

The Cultural Olympiad in the South West

THE EXTRA MILE

Guidelines for Engagement

If you have a project proposal you want to put forward for inclusion in the Cultural Olympiad programme in the South West, please read these guidelines carefully and then send a short, written description of your project to me at:

richard.crowe@culturesouthwest.org.uk

Please note: *this is a preliminary process, not a detailed application for funding. Please keep this short and sweet. No more than 4 sides A4 in total, absolute maximum. These questions should act as a prompt to help you think through your project. They are not designed as “hoops” to jump through. At this stage, as with any other project idea you will work on, there is no money to help you develop your ideas, so don't invest too much unpaid time at this point.*

1. Project Description: No more than one side of A4 on the vision of your project. Key questions you should answer here are:

- What is it?
- Why are you doing it?
- When will you do it?
- What are the anticipated outcomes?

Keep this lively and creative. This is probably your only chance – in an otherwise pretty dry process – to communicate your passion and inspiration.

Don't go over the top on the superlatives, however, as you will need to get this down to 300 words by the time you come to apply for the *Inspired By* mark.

2. The Budget and Funding Sources: Key questions you should answer here are:

- How much will it cost?
- Where have you thought, or started to look for funding?
- Has any funding been committed yet?
- Who are your partners in the project and are they committing any money to it?

If this is a three/four year programme of work, it's going to be useful to break this down into "bite-sized" chunks/phases (e.g: Research & Development; Year 1 Activity; Year 2 Activity; Year 3 event). This way it may be possible to get the project up and started without having to have all the money in place up front.

The Culture 24 website has links to the updated funding guide for the sector. This is a comprehensive guide and may take a couple of hours to sift through. Open a bottle of wine, put your feet up and take your time – it's well worth it. The link to the guide is:

http://www.24hourmuseum.org.uk/etc/formuseums/TXT55759_gfx_en.html.

When it comes to applying for funds, bear in mind that funders will want to see yours, your partners' and your stakeholders' commitment to the project. So ensure you have some match funding in place. Remember that *every little helps* to oil the wheels and "nothing will come of nothing".

3. Project delivery and marketing: Key questions you should answer here are:

- What mechanisms will you put in place to deliver your project on the ground?
- Does your organisation have the capacity to do this or will you be using other partners/stakeholders to do this?
- Who is the target audience/s for your project?
- How will you reach them

4. Regional Programme: the Key question you should answer here is:

- How does your project/programme fit into the Regional Programme (outlined below)?

Title: The Extraordinary Mile

A series of **Extraordinary Journeys** through the unique environment of the South West and beyond (to find the source of rivers or across the ocean) in search of:

- **Extraordinary People:** explorations of *who we are, identity and diversity*; traditions and innovation; celebrations of the South West's heroes from the past (Darwin, Drake and Thomas Hardy) and present (Tom Daly and our Paralympians); the ways in which we welcome the world to our region and the provision of appropriate skills to ensure the future health of our creative industries and tourism
- **Extraordinary Places:** from Stonehenge, Glastonbury and Bath, to Portland, Holton Lee and Eden, the South West is full of iconic places, structures and milestones; the Olympiad gives us the opportunity to reassess their significance, the stories and myths that surround them, and the ways in which we present and interpret them today

- **Extraordinary Spaces:** journeys that make connections between our urban and rural communities and from the coast into the landscape; explorations of how we animate and humanise public spaces (from town squares and housing estates to public rights of way, our National Parks and AONBs)
- **Extraordinary Events:** and experiences that mark moments, celebrate the environment and *raise the bar* in terms of quality and levels of access, participation and aspiration
- **Extraordinary Challenges:** creative responses to, and subversion of the paradoxes and difficulties that often surround the Games, from the potential conflicts between *competition* and *collaboration*, to perceptions of the *body beautiful* and the relationships between *sport, culture and politics*

Underpinned by an **Extraordinary Commitment** to minimising the carbon footprint of every project we present. Taking our lead from the power of the wind at Weymouth, a commitment to making journeys on foot, by water or by bicycle; encouraging audiences to do the same and Local Authorities, public transport providers and politicians to increase the opportunities for doing this

5. National Priorities: the key questions you should answer here are:

- How does your project address all three of the 2012 Values?

Welcoming the world*
 Inspiring young people
 Delivering a legacy

**this is the one where you may need to be creative. Think about the image we project to the world as a region; diversity in its widest sense of the word and how this is represented in your project; any international links you might foster; cultural exchanges or how the area in which you are working has links with other parts of the world (e.g: through mining; exploration; archaeology; town twinning; ports and gateways etc)*

- How does it help to deliver at least three of the 2012 Themes:

bring together culture and sport;

encourage audiences to take part;

animate and humanise public spaces – through street theatre, public art, circus skills, live big screen sites;

use culture and sport to raise issues of environmental sustainability, health and wellbeing;

honour and share the values of the Olympic and Paralympic Games;

ignite cutting edge collaborations and innovation between communities and cultural sectors; and

enhance the learning, skills and personal development of young people by linking with our education programmes.

- Explain

in what way your project is “excellent” (ie: *goes the extra mile* or *raises the bar* for you or your organisation, other individuals or the region)? and

how it is inspired by London 2012?

6. What can I do for you?

On the basis of the above, I should be able to give you a pretty succinct answer as to whether:

- This is a project I want to include in the Olympiad programme
- It's a project that needs more work and shaping before I can recommend it
- It's not a project for the Olympiad (not a comment on the project's worthiness or quality, just its *fit* to Olympiad values/themes)

If this is a project that I want to include, I will bend over backwards to help you (within obvious time and resources constraints). So it would be useful if you could let me know the most effective way in which I can support you (e.g: facilitated development time; locating additional partners; signposts to funding).

Need a preliminary conversation?

Contact me on 07956 050756 or at richard.crowe@culturesouthwest.org.uk