

FINDHORN BAY ARTS

OVERVIEW OF CULTURE DAY FORRES

What is Culture Day Forres?

Culture Day Forres 2018 will take place on Saturday 29 September, 11am to 4pm. The day seeks to provide opportunities for artists, community groups, and the cultural and heritage sectors to **self-promote** the work they do. It is a day for audiences of all ages to connect with the rich heritage and diverse range of arts and cultural activity that takes place in Moray throughout the year and attracts upwards of 3,000 people over the course of the day.

Who can participate as part of Culture Day Forres?

- Arts and cultural organisations
- Heritage groups
- Community organisations and Third Sector voluntary groups
- Creative businesses e.g. graphic designers, architects etc.
- Historic buildings
- Individual artists
- Community arts groups
- Local choirs, community ensembles
- Musicians, bands, singers
- Youth groups
- Sports clubs
- Science and innovation groups or clubs
- Hobby and interest groups or clubs

We are open to receive participant applications if you wish to:

- Showcase what you do in new, innovative and creative ways
- Open the doors to your activities
- Invite new audiences and members to join
- Encourage participation in your group/activity throughout the year

How does Culture Day Forres work?

- Throughout the day you will provide innovative FREE taster performances, events, screenings, exhibitions, talks, displays or tours that engage audiences of all ages
- Community halls and spaces, cafes and bars, outdoor areas and parks in Forres will be turned into presentation spaces for a wide range of groups from across Moray
- Findhorn Bay Arts will work with you to help find a suitable space and activity that best reflects your work and/or group to present as part of Culture Day Forres

FINDHORN BAY ARTS

Culture Day Background

Based on the successful model of *Culture Night* events held annually in Copenhagen, Dublin, Belfast and other European cities, Culture Day is a free, family-focused event for Moray. It provides an opportunity for audiences of all ages, visitors and locals, to connect with the rich heritage and diverse range of arts and cultural activity that takes place in Moray throughout the year.

On September 21 2013, Findhorn Bay Arts presented Scotland's first ever Culture Day. This was repeated in 2014 on September 27 as part of the first ever Findhorn Bay Arts Festival. The third Culture Day Forres took place on September 26 2015 and the fourth on September 24 2016 as part of the second Findhorn Bay Festival. Culture Day Forres is now a biennial event taking place as a highlight event part of the Findhorn Bay Festival and this year will be held on Saturday 29 September.

Each Culture Day Forres event has had over 100 artists joining hands with creative businesses and community groups to entertain the Forres area residents, visitors and tourists with an eclectic mix of street theatre, performance art, music and dance - as well as lots of have-a-go activities for people of all ages and abilities.

Each year an estimated 3,000 visitors from the region and beyond have enjoyed the amazing programme of free events, providing a great advert for the wealth and diversity of arts, culture and heritage in the Forres area.

FINDHORN BAY ARTS

PARTICIPANT INFORMATION

Participation Criteria

- Participating groups/individuals provide taster events in a new, imaginative route for people of all ages to engage
- Activity must be free and suitable for all ages. You can come up with *creative* ways to raise some money to support your participation through running a raffle and donations towards activities for example
- Activity must be offered continuously throughout the day or at scheduled times with an emphasis on *taster sessions and opportunities*
- Activities must take place in Forres town centre and in coordination with the Findhorn Bay Arts team to ensure the smooth running of the event

New to Culture Day Forres 2018

Mini Market on Tolbooth Street Promoting Local Food & Artisan Crafts

Findhorn Bay Arts will close Tolbooth Street on Culture Day Forres and have a market traders license for the day. There are spaces available on Tolbooth Street for Moray's food, drink and artisan craft makers to showcase work and produce through activities and stalls that promote organic, healthy, creative and sustainable lifestyles.

- There are limited spaces available
- Hot food preparation and sales is not permitted
- For Applicants seeking to sell/trade, there will be a nominal charge of £20
- All stall holders must provide own tables, chairs, gazebo etc.
- All stall holders must provide any relevant certificates that permit you to sell your products at a market, such as Food Hygiene Certificate, Public and Product liability insurance

Roles & Responsibilities

Each participating organisation/individual must ensure that:

- Attendance is promoted by linking to the Culture Day Forres event page website and to Findhorn Bay Arts social media; the Culture Day Forres logo must be included on any associated print material you produce; and, please invite your own customers, friends and family to the day
- All costs associated with participation is the responsibility of the participating organisation/individual
- All relevant insurances, licenses and health and safety documentation required is in place for public access to your activity

FINDHORN BAY ARTS

- Audiences with limited accessibility are considered and to the best of your ability that your event is accessible to people with mobility limitations
- You have adequate staff or volunteers to help you run the event and interact with audiences that attend your activity
- You take responsibility for signage, information and sign-posting at your event/activity (think Edinburgh Fringe style!)

Findhorn Bay Arts will:

- Work to involve as many groups and individuals as possible and liaise with participants to help them develop appropriate activities for the event to ensure Culture Day Forres works as a coherent and relevant event for the public
- Help to broker relationships between cultural organisations, individual artists and local businesses
- Engage with the local community to encourage participation and attendance
- Curate a programme of performers, musicians and artists to perform and interact throughout Culture Day to draw in the public and entertain the crowds as they explore events and activities
- Recruit and train a team of volunteers to direct people to events
- Liaise with the Police Service, Moray Council and other services required to ensure public safety while audiences are out and about on the streets
- Apply for any street closures, hold licenses required, pay for AA signage and insurance
- Book (and pay for) a small number of venues for participants seeking to share their work indoors, and for 'in case of wet weather' for some outdoor activities
- Develop and carry out an extensive media and marketing campaign to drive footfall to Culture Day Forres, this will include an event programme/map, advertising, banners, website and social media promotion

Please contact assistant@findhornbayarts.com | 01309 673137 with questions or queries - it is our aim to support you to participate so we will do all we can to help!