

# New Forest Arts Festival 2017 information pack



## About the Arts Festival

The New Forest is a hub for artists and craftspeople working across a wide variety of media and has a rich history of inspiring artists.

The Arts Festival is an opportunity to celebrate and promote the wealth of talent in the area and for everyone to get involved. It brings together a wide variety of art forms celebrating the New Forest's heritage in unique venues.

The types of events range from music, painting, crafts, textiles, film, photography, theatre, talks, exhibitions and workshops, with lots of opportunities for people to take part.

## Theme

The 2017 Arts Festival will focus on the theme of trees, taking inspiration from 2017 celebrating of 800 years of the Tree Charter.

## Schedule

- March/April 2017 – expressions of interest received from artists/groups
- April 2017 – participants confirmed
- June 2017 – programme distribution
- Saturday 10 June - Sunday 25 June 2017 – New Forest Arts Festival
- June - September 2017 – evaluation forms collected and processed

## Programme

The Festival programme size is DL at 99mm x 210mm 5 (21cmx14.5cm), with each page divided into four quarters.

Event information for the programme will be taken from completed application forms, using some, if not all, of the following information:

- 1 image – please see page two of this pack for image specifications
- Event Title
- Location
- Date(s) and times
- Event description
- Enquiries/booking details
- Cost (if applicable)
- Event category

**Please note:** completed expressions of interest forms containing the above information can be emailed to [beki.mole@newforestnpa.gov.uk](mailto:beki.mole@newforestnpa.gov.uk). Or by post to: New Forest Arts Festival, c/o Communications, New Forest National Park Authority, Lymington Town Hall, Avenue Road, Lymington, SO41 9ZG.

## Images

Any images supplied should be high resolution at over 1mb or 300dpi in size. The images may be used in promotional materials, so please ensure you are happy for us to do this and that relevant permissions have been obtained. Images of poor quality will not be accepted.

The image below is taken from the 2016 programme, showing four quarter-page listings

The image shows four quarter-page listings from the 2016 programme, arranged in a 2x2 grid. Each listing includes a title, date, time, location, and contact information, along with a small image related to the event.

- Top Left (Workshop):** "Deep in the Forest, something new is happening!" at Furzey Gardens, Minstead, 22, 23 and 24 June, 10am – noon and 2pm – 4pm. Organized by hArt.
- Top Right (Visual art):** "The Forest Within Exhibition" at Lyndhurst Community Centre, 25 June, 10am – 3pm. Organized by Visual Marks.
- Bottom Left (Music):** "Guitar Performance by Sam Carter" at Forest Arts, 23 June, 7.30pm. Sam Carter is the Best Newcomer.
- Bottom Right (Exhibition):** "Arts Festival Showcase Day" at New Forest Centre, 25 June, 11am – 3pm. Features various artists and demonstrations.

## Marketing

The Festival provides a marketing platform for local artists to showcase their work, but has a number of marketing tools outside of the event dates. The Festival's website provides information about the Festival and the steering group that co-ordinate it.

It also lists the events taking place that year, under the relevant categories (some events will be listed under multiple categories if applicable), in addition to an events location map and online copy of the programme.

The map details all the venues hosting Festival events and under each venue the events taking place are listed by date and include a relevant weblink.

There is also a New Forest Arts Festival Facebook page. We urge participants to promote the Festival and their events through and on this page, and then share it to a wider audience.

Throughout the rest of the year, this page acts as a platform for local creative organisations and people to share updates, events and opportunities.

The Festival and its events are also promoted through the New Forest National Park Authority's Facebook and Twitter pages, as well as partner organisations' social media channels.

## **New Forest Arts Festival grants criteria**

A small amount of funds has been made available to help individuals, charities and community groups put on events that would otherwise not be possible. **Please note:** this year the Festival's theme is trees and participants/events are required to work within this idea.

Up to £1,000 is available for applications that meet at least one of the following objectives:

1. Help increase the quality and innovative nature of an event
2. Meet the costs which enable an event to take place – e.g. venue hire, hire of exhibition boards etc.
3. Provide an addition to the festival programme which is not otherwise available – e.g. under represented community, geographical area or art form.

To access the funds, projects must demonstrate a commitment to the event through one of the following:

- Evidence that the event is already partly organised
- Cash or other grants
- Cost of tangible items given freely, for example meeting space
- Volunteer involvement.

An application form will need to be submitted, and we expect to make a decision within seven days of receipt. The application will be assessed by a panel.

Claims will be paid on evidence of commitment to the project. Please note that copies of invoices and receipts will be required as evidence of spend.

An evaluation form will be provided which requires you to gather information on attendance and obtain quotes from visitors. The evaluation will also ask you to consider how the project may be able to progress in future years, as well as your thoughts on which parts worked particularly well and which parts didn't work so well and could therefore be improved in future years.

## **Events promotion**

'Corex' direction arrows can be provided to all venues. Please indicate on your application form if you require arrows and how many.

Template posters are available to download from the website or from the Festival co-ordinator by email. Please print and place around your neighbourhood, such as on notice boards, in studio windows, local shops and so forth (please laminate if they will be going outside).

## Artist/organiser responsibility

This year's theme is trees, so please ensure your event addresses this requirement.

Liability insurance – the New Forest Arts Festival is not responsible for loss or damage to artists work or for any harm to artists or members of the public or to their property caused by the work of participating artists. We recommend that you take out PPI and/or exhibition insurance to cover any loss or accident. Some online options below – please check T&Cs as some art forms are not covered:

If you are opening your own studio, venue or running workshops – Artist Newsletter (A-n) membership for £36 per year (2016) includes up to £5m public liability insurance  
<https://www.a-n.co.uk/about/membership>

If you need exhibition insurance as you are exhibiting at a third party venue – Society for All Artists (SAA) membership includes exhibition insurance for example  
<http://www.saa.co.uk/professional-membership/>

Publicity - the Festival will publicise events through its social media channels and will produce relevant press releases. However, you are responsible for publicity in your neighbourhood (ie. local parish magazines, poster/notice boards, local shops, on social media). You are also responsible for putting out/taking down any 'corex' directional arrows and promotional materials, such as posters and programmes.

Monitoring - all events within the Festival must provide data for monitoring and evaluation. We ask events to capture data so that the Festival can improve each year. All data is collected through evaluation sheets, which are provided by the Festival co-ordinator by email or can be printed from the Festival's website.

## Festival co-ordinator

Caroline Rackham

Telephone:

Email: [caroline.rackham@googlemail.com](mailto:caroline.rackham@googlemail.com)

## FAQs

**What are the benefits to participating?**

**What sort of art can be included?**

We accept all types of art in the Festival, including but limited to paintings, sculptures, performances, printmaking, photography, drawing, ceramics, jewellery, audio and oral arts, digital art, crafts and design.

You will also have access to the Festival's Facebook page to promote your group and work outside of the Festival.

For any further questions, please contact Caroline Rackham at [caroline.rackham@googlemail.com](mailto:caroline.rackham@googlemail.com)

The Festival is a great opportunity to promote your creative group and/or artwork to a wide audience. It also provides the opportunity to network professionally in your region and be inspired by or collaborate with other artists and their works.

