



Thurrock Artist Call Out

Project:	Green Light 2025
Opportunity Opens	15.11.24
Opportunity Closes:	06.12.24
Delivery date:	Feb 2025
Location:	Thurrock, with local areas expected to include Aveley, Chadwell St Mary, Corringham, East Tilbury, Purfleet-on-Thames and South Ockendon

Contact:	Julia Stallard
Email:	Julia@startthurrock.org

1. Objectives

Start Thurrock is curating a series of creative workshops, activities and experiences aimed at encouraging residents to try something new. Our Green Light taster programme intends to reach people who wouldn't usually engage in creative activity, giving them the 'green light' to give something creative a go. The programme responds to what residents have told us they'd like to experience or try out.

We are now inviting Thurrock creatives who have a 'ready to go' creative workshop to get in touch. We would like to promote creative activity and workshops led by local artists, so if you have something to offer, that meets the aims of the Green Light programme, and you are happy with the following, please let us know the details:

- The activity/workshop should be able to take place in one of the locations listed above.
- You must be able to deliver your activity/workshop between 15th and 28th of Feb 2025.
- Your activity/workshop must be free to take part.
- You will need to secure your own venue but we'll cover the cost of hire.
- We will cover activity/workshop fees, including preparation, delivery and time to complete a brief evaluation form provided by Start Thurrock post activity.
- Age range: we're open to all age ranges and particularly interested in activities for adults.

Please submit your ideas (and basic info below) by Fri 6th Dec. Start Thurrock is resident-led and our Resident Panel will decide commissions. Confirmations will be made by Fri 20th Dec. We expect to be able to award 5 commissions. Start Thurrock will promote your activity via socials, our website, a marketing campaign and through on the ground engagement.





2. About Start Thurrock

We have a vision where more people in Thurrock can enjoy and participate in arts and cultural activity in their local area. We all have a story to tell, and a part to play. We want to give every person in Thurrock the chance and space to express themselves, and enjoy that feeling, together. We want our spaces to express our cultures. Our towns to be more connected and creative. We want our joy and energy to reach every town, every family and every person.

Start Thurrock is a Creative People and Places programme funded by Arts Council England.

Our programmes will be **inclusive, inspirational and innovative**, open to anyone, exciting people to engage again, whilst open to experimentation with a range of amazing creative approaches.

Our approach will be **rooted, respectful and responsive**, grounded in the reality of local life, sensitive to the diversity of our people, whilst continuously listening and facilitating the creative aspirations of our people.

3. About Green Light

More information about Green Light, including a film made during the 2024 programme can be found here: <https://www.startthurrock.org/our-work/the-green-light-to-try-something-new/>

Green Light aims:

- Engage audiences and participants who would not normally experience creative and cultural activity
- Promote creative experiences that are inclusive, inspirational and innovative
- Broaden perceptions of creativity and culture
- Increase confidence to develop creative skills

4. Our Learning: Participants and audiences

Start Thurrock uses the Audience Agency's Audience Segment Profiles to understand and reach audience and participants in particular population groups described as 'Supported Communities', 'Frontline Families' and 'Trips and Treats'.

In terms of artforms, Start Thurrock audiences are interested in popular forms of music and dance but open to experiencing more broader music and dance forms.

In terms of participants, art and craft-based activities were popular with Green Light adult attenders as these presented a 'low risk' introduction to experiencing new or different creative activity. Performance-based workshops were less popular with adults and saw limited uptake and high drop-off indicating that more confidence





was needed before participants were willing to dip their toe into theatre and dance-based practical experiences.

The number of disabled people participating was higher than the average for Thurrock. The percentage of people participating from Global Majority backgrounds was also higher than the average for Thurrock, and 20% were engaging for the first time. The programme attracted people who are regular cultural engagers (more than 3 times a year) and low engagers (first time or once a year). Audiences were willing to travel to other parts of Thurrock to take part but this was in small numbers, with most people attending 'door step' opportunities.

Qualitative feedback highlighted that audiences and participants value experimenting with new creative processes, uplifting and relatable experiences, and meeting new people in calm and friendly environments.

5. Your proposal

- Your name and contact details
- Activity/workshop description
- Details of activity/workshop including duration, audience/participant numbers, age range, your preferred location and date
- Why you are proposing this activity/workshop and what you think it will offer to audiences/participants
- Budget, including a detailed breakdown of costs for preparation, delivery, materials, room hire and access.

Proposals should be no more than **one side of A4**, budgets can be submitted separately.

6. Project Team

Katie Beadle
Creative Director
katie@startthurrock.org

Julia Stallard
Green Light Creative Producer
julia@startthurrock.org

Julia is your main point of contact for this project.

7. Schedule

Fri 6th Dec 2024: Proposal deadline
Mon 9th Dec 2024: Start Thurrock team shortlisting
Tues 10th Dec 2024: Resident Panel decisions
Friday 13th – 20th Dec 2024: Confirmations with artists

