**Call-Out for Creative Ideas in Deptford!**

If you would like to talk about the information in this pack, or have any questions, please phone Aja Garrod: 020 8692 4446 (extension 291) or email programming@thealbany.org.uk. **Please note that we may take a few days to respond so may not be able to get back to you on the day of the deadline.**

This pack contains information about an opportunity for individuals, community groups or organisations, artists and companies. It includes:

• information about the **funding** available

• details of how to apply

• information on what happens after you apply.

The Albany is a performing arts centre in Deptford, South East London. We believe in involving people, through participation and partnerships, and are a hub for the arts and community. We present a huge range of events and opportunities each year, across artforms and for all ages.

**Explanation of some important words and phrases in the pack:**

**Funding or commission:** money and support given to a person or group of people to make a show, event, workshop or other piece of artistic work for a venue, which fulfils a set of criteria for the venue (for example: theme, length, style, location etc).

**Match Funding:** Finding a ‘matched’ amount of money (in this case £1,000) or more money from other sources, such as other organisations, Arts Council England, trusts and foundations, sponsorship from businesses, donations, or ‘earned income’ (which could be from ticket sales or even from bake sales and car boots!).

**Pay-What-You-Decide tickets:** Tickets that are free to book for the public who come along, who then pay whatever they decide on the day, after the event.

**Information about the opportunity and what we are looking for:**

The Albany are looking for people with exciting ideas they can support to turn them into reality.

Apply for the **Albany Pizza and Pitches funding by Tuesday 11 February** and you could be in the running to get £1,000 for your project. People who participate in our programmes (not staff) will shortlist their five favourite projects from the applications, and then each project team will be invited to pitch their idea to the public at the *Pizza and Pitches Party*.

Maybe you’ve always wanted to make a performance, teach a workshop, present a fashion show or exhibition, facilitate a creative gathering or talk, or throw a party or a protest! Or maybe you’ve got an idea for something else entirely – we’d love to hear it.

We are a community-orientated arts organisation, so are putting our money where our mouth is and committing funding to whichever project is voted for by the public at the [*Pizza and Pitches Party*](https://www.thealbany.org.uk/projects/pizza-and-pitches-party/) on Wednesday 4 March.

Whichever project gets the most votes will get the money and then we’ll all eat pizza!

You do not have to be an artist to apply but of course you can be. Your idea just needs to hit these criteria to be in the running:

* creative and open to the public with free or **Pay-What-You-Decide** tickets
* relevant to the concerns and lives of people living in the local area, and shows commitment to connecting with local communities
* aligns with our artistic policy: <https://www.thealbany.org.uk/our-work/programme/artistic-policy>
* takes place at the Albany, Deptford Lounge, another location in Deptford (can be outdoors). Please tell us in your application if you have a location in mind. The Albany and Deptford Lounge have several different spaces: <https://www.thealbany.org.uk/hire-us>

We appreciate £1,000 is not a huge amount of money to get a project off the ground, so are looking for ideas which are achievable for this amount of money or projects that have or will seek **match funding** from other sources. The Albany can also help with space, marketing and technical support if needed.

The Albany building is fully accessible and we would be happy to discuss any access requirements at any stage of the process. There is a small access budget in addition to the £1,000 available if needed.

**Who Can Apply?**

* People living in our local areas, particularly Deptford / Lewisham / South East London
* community groups
* grassroots organisations
* artists & companies
* anybody really, as long as you can show commitment to engaging the same communities as we serve!

**How to apply**

If you think this is an opportunity for you, please send us the following details:

* your name, and the names of anyone you will be collaborating with. Please note: you must ask their permission before including their names in your application
* a short paragraph about you, for example: the sort of work you like to do or make, what inspires you, some things you’ve made, run or performed before – these don’t have to be shows, they could be other things like open days, workshops, parties, or protests! You can include links if you would like to. Please **do not** include a CV
* your idea, clearly and concisely explained. If you would like to include a mood board, images, or links this can be helpful for us to imagine what you are describing
* a basic idea of how you think you would use the money. Please also give an indication of any support that might be useful from the Albany or anywhere else, for example technical support or volunteers.

You can answer the questions in different ways:

1. In writing – you can write a document up to one page of A4 long

2. A short video recorded on a mobile phone – you can record up to 5 minutes

3. An audio file recorded on a mobile phone – you can record up to 5 minutes

If using video, please upload to YouTube or Vimeo as private or unlisted, and send us the link. Remember to include the password if there is one.

Send your application back with the document or with a link to the video or audio file:

**Either** by email to programming@thealbany.org.uk with the subject line: Pizza and Pitches Application

**Or** by post to: Aja Garrod, The Albany, Douglas Way, Deptford, London SE8 4AG. Or drop it in at our box office in person if you’re local.

**The deadline for applications is Tuesday 11 February.**

We will let you know whether or not you have been shortlisted by Wednesday 19 February. **Please keep 7pm – 9pm free on Wednesday 4 March**, as this is when the *Pizza and Pitches Party* will take place, which you will need to attend if you are successfully shortlisted.

**If you cannot attend this event, you will not be eligible.**

**What happens next?**

When we have received your application we will contact you to let you know that we have received it. This might not be immediate.

**We will let you know whether or not you have been successful by Wednesday 19 February.**

After the deadline, every project will be reviewed by our community committee. The community committee are made up individuals of all ages involved in our creative programmes, and people from organisations we are working with in local area. **There will be no shortlisting input from Albany Staff members.** Each committee member will be invited to vote for their favourite three projects, and the group or individual behind the project will be kept anonymous during the shortlisting process.

The five overall favourite projects with the most votes will form the shortlist, and these people or groups will be invited to pitch their idea at the *Pizza and Pitches Party.* Anybody else who would like to is also welcome to attend the event, but people from the five shortlisted projects will be the only ones to pitch for the money.

**If you are shortlisted, you will be invited to attend the *Pizza and Pitches Party* from 7pm – 9pm on Wednesday 4 March.** We will send you information about what you need to prepare for this in advance, and will ask you if you have any access needs for the event. There will not be much to prepare, just a one page hand-out and a short speech of up to 5 minutes to tell people about your project. There will also be some time for people to ask questions.

**We will let also let you know if you have not been successful this time, by Wednesday 19 February.**

**Good luck!**