriting.org.uk](mailto:sam@nationalcentreforwriting.org.uk).

### **WHAT DO I DO IF I HAVE FURTHER QUESTIONS OR WANT TO DISCUSS MY APPLICATION FURTHER?**

For an informal discussion about INN CROWD ENGAGE, please contact Sam Ruddock at [sam@nationalcentreforwriting.org.uk](mailto:sam@nationalcentreforwriting.org.uk) or on 07943063015. Please note, Sam works 2.5 days per week on INN CROWD so will not always reply immediately. However, he will try to get back to you as soon as possible.