

## Connected Programme Guidelines

Got a creative idea for an exhibition or activity that celebrates Culture at the University of Birmingham? Want people to engage more fully with our cultural assets? So do we!

We are funding a range of cultural activity across campus, and are calling for collectives of individuals and organisations to use their creative ideas to develop innovative approaches to enable more people to enjoy the wealth of cultural activity on offer.

The University's Cultural Engagement Team is working alongside colleagues across our cultural venues and collections to encourage more students, staff and people within the wider community to access the University's cultural offer. The Connected programme is aimed at everyone, whether you are a student or a member of staff working in any area of the University, you can get involved...and get more people connected with culture.

### What's It All About?

Within the Connected programme, culture has a very broad definition incorporating all of the collections we hold on campus. Activities will be funded which draw together the assets held around the University, including: -

- The Barber Institute of Fine Arts
- The Lapworth Museum of Geology
- Winterbourne House & Garden
- Cadbury Research Library
- Research & Cultural Collections
  - The Danford Collection of West African Art and Artefacts
  - The Institute of Archaeology and Antiquity Museum
  - Collection of Historic Physics Instruments
  - The Biological Sciences Collection
  - Medical School Collection
  - Silver and Plate Collection
  - University Heritage Collection
  - The Campus Collection of Fine & Decorative Art

For further information on any of the cultural collections and venues visit [www.birmingham.ac.uk/culture](http://www.birmingham.ac.uk/culture).

The maximum value of funding available for each proposed activity is £4,000. There is no minimum value. It is envisaged that we will commission two or three of these projects each year.

Activities spanning any time period from a one-off event to a year-long programme are eligible to submit a proposal.

In order for your proposal to be considered you need to show how your activity meets the following aims: -

- Working collaboratively across the cultural collections and venues to develop new partnerships and strengthen those that already exist
- Engaging with a wide and diverse range of people
- Ensuring that your proposal is realistic and feasible

### **Who Can Take Part?**

All students and staff at the University of Birmingham! The aim of this programme is to involve as wide a range of people and organisations in the planning of cultural activity at the University of Birmingham as possible.

You can submit a proposal if: -

- You work at the University of Birmingham (in any area, not just cultural collections and venues)
- You study at the University of Birmingham
- You have consulted with all of the cultural venues and collections who are part of your proposed partnership, prior to submission of the proposal
- You can complete your activity and undertake all expenditure by 2012

### **Your Proposal**

Submitting a proposal for the Connected programme is very simple and straightforward; just follow the 5 steps below:

1. Read these guidelines carefully

They provide important information on how to prepare and submit your proposal.

2. Fill in the Connected Proposal Form (a copy is attached at the end of these guidelines)

You need to tell us about your proposed activity. Page 4 gives instructions on what to include in your proposal and an example is attached on page 7.

3. Include any relevant further information

This could be in the form of images, video and sound files, or other evidence of your planned activity. Please note that we are unable to return these materials.

4. Seek support

Should you require further assistance to submit your proposal, simply email [culture@contacts.bham.ac.uk](mailto:culture@contacts.bham.ac.uk).

5. Submit your proposal to:

Connected  
Cultural Engagement Team  
University of Birmingham  
Winterbourne House & Garden  
58 Edgbaston Park Road  
Birmingham  
B15 2RT

Or email it to: [culture@contacts.bham.ac.uk](mailto:culture@contacts.bham.ac.uk)

Submission Dates: Friday 24 February 2012, Friday 4 May 2012.

### **The Process**

You will receive an email acknowledging your proposal within 10 working days of us receiving it.

All proposals will be reviewed and assessed by the Cultural Programming Committee against the following criteria:

- Strong evidence of need: Does the proposed activity increase engagement with the University of Birmingham's cultural assets?
- The project being truly collaborative (involving at least 2 of the University's venues and/or collections)
- The project being well planned and organised
- The beneficiaries of the activity being a wide and diverse range of people
- The costs presented being realistic and representing good value for money
- The extent to which other sources of funding have been identified to support the activity.

Following receipt of your proposal it will usually take 4 weeks to let you know the decision. Sometimes we will need to contact you to clarify some of the information before the decision is made.

If successful, we will send you an information pack which includes:

- How you should monitor your project and measure its impact
- When and how you will be paid
- Publicity guidance.

## What to Include in your Proposal

<b>Connected Proposal</b>
<b>Proposer</b> <i>State clearly who is proposing the activity and include contact details</i>
<b>Project lead</b> <i>State which individual is responsible for managing the activity, as well as their contact details, (including department if a member of staff)</i>
<b>Name of Cultural project or event</b> <i>Title of activity</i>
<b>Dates of Cultural project or event</b> <i>Proposed timescale for activity</i>
<b>Description of Cultural project or event (up to 250 words)</b> <i>Tell us about your project: what you are aiming to achieve; how to plan to deliver it; who will be involved?</i>
<b>Venue</b> <i>Where will the activity take place (list all spaces)</i>
<b>How does your project demonstrate cultural engagement for UoB?</b> <i>State the audiences for your activity and how it will increase access to the University's cultural assets</i>
<b>Benefits to 2 or 3 collections/ cultural assets</b> <i>How will the project specifically benefit each of the participating collections or venues?</i>
<b>Benefits to other stakeholders, internal or external to UoB</b> <i>State the positive impact that the proposed activity will have on each stakeholder group</i>
<b>Requirements, including technical and financial</b> <i>List the resources/materials required to deliver the activity and related cost (this could include staff time, promotional activity, materials, event costs)</i>
<b>Evidence of approaches to external funding</b> <i>List all sources of funding for the project, and whether these funds are confirmed, with timescales for any outstanding decisions</i>

## What Next?

Submit your proposal at: [culture@contacts.bham.ac.uk](mailto:culture@contacts.bham.ac.uk)

Or send to

Connected  
Cultural Engagement Team  
University of Birmingham  
Winterbourne House & Garden  
58 Edgbaston Park Road  
Birmingham  
B15 2RT

## Appendix 1: Example of Completed Proposal Form

<b>Proposer</b> Dr. Person
<b>Project lead</b> Ms. A Student
<b>Name of Cultural project or event</b> Black History Month Cultural Events from the Collections
<b>Dates of Cultural project or event</b> Throughout October 2011
<b>Description of Cultural project or event (up to 250 words)</b> To celebrate Black History Month a programme of thought-provoking events focusing on different ethnic histories drawn from the collections could take place across campus throughout October 2011. The month would have an opening event, a closing event and an exhibition dedicated to Black and Ethnic histories. Activities could include: Trail of Hidden Black Histories in the Barber Institute Exhibition and handling session about the Mingana Collection in Cadbury Research Library Various related talks by academics across the University Trail of plants from Africa and Asia at Winterbourne Joint exhibition of reproductions of artefacts relating to different ethnic histories from several collections could be mounted in the Rotunda of Aston Webb The Danford Collection of West African Art and Artefacts could be open for drop-in visits Film screening of the Barber commissioned Sampad film <i>Dancing about Sculpture</i>
<b>Venue</b> To take place at several sites across campus including: Cadbury Research Library; Rotunda Aston Webb; Barber Institute of Fine Arts; the Danford Collection of West African Art and Artefacts – Research and Cultural Collections; Winterbourne House and Gardens; Main Library; Muirhead Atrium.
<b>How does it demonstrate cultural engagement for UoB?</b> Black History Month is a national celebration to raise awareness of Black history and to celebrate Black and ethnic contributions to British Society. Collections at the University of Birmingham hold information on different Black and ethnic histories. The programme of events in October aims to draw out these histories and present them to the students, staff and members of the public. These activities simultaneously promote Black history while raising awareness of the collections at the University for all to engage with.
<b>Benefits to 2 or 3 collections/ cultural assets</b> Raising the profile of the cultural assets of the Danford Collection of West African Arts and Artefacts, Winterbourne House and Garden, the Barber Institute of Fine Arts and particularly the Cadbury Research Library's Church Mission Society Collection; YMCA collection; Theatre Collection; Rare books .
<b>Benefits to other stakeholders, internal or external to UoB</b> Students, Staff, Staff Diversity Group Cultural partners – BMAG, SAMPAD

Other links with the city – The Drum  
Community

**Requirements, including technical and financial**

**Printed leaflet:** collation of information for each event , accompanying image for each event, preparation of introductory text, meetings with D&P, revisions to drafts, distribution of leaflets to venues, D&P cost estimated at £XXX

**Website:** preparation of text and images, liaise with web programmer, revisions and updating, creation of landing page banner. Contribution of work, no charges.

**Launch event:** creation of e-card invitation: £XXX, circulation through Verity system, administration of guest list and replies, venue booking, procure film, technical testing, technical support contribution of work

Venue hire – no cost

Guest speakers – no cost

Catering – estimated £XX for 70 guests

**Rotunda Exhibition**

Identification of appropriate material and high resolution images. Reproduction of images, preparation of captions and text, installation and de-installation – estimated at £

**Publicity:** supply text and images for University communications: Infocus and e newsletters, Twitter feeds, My Bham portal announcement, Guild of Students website news, listings in Birmingham City Council's Black History Month printed brochure and website, listings in National Official Black History Month printed brochure and website. Production of poster and dissemination.

Contribution of staff time

Poster design and printing costs estimated £XXX (met by CRL)

**Mingana Exhibition**

D&P estimated cost £XXX (met by CRL)

**Closing event**

Venue hire fee of £XXX waived

Catering met by Mrs A. Staff

**Staff time**

Project lead – contribution of work [hours to be estimated]

Administration – covered by lead

Website and banner – contribution of work by web programmer, updating carried out by lead

**Evidence of approaches to external funding**

Each collection to absorb the costs of delivering their BHM events

Cost of poster contributed by Cadbury Research Library

There are no approaches for external funding, but I have contacted various shared marketing and publicity through programmes in the city, i.e. listings in the Birmingham City Council Black History Month printed brochure distributed via The Drum and the Official Guide to Black History Month.

## Appendix 2: Proposal Template

<b>Connected Proposal</b>
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**Requirements, including technical and financial**

*List the resources/materials required to deliver the activity and related cost (this could include staff time, promotional activity, materials, event costs)*

**Evidence of approaches to external funding**

*List all sources of funding for the project, and whether these funds are confirmed, with timescales for any outstanding decisions*