

The Space: guidance for applicants

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Section one – introduction

Welcome

Thank you for your interest in The Space. This guidance gives you the information you need to make an application for an award.

Arts Council England is the lead body charged with developing the arts and culture in England. We champion, develop and invest in arts, museums and libraries so that people's lives can be shaped and enriched by artistic and cultural experiences and knowledge.

The Arts Council recognises the huge potential of digital technology to support and accelerate the delivery of all our goals and priorities. As a first step, and as a result of the Arts Council and BBC Public Value Partnership 2009-12, the BBC and the Arts Council have agreed to work together on an innovative and experimental project: The Space.

The BBC involvement in The Space represents the first manifestation of the strategy outlined in their plan, Delivering Quality First, where the BBC made a commitment to continuing partnerships with the cultural sector and developing the concept of a 'digital public space'.

What is The Space?

The Space is an experimental digital arts media service and commissioning programme that could help to transform the way people connect with, and experience, arts and culture.

Launching in May and running until the end of October 2012, this pop up service - which will be available across PC, mobile, tablet and connected TV - will challenge artists and arts and cultural organisations to collaborate with each other and with partners to capture and create a wealth of cultural experiences, drawing on the richness of the summer of arts of the Olympic year.

This will be a UK service, free at the point of use.

The Space will showcase a wide variety of material produced and curated by arts organisations on their own or in partnership with independent production companies and/or digital agencies across England. The Space is where great, well-known and established companies and artists of all kinds will be given the opportunity to try something completely new and where new, up-and-coming, less well-known companies and artists will get to try something great.

Success will not simply be measured by conventional online or television metrics. The project will encourage audiences to use the service to increase the profile and expand the real world reach of arts events, to learn and research user habits, and to gain user insights into this new medium.

The Arts Council is making up to £2.5 million available to fund commissions, including the capture of events or artistic work to be shown on The Space between May and October 2012.

The BBC is developing a new audience-facing distribution platform and content management system that will host and bring together art works and information in one space for a limited time. This unique prototype offers a new way of reaching audiences, and the testing of and learning from it will support future development after the project. In addition the BBC is making available key production and business resources to enable the arts sector to benefit from advice, mentoring and training to build areas of digital capacity.

We expect to be able to support and fund approximately 50 commissions. The amounts of funding allocated to each project will differ according to the scope and scale of work.

Key objectives of The Space

- support the wider digital development and building capacity of the arts and cultural sector
- support digital innovation and experimentation and the creation of new art works that can be experienced digitally
- connect audiences and organisations
- promote learning and collaborative working
- generate material and rich data to inform the research and evaluation of The Space project

Your organisation may not necessarily have the complete skills set and capacity to deliver projects of this type. One of our core project objectives is to support the sector to develop its digital capacity and we would welcome proposals from arts organisations that could work to deliver projects in partnership with digital agencies and/or independent production companies. In addition, BBC mentoring, advice and training will be available to many of the shortlisted applicants as appropriate.

Contact us

If you have any questions, please contact our Enquiries team:

- tel: 0845 300 6200
- fax: 0161 934 4426
- textphone: 020 7973 6564
- online enquiry form: www.artscouncil.org.uk/about-us/contact-us

If you decide to submit an expression of interest, we wish you every success.

Section two – editorial vision

The Space is about a revolution. A technological revolution which is in turn enabling a creative revolution and a revolution in the way audiences enjoy and experience the arts. It creates the possibility of a new narrative flow between events and audiences, between the new and the old as we liberate the archive and capture the unexpected. This vision will guide decision making on the grant process and inform the final selection of successful applicants.

The Space will capture a wide variety of high-quality material produced by arts and cultural organisations, on their own or in partnership with others, across England. It will aim to have a mix of genres, formats and locations – reflecting the wealth of creative activity across the country. We want artists and organisations to be experimental, to innovate and to have room to play. Formats can be short-form or long, ranging from simple recording of an event to the complete reinterpretation of a work in order to take advantage of the different artistic possibilities offered by emerging technologies. Commissions will be drawn from one of three editorial vision strands:

- 1. Capturing the event or artistic work** – the capture or reinterpretation of an event; some will be for live broadcast
- 2. About the event or artistic work** – work to deepen knowledge and reflect the creative process, drawing as appropriate on newly captured and archive material
- 3. Creating a new artistic work** – artists' creations using The Space itself as a canvas, to take advantage of the different artistic possibilities offered by emerging technologies

The editorial vision has been agreed by Arts Council England and the BBC. It will guide the decision-making on the grant process and inform the selection of proposals that will be commissioned and made available by The Space on the various platforms.

Every proposal will be assessed against its ability to address one of these three editorial vision essentials. More information on each is below.

1. Capturing the event or artistic work

Many people will be unable to see the rich and varied programme of arts events that will happen across England between May and October 2012. We are looking for proposals that re-imagine what an arts experience can be digitally, capturing arts events and activities (such as theatre, dance, visual arts, music, festivals or hybrid artforms), in innovative new ways; perhaps around the approach to film direction,

choice of presenter, or presenting a complementary re-staging of the artwork. Some of these commissions can be for live broadcast or streaming.

The service will go live over the summer of 2012. We anticipate that some submissions will be related to events that form part of the Cultural Olympiad and the London 2012 Festival. However, The Space can go wider than this, and can include arts events not connected in any way with the Olympic year.

We won't fund 'core' place-based arts work as this work should already be funded or supported. However, we can fund any additional work needed to capture, film, produce, adapt, re-stage or realise ideas around presenting the work digitally. This can include rights clearance costs. Organisations can work alone or together with other arts or media partners.

2. About the event or artistic work

We are looking for proposals that will produce or curate digital media that will explore and/or contextualise arts, events and activities taking place in 2012. We are also looking for creative approaches to the interpretation of and engagement with archives and collections. These can be short-form or long-form video, audio/podcasts, observational arts documentaries, and authored pieces using new talent and voices. We support new approaches to deepening knowledge and quality of experience.

We also want The Space to distribute and showcase what is effectively 'new' audio-visual archive material from collections that may not have been digitised nor made publicly available. This could also include the production costs of new films or repurposing material around and about the artworks and archives. We would welcome proposals as to how these works could be presented, repurposed and contextualised within The Space.

Organisations may wish to make use of selected assets from the Arts Council's Film Collection and the BBC's archives that both organisations are able to make available. Organisations may also want to bring their own archives into The Space. For non-Arts Council and BBC archive use, organisations will need to budget for any research and rights clearance within their grant application.

Find out more about the [BBC archive](#).

Find out more information about the [Arts Council's archive](#).

Download the separate guidance notes on the [technical briefing](#) and [rights clearance](#) on the Arts Council website for more information.

3. Creating a new artistic work

We are looking to support experimental artistic commissions – these can be undertaken by arts organisations or by artists working with an arts organisation. Arts organisations may wish to support an artists' programme testing propositions. These

could be entirely new digital works, but they must be at least partly inspired by the artistic events planned for 2012. We are keen to see proposals that address the development of innovative, user-centred experiences and media work across one or more devices and platforms – mobile, tablet, PC and connected televisions. This might include proposals that utilise some of the unique capabilities and features of modern connected devices, for example: geo-location or GPS on smart phones and tablets; QR code readers; bluetooth, Wi-Fi or 3G connectivity; SMS messages; the ability to find friends or create groups or communities; or the ability to share or comment on material.

For further information on the technology and technical specification of The Space please see our [technical briefing](#) download.

Formats

The Space seeks to show the full potential of digital production and distribution technology. As such we are seeking creative output produced in a variety of formats including, but not restricted to, long-form video, short-form video, audio recordings, collections of still images, text (such as blogs), interactive online experiences and applications to run on tablets or mobile phones.

In addition to stand alone proposals under the three editorial vision essentials we also welcome proposals which run continuously over a longer period between May and October 2012. Proposals might include daily or weekly changing features that give the service structure, coherence and an on-going narrative.

Genres

For the purpose of this controlled experiment, we will focus primarily – but not exclusively – on the following areas:

- music
- dance
- theatre and drama
- visual arts
- literature and poetry
- combined arts (including festivals and other multi-artform events or propositions)
- media and digital arts
- arts-focused approaches to the interpretation of and engagement with archives and collections (including museums and libraries)

We hope to see a strong representation in each of the genres listed above and encourage applications from them, but the awards we make and the material shown on The Space will not necessarily cover all of the genres listed above.

Geography

We would also like to see a strong representation from each region of England and encourage applications from across the country, but the awards we make and the material shown on The Space will not necessarily cover all of the regions of England.

Other costs and requirements

The Space service will be hosted and run by a core project team including BBC and Arts Council staff.

The Space team reserves the right to make final decisions about the broadcast or publication of funded works to ensure quality as well as regulatory compliance. Applicants should ensure they have considered compliance with normal regulatory requirements for broadcast and video-on-demand services.

More information can be found on the following websites:

- [Ofcom](#);
- [The Authority for Television on Demand](#) (ATVOD)

We expect organisations to take proper steps to ensure their production(s) comply with these requirements where relevant. This will be stipulated as a condition of grant.

Commissions containing non-BBC or Arts Council's Film Collection archive material will be expected to budget for research and rights clearance within their grant application. We recognise that the indicative budget for rights clearance at expression of interest stage may alter when proceeding to a full application.

Organisations whose submissions include the potential use of archive material from the BBC or the Arts Council's Film Collection will be given access to appropriate catalogues and research staff expertise at the point at which they are invited to submit a full application. No support will be available at expression of interest stage.

The Space will cover the costs associated with making material available to audiences from the distribution centre within The Space project office. The costs of delivering material to that centre, either physically or over the web, will need to be met by organisations and should be costed into grant applications. More information on technical requirements is provided in the technical briefing note available to download at www.artscouncil.org.uk/thespace.

Important notes

As we are seeking high quality work that could be captured, adapted or realised within a demanding timeframe, The Space is not suitable for the early stages of research and development of ideas. Proposals need to be focused on the guaranteed delivery of outputs to a time critical deadline (see the process and timeline section on page 11).

Finally, please note that if you are already planning to capture or digitise art and cultural works in 2012, and do not require funding but would like to become involved in the project and contribute such works to or forge links with The Space, we greatly welcome this. Your involvement could help the sector test the public distribution and consumption of your material with other art works and forge greater connections between different types of arts media works, helping the public to explore a greater volume of great art and culture.

We will be publishing an acquisitions plan early in the New Year and will be able to discuss this in more detail from the end of February 2012. If you will be would like to be involved in The Space in this way, you should wait for this further guidance instead of submitting an expression of interest now.

Section three – how to apply

Three steps to applying for funding

There are three steps to applying for an award:

1. Read this guidance carefully

This guidance gives you information on how to apply for funding and answers some common questions. If you have any further questions, please contact our Enquiries team who will direct you to the relevant information point. Phone 0845 300 6200, email enquiries@artscouncil.org.uk, website www.artscouncil.org.uk

2. Submit an expression of interest

Organisations or consortia interested in applying to The Space for an award are asked to download and complete an [expression of interest form](#) by **9 December 2011** to demonstrate an activity that meets the editorial vision set out in section two of this guidance. Individual artists must apply in partnership with an arts or cultural organisation.

Those organisations or consortia that are shortlisted after submitting an expression of interest will continue to step 3:

3. Shortlisted organisations fill in the online application form

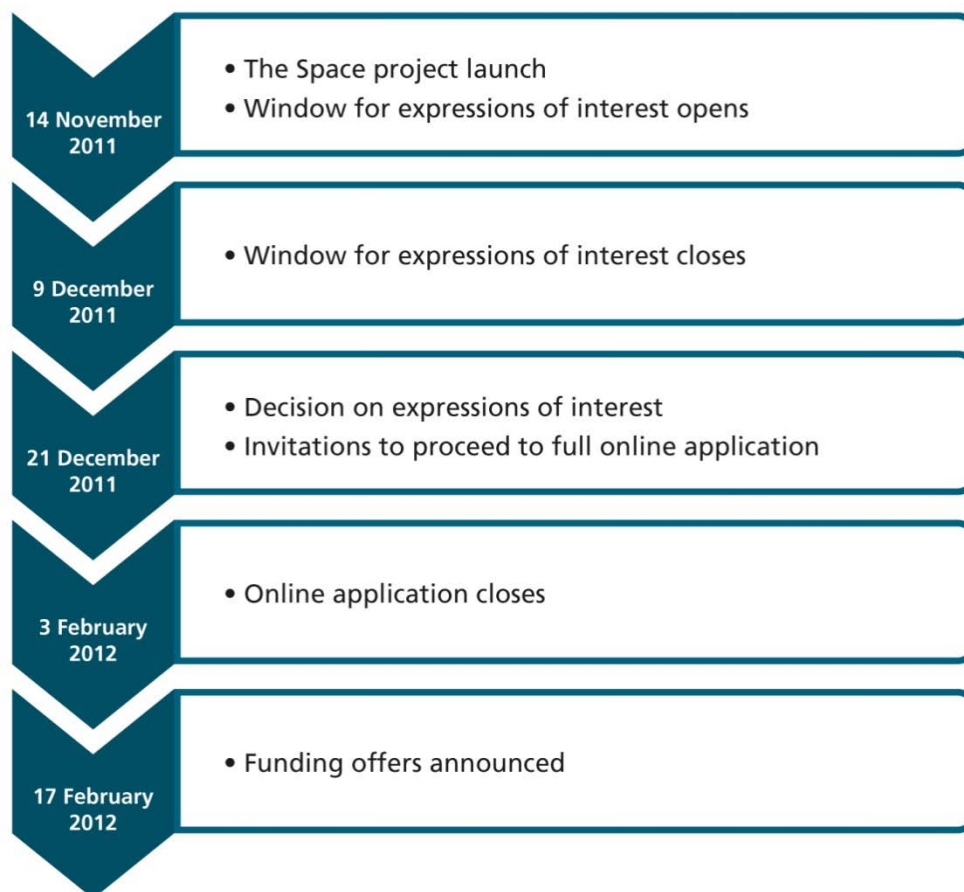
After reviewing the expressions of interest, we will shortlist applicants and ask them to develop their proposal further. We will contact the shortlisted applicants on **21 December 2011** with an invitation to complete a full application. If you do not hear from us by that date then unfortunately we will not be taking your idea forward under this project.

Shortlisted applicants must [apply online](#). Printed applications will not be accepted. If you have difficulty applying online please contact our [Enquiries team](#). Applications must be submitted no later than **5pm on Friday 3 February 2012**. Applications submitted after this time will not be considered.

As well as proposal specific information, the application form asks for information that we may use to report to government or to monitor the different backgrounds of people who receive funding. We will not use this information to assess your application.

Process and timeline

The timetable for submission of expression of interest and full application (where applicable) is set out below. Please consider the timetable carefully before completing an expression of interest as we will expect successful second stage (full application) applicants to meet the stated deadlines.



Eligibility criteria - who can express an interest and when

To be eligible to submit an expression of interest, you must be:

1. an arts or cultural organisation in England, which can include community organisations, museums and libraries. Museums and libraries can only apply for work that is primarily arts focused. Commercial arts organisations may apply, but must demonstrate that this activity is not part of the commercial activities of the applicant and must note that any award will be ring-fenced away from any potential profit-making activities
2. properly constituted as an organisation and be able to make available copies of your governance documentation, if requested

3. able to produce a piece of work within the editorial vision to be shown on The Space between May and October 2012

We welcome partnerships and collaborations between arts organisations and independent production companies or digital media specialists, but do note that in all cases, the arts organisation must be the lead partner.

We will accept expressions of interest for The Space between **Monday 14 November 2011** and **Friday 9 December 2011**.

How to submit an expression of interest

Complete and submit an expression of interest form and sent it by email to thespace@artscouncil.org.uk. All expressions of interest will be acknowledged.

Who cannot express an interest?

You cannot express an interest if you are:

1. an organisation based outside of England
2. an individual – we will not accept applications from people applying in a purely personal capacity. Individual artists must apply in partnership with an arts or cultural organisation as per eligibility criteria 1 above.
3. applying for funding for activities that do not mainly benefit audiences in England

How we will shortlist expressions of interest?

Expressions of interest will be shortlisted against the following criteria:

1. The quality of the work or ideas you are proposing
2. The strength of the fit with the editorial vision of The Space
3. Whether you have the capacity and resources to deliver the capture/adaptation or realisation within the project timeline (May to October 2012)
4. How the organisation and wider arts sector will benefit

In assessing expressions of interest, we will also consider a number of balancing criteria including diversity, geographic spread, the representation of both artform and digital media.

When you will know if you have been shortlisted

We will tell you by **Wednesday 21 December 2011** if your project has been shortlisted to move to full application.

Full applications – who can apply and when

Only those organisations that have submitted an expression of interest (see above) and been shortlisted can submit a full application.

The online application form will open on **Monday 22 December 2011**. Applications must be submitted by **5pm on Friday 3 February 2012**.

Assistance for full applicants

Full applicants will be offered the following support to help them develop their applications:

- At the request of the arts organisation each commission will have access to an editorial or production mentor who will be able to provide advice as may be necessary. Mentors will come from a variety of backgrounds including television, radio and online.
- The project will also provide production management support (scheduling, budgeting, logistics), where it is needed.
- Organisations that are commissioned to produce material which includes elements of archive footage from the Arts Council and BBC archives will have access to the catalogues of both archives along with research staff expertise.
- Subject to availability and specific proposal requirements, some formal training may be offered to individuals employed by arts organisations who are required to play a key role in delivering the proposal. Training may cover self-shooting, post production, production management, camera direction and multiplatform.
- Guidance on rights clearance with relevant bodies will be available, but we cannot guarantee individual advice for arts and cultural organisations' project teams.

What your application must include

We are still developing the full application form to be used by the shortlisted organisations, but it is likely you will be required to provide the following details:

- A more detailed description of the arts activity, event or idea for which you are applying for funding
- A description of the proposed method of capture/adaptation or realisation of digital media available for inclusion within the service, including additional human resources required to deliver the proposal
- A description of partnerships or additional support that the project would be requesting in order to deliver the proposal

- Rationale for the proposal (including concepts being tested, contribution to editorial vision, benefit to audience and to the organisation including legacy ambitions)
- Identification of issues or risks including analysis of any rights issues that will need to be addressed and potentially funded
- Budget including any partnership funding or other secured income or support
- How you are addressing any necessary rights clearance
- A production timetable

How much should you apply for?

Amounts of funding allocated to each proposal will differ according to the scope and scale of work. There is no maximum amount you can apply for but awards above £100,000 will be exceptional and we expect most awards will be in the range of £20,000 to £60,000 to ensure we get the approximately 50 pieces of work needed for The Space. Smaller commissions will also be possible.

How we will make our decision?

We will make our assessment on the basis of the information you provide in your full application and any further information that we request. We will look at the individual application on its own merits and assess against the following criteria:

- The quality of the work or ideas you are proposing
- How well will the proposed proposal align with the objectives and editorial vision of The Space?
- What risks exist within the proposal particularly in relation to on time delivery, rights clearance, compliance, etc, and how have they been mitigated?
- How strong are the delivery plans for the activity?
- How financially viable is the application?
- How the organisation and wider arts sector will benefit and the learning that the proposal will generate

In assessing the application, we will also consider a number of balancing criteria as follows:

1. **Diversity:** we want our investment to create the conditions in which a diverse range of great art and culture is open to all.
2. **Geographical spread:** we will take into account the need to support projects from across the whole of England. We will keep in mind the fact that some

organisations work intensively within their home region, while some will have a reach and impact beyond their home region.

- 3. Spread of artform, genres and formats:** we will also take account of the spread of artforms, genres and formats addressed through proposals.

When you will know

We will tell you by **Friday 17 February 2012** whether you have been successful and how much funding we are offering.

Any decision to offer funding will be subject to discussing and finalising a detailed funding agreement. This process could result in agreed changes to your planned activities and budgets and consequently to your level of funding.

Complaints procedure

If you are not happy with the application process, please contact us and we will discuss it further.

If you are still not happy, you can ask us for a copy of the complaints procedure. Details are in '[Making a complaint](#)', you can also request a copy by emailing enquiries@artscouncil.org.uk or by phoning 0845 300 6200.

Section four – Freedom of Information Act

The Arts Council is committed to being as open as possible. We believe that the public has a right to know how we spend public funds and how we make our funding decisions.

We are also listed as a public authority under the Freedom of Information Act 2000. By law, we may have to provide your application documents and information about our assessment to any member of the public who asks for them under the Freedom of Information Act 2000.

We may not release those parts of the documents which are covered by one or more of the exemptions under the Act. Please see the Freedom of Information website at www.foi.gov.uk for information about freedom of information generally and the exemptions.

We will not release any information about applications during the assessment period, as this may interfere with the decision-making process.