



Application for entry into Norfolk Open Studios 2021

If you're interested in taking part in the scheme but feel there are barriers to you doing so or are unsure if you are eligible, please get in touch for an initial discussion - we might be able to help. Telephone 07434 366592 or email openstudios@nnfestival.org.uk

Please complete the following form carefully and clearly, in type or dark ink.

Section A: Your details

I AM APPLYING AS AN INDIVIDUAL	Yes		No	
Forename (include your middle name/s only if you'd like them to be published)				
Surname				
I AM APPLYING AS A GROUP (please see Group Terms & Conditions)	Yes		No	
Name of group				
Full name of artist applying on behalf of the group entry				
How many artists in total are there in your group?				
Full names of the artists in your group (If not more than 10 artists) (These names will appear in the brochure group listing and index page, space permitting)				
Open Studio venue address (include property name, number, street / road, village / town)				
Postcode				
Venue telephone and/or mobile number (this will be published)	Landline:			
	Mobile:			
Artist spaces will be listed in the brochure under either a) Working Studio, or b) Exhibition / Gallery. Please select one of the following that reflects how you are taking part:				
a) The Open Studio venue address given above is my usual working studio	Yes		No	

b) The Open Studio venue address given above is where I am holding an exhibition/a gallery (<i>either individually, as part of a group, or as the gallery owner/curator</i>)	Yes		No	
Email address (NB. almost all communication with you from the office will be by email. Please indicate here if you don't use email)				
Website address (if applicable)				
Facebook address (if applicable)				
Twitter handle (if applicable)				
Directions to your studio - max 20 words. Keep words to a <u>minimum</u> to allow your artwork image in the brochure to be as big as possible. Use brief and clear directions from the nearest town, landmark or 'A' or 'B' road etc.				
Local Authority area of your studio (NB: this is the local authority area that you pay council tax to for your studio / venue and will determine your correct map position in the brochure. If you list yourself in the wrong district, you will be automatically moved into the correct one).	Breckland			
	Broadland			
	Great Yarmouth			
	North Norfolk			
	Norwich			
	South Norfolk			
	West Norfolk & King's Lynn			

Section B: Contact details for correspondence from the NOS office (if different to section A) (*for office use only and will not be published*)

Full name & Address	
Postcode	
Contact telephone	
Mobile	
Email	

Section C: Visitor access

Statement	Wheelchair symbol	Yes / No
Is your studio fully accessible by wheelchair users? (See description below)	Green	
If you have answered no, is your studio on the ground floor and are the doors wide enough (see description below)? Visitors can ring ahead to discuss access arrangements with you.	Amber	
If you have answered no to both questions above, please be prepared for some visitors to phone ahead to discuss access possibilities with you.	Red	

For your studio to be *fully* accessible by wheelchair users it will need to have a parking space at least 3.6 metres wide, doors at least 0.75 metres wide and a level entrance (with no steps or thresholds greater than 20mm high)

Are there other visitor access issues worth noting? If yes, please describe, e.g. difficult terrain, total number of steps to entrance or is it a level entrance, parking on site, distance from car park to studio etc. This will appear under 'Visitor Access' on your NOS website listing.

Section D: Additional symbols (to be included in your listing)

Please indicate with a cross (X) below whether you would like any of the following to be indicated by a symbol in your listing.

Additional event listings during your open studio 2021 (see 'Next Steps' at end of form)	
Happy to take group bookings by appointment	
Commissions undertaken	
Visitors welcome throughout the year by appointment	
Workshops / private tuition available	
Happy to be contacted by schools to discuss potential educational projects**	

** By ticking this box, you are saying that you're interested in sharing your expertise as an arts practitioner with schools and arts organisations and you're happy to be contacted by them to discuss possible collaborative projects. NOS supports artists working in partnership with schools, to broaden young people's experiences of arts and culture. It is on the understanding that this collaboration follows best practise for the benefit and safety of young people. Schools, organisations and artists are responsible for ensuring this is in place.

Section E: Description of your artwork

i) Art description for your *brochure* listing

Details can include art form, subject matter, style, technique, motivation, scale, etc. Keep words to a minimum, the more words used reduces the space available for your artwork image in the brochure. Space allows for:

- individual artist listings – maximum **15 words**
- group listings – maximum **40 words** (subject to editing and space available).

NB: For group entries, we can include up to 10 artist names in your brochure listing, unless you decide to incorporate them into your brochure description.

Please write your description for the **brochure** here:

ii) Art description for your *website* profile

Space is available on the website for a more detailed description of your artwork/biography. Individual artists can include up to 50 words, Group listings 70 words. Please write this in the box below. If this box is left empty we will use your brochure description above for your website profile.

Please write your description for the **website** here:

Art forms

Please indicate which of the following best describe the work you will be exhibiting during your 2021 Open Studio. These art forms are used on the NOS website as search filters by studio visitors. Select all that apply.

Batik painting		Ceramics / pottery		Collage	
Digital art		Drawing / illustration		Furniture making	
Glass		Jewellery		Metalwork / enamelling	
Mixed media		Painting		Photography	
Printmaking / book arts		Sculpture / lettering		Textiles / weaving	
Varied media artists (groups)		Woodcarving			
Other (please specify):					

Section F: Studio Opening Details

The terms and conditions state that you must open your studio for a **minimum of 2 full weekends** and between the hours of **10am-5pm**.

Please select the following boxes to indicate which dates you will OPEN your studio. Ensure you fill this in carefully.

Sat 25 Sept	Sun 26 Sept	Mon 27 Sept	Tues 28 Sept	Weds 29 Sept	Thurs 30 Sept	Fri 01 Oct	Sat 02 Oct
Sun 03 Oct	Mon 04 Oct	Tues 05 Oct	Weds 06 Oct	Thurs 07 Oct	Fri 08 Oct	Sat 09 Oct	Sun 10 Oct

Special opening times (if different from 10am – 5pm);

Section G: Images

**** IMPORTANT: DO NOT EMAIL IMAGES OVER 3MB IN FILE SIZE ****

Do not attempt to send images over this size, either as combined or single files. This is likely to result in your email never reaching our mailbox and your application not being received.

You need to supply one image of your artwork to accompany your listing in the brochure and up to four images to publish on the website. All images must be labelled clearly with your name and title of the work and make it clear which you want printed in the brochure, otherwise we will make the decision for you.

The image(s) you submit are central to your open studio promotion. Artwork images help visitors decide which studios to visit. Consider carefully what image you use as well as the quality of the photo. This is particularly important for the image you use for the brochure. Keep in mind the reproduction size within the final printed brochure - will your chosen image represent your work well at a reduced size? Also consider the shape of the image, for example square/portrait formats tend to fit the brochure listing space better than wide landscape formats. Be aware images may be cropped to fit space within the brochure.

All images need to be supplied as;

- a jpeg file
- at least 300dpi (dots per inch)
- a minimum of 500KB and a maximum of 3MB in file size

Images larger than 3MB may not reach our mailbox and can result in us not receiving your application, and images smaller than 500KB will not be of high enough quality when reproduced in the brochure.

For individual entries - one image will be reproduced in the brochure, and you can have up to four additional images on the website.

For group entries - it may be possible to reproduce two separate images in your brochure listing (dependent on space). Or groups may wish to create a 'digital montage' of their members' work, bringing images together as one image file. If you choose to do this, keep this image file within the guidelines above and consider the clarity of the individual images when reproduced at a smaller size in the final printed brochure. Ensure that all images are at a hi-resolution. Groups can also have up to four additional images shown on the website.

Label each image clearly with your name and the image title and indicate which way round they should be used. Make it clear which image you want included in the brochure. Email to openstudios@nnfestival.org.uk with your name in the email subject line and image titles and studio address in the body of the email. Alternatively, submit your image/s on CD.

Your studio/portrait image for website (optional)

A studio/portrait photograph (ideally of you in your studio) can be included as part of your website gallery, it may also be used for press and promotion. The image must be a minimum of 500KB in file size and a maximum of 3MB. The file must be in JPG format.

Good quality studio images showing artists at work are invaluable in the promotion of NOS. We are always looking for more of these to use for press and social media. Artists will be credited and receive additional marketing exposure when images are used.

Guidelines on how to achieve a good studio image:

Consider the composition of the image and compare it to other images you see that are used in newspapers and magazines. Can you imagine yours sitting alongside them? Does it hold interest and illustrate the nature of what you do? Ensure the photo is taken at 300dpi and the file is in jpeg format, no larger than 3MB or smaller than 500KB (see file info above).

Summary of how your artwork and studio images will be used

The artwork image you submit will be used in your artist listing in the Norfolk Open Studios brochure as well as in your listing on the website. Images of your artwork as well as any portrait/studio images you submit may also be used in the promotion of the scheme in press, publicity and social media.

Please indicate the method in which you have submitted all your images:

Emailed (please state which date you emailed it)	
CD enclosed with application form	
Enclosed photo / original artwork for scanning (there is an additional £8.00 charge for image scanning)	

Section H: Print

Printed materials (NOS brochures and publicity posters etc.) are delivered to an allocated storage point in each district in advance of the event. Artists are then notified to pick up their allocated materials, or arrange for someone to do this on their behalf, from their district's storage point.

Please let us know how many printed materials you will need for both your personal use and for your studio promotion. The maximum number available of each is quoted in the table below. PLEASE NOTE: An additional quota of brochures will be allocated to each district for wider distribution by artists.

Printed materials	Number required
Brochures (maximum of 50 for individuals, 200 for groups)	
A4 posters (standard and branded with NOS logo) (max 5 per individual/group)	
A4 'Open Today' (branded poster) (max 5 per individual/group)	
A3 posters (standard and branded with NOS logo) max 5 per individual/group)	
A3 posters to customise (NOS branded, with space to include your own name, image and opening times) (max 5 per individual/group)	
A6 postcards (can be used as invites and flyers. Standard and branded with NOS logo) (max 50 per individual / 100 per group)	

Section I: Volunteering (to assist with promotion)

NOS is delivered for and in partnership with artists. To heighten the promotion and success of NOS and your own studio the scheme needs your active involvement. Please indicate below what you are able to help with:

Brochure and poster distribution in your district (to your local shops, pubs, cafes, art venues, etc. - all artists are expected to help with this)	
Becoming an Artist Representative for your district (involves regular liaison with the NOS office and artists in your district, coordination of print distribution and marketing activity in your district)	

Supporting your Artist Representative	
Coordinating / assisting in coordinating a district 'Taster' exhibition (subject to demand from artists)	
Print storage (Willing and able to store your district's allocation of NOS brochures & printed materials for artists to collect & distribute from)	
Other Please specify:	

Section J: About you

To help us evaluate Norfolk Open Studios, please answer the following questions;

Why are you taking part in Norfolk Open Studios?

To sell my art	
To meet members of the public and talk about my art	
To meet other artists	
To raise my profile as an artist	
To be part of a celebration of the visual arts in Norfolk	
Other (please give details)	

Have you taken part in NOS before? Yes / No	
If yes to the above, for how many years?	
If new to NOS, where/how did you hear about the scheme? Please select from below:	
NOS postcard	
NOS poster	
NOS social media	
NOS website	
Other social media	
Local press	
Local radio	
Visited studios in previous years	
Word of Mouth	
Other (please state):	

Involvement with your local library

Norfolk Community Librarians are keen to work with artists who would like to be involved with their local library to help create cultural hubs, e.g. through exhibitions and talks (*subject to Covid restrictions that may be in place at the time*).

Are you happy for us to share your details with Community librarians who may then be in touch with you to discuss opportunities? (Yes/No)	
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Section K: Payment details

- **Individual** applicant fee: £110.00 (inc. VAT)
- **Group** applicant fee: £300.00 (inc. VAT)

There are three payment options;

- Option 1 – BACS payment (online bank transfer)
- Option 2 – Debit or Credit card payment
- Option 3 – by cheque

Option 1 – BACS payment details

Account: Norfolk & Norwich Festival Trust

Sort Code: 20-62-53

Account no: 20662984

Reference to include (if possible): NOS/artist surname, artist initial

Please complete the below to ensure that we are able to identify your BACS payment.

Name of payee as it will appear on our BACS statement	
Amount paid:	
Date of payment:	

Option 2 – Debit or Credit card payment

To pay by card please call the Open Studios office on 07434 366592 with your card details (Wednesday to Friday, 10am – 5pm).

Option 3 - Cheque

Please make cheques payable to: 'Norfolk & Norwich Festival Trust' and write your name on the reverse side.

If you are posting a cheque separately because you have sent us your application form electronically, please also enclose a note which has your full artist name, address and phone number. This ensures that we match the correct cheque to the correct application form.

Section L: Confirmation of artist's agreement

Please sign or type your name in the boxes below to confirm that you have read and are in agreement with the [contract terms and conditions](#) and that you are willing for your contact details to be shared with NOS artists in your district.

Your application is not valid or complete without acknowledgement of the boxes below.

Data Protection Act 2018

The information that you provide on this form will be handled and stored in accordance with Norfolk & Norwich Festival's Privacy Policy. Personal data provided on the Equal Opportunities Monitoring Form will be recorded and used for the purpose of monitoring Norfolk & Norwich Festival's Equal Opportunities Policy and for statistical purposes. By submitting an application for the Norfolk Open Studios scheme you are consenting to the recording and use of the information which you supply.

In addition Norfolk & Norwich Festival would like to add or retain your name and contact details on their database in order to keep you informed about future events, opportunities and developments. If you would like to receive this information, please mark this box

Please mark this box if you do not want any of your contact details published on the NOS website (this includes removal of your address & directions, telephone / mobile numbers and email address). Please note the NOS website is kept live and online for most of the year.

You can read Norfolk & Norwich Festival's Privacy Policy in full here: <https://nnfestival.org.uk/privacy-policy/>

Deadline for registration: Friday 23 April 2021

norfolkstudios.org.uk / openstudios@nnfestival.org.uk / 07434 366592

Application Form page 8

Signature (type your name if completing electronically)	
Full name	
Date	

Please complete and return the Equal Opportunities Monitoring Form overleaf with your application.

CHECKLIST - for returning your Norfolk Open Studios 2021 application:

Completed application form	
Enclosed completed Equal Opportunities monitoring form	
1 image for the brochure and up to 4 images for the website, clearly labelled (either via email, CD or original image)	
Signed box in section L, and read data protection statements	
Full payment made	
Stamped addressed envelope if you want any image(s) you have posted to us returned (please ensure correct postage is used)	
Separated and kept safe the NOS 2021 terms and conditions	

Please retain your contract terms and conditions and return your completed application and Equal Opportunities monitoring form, with full payment to:

Email: openstudios@nnfestival.org.uk
Post: NOS 2021 Application
Norfolk & Norwich Festival Trust
Augustine Steward House
14 Tombland
Norwich, NR3 1HF

The deadline for submitting application forms is Friday 23 April.

If you would like acknowledgement for receipt of your postal application form please enclose a stamped addressed envelope or postcard marked 'Acknowledgement of NOS Application'. If you submit your completed form by email you will receive an email to acknowledge receipt within 2 weeks.

IMPORTANT: If you have not received an email confirmation of receipt by **Friday 30 April** please contact the Norfolk Open Studios office to check your application has been received.

NOS 2021 - NEXT STEPS

All NOS 2021 applicants will be sent further details about the scheme in May. This will include requests for the following details, to be received by early June (exact date tbc):

1) Additional Events at your open studio (optional)

e.g. demonstrations, workshops or talks. Events are included in a dedicated section of the NOS brochure and website. Only events related to NOS and held within the scheme dates will be published. Events listed need to be open to all members of the public and not private.

2) Information about Art Trails (optional)

Art Trails are organised by artists taking part in NOS and not by the NOS Office. They are an optional addition to the scheme. Art Trails are when NOS artists who are either located nearby to one another and/or practice in a similar medium arrange a route (a trail) for visitors to take which links the studios together. Maps are designed and printed by artists and often include other local attractions/cafes/restaurants etc.

Art Trails encourage visitors to make a full day out of their studio visits. Artists involved comment that by being part of a Trail can help them connect with other artists and feel part of the wider art community, and it can help to increase their visitor numbers during NOS.

You will be sent a list in May of all the other artists who are taking part in NOS in your district, along with their contact details. Artists can then get in touch with one another based on this list to arrange a trail.

3) Press Stories and images (optional)

Interesting case studies about NOS artists are always needed for NOS publicity and press coverage and we will be asking you if you have any interesting and inspiring stories to share, as well for any press-worthy studio images.

Thank you for your application and we will be in touch again soon.

Equal Opportunities monitoring

Norfolk Open Studios is delivered by Norfolk & Norwich Festival in partnership with Norfolk artists. Norfolk & Norwich Festival is committed to a policy of equality of opportunity for participants with the aim of ensuring that everyone who applies to take part receives fair treatment.

In order to ensure that this policy is being effectively implemented, it would be a great help if you could complete the form below and return it to us with your application form. The information collected will be removed from the application, will be treated in the strictest confidence and will be used only for equality monitoring. As an Arts Council England funded National Portfolio Organisation Norfolk & Norwich Festival is committed to providing correct and comprehensive data that can present an accurate picture of the effectiveness of our equal opportunities policy. The data you provide will contribute to a sector wide analysis and help to identify areas for improvement.

The request for this information and the uses to which it will be put are within the scope of the Data Protection Act 2018 which allows for the collation and reporting of sensitive data for monitoring purposes.

NOTE FOR GROUPS: Please complete the below in reference to yourself and then circulate a copy of this form to each member of your group to complete individually, and ask them to return it to openstudios@nnfestival.org.uk.

Where is your studio based? (please provide postcode and town/village)	
Which district is your studio located in? (Breckland, Broadland, Great Yarmouth, North Norfolk, Norwich, South Norfolk, West Norfolk & Kings Lynn)	
Are you participating as part of an artist group? (Yes/No)	

How old are you?

Age at your last birthday:		Prefer not to say	
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Gender assigned at birth:	Male		Female		Prefer not to say	
How would you describe your gender identity?	Male (including female to male trans men)		Female (including male to female trans women)		Prefer not to say	
How would you describe your sexual orientation?	Bisexual		Gay man		Gay woman/lesbian	
	Heterosexual/straight			Prefer not to say		

Diversity

Diversity questions are not about nationality, place of birth or citizenship. They are about colour and broad ethnic group. For example, UK citizens can belong to any of the groups indicated. **What is your ethnic group? Please choose one option that best describes your ethnic group or background.** Please use an X to indicate.

White	Black / African / Caribbean / Black British
English / Welsh / Scottish / Northern Irish / British	African

Irish		Caribbean	
Gypsy or Irish Traveller		Any other Black / African / Caribbean background	
Any other White background		Mixed / Multiple ethnic Groups	
Asian / Asian British		White and Black Caribbean	
Indian		White and Black African	
Pakistani		White and Asian	
Bangladeshi		Any other Mixed / Multiple ethnic background	
Chinese		Other ; if none of the above is suitable, please tell us how you would like to describe yourself:	
Any other Asian background			
Arab			
Prefer not to say			

Equality Act 2010

Under the Equality Act 2010, Norfolk & Norwich Festival has a legal requirement to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

The areas covered under the Equality Act 2010 referred to as 'protected characteristics' are:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy and maternity
- Race
- Religion and belief
- Sex
- Sexual orientation

Under the Equality Act 2010 the protected characteristic of 'Race' includes colour, nationality (including citizenship) and ethnic or national origins.

Disability Discrimination Act 1995

In order to support disabled applicants in the recruitment process we ask them to declare if they have a disability and, if so, what support we can provide.

A disability is defined as 'A physical or mental impairment which has a substantial and long term adverse effect on a person's ability to carry out normal day to day activities.' Long term in this context means likely to last longer than 12 months or likely to recur. Please note that cancer, HIV and multiple sclerosis are covered by the Act from the point of diagnosis.

Do you identify as a deaf or disable person, or have a long term health condition, as defined above? (please place a cross in the relevant box)				
YES	<input type="checkbox"/>	NO	<input type="checkbox"/>	Prefer not to say
If you answered YES and if you wish to, please indicate the nature of your disability or long term condition. <i>Please place a cross in the relevant box:</i>				
Two or more impairments and/or disabling medical conditions				<input type="checkbox"/>
A specific learning disability such as dyslexia, dyspraxia or AD(H)D				<input type="checkbox"/>

General learning disability (such as Down's syndrome)	
A social/communication impairment such as Asperger's syndrome/other autistic spectrum disorder	
Long standing illness or health condition such as cancer, HIV, diabetes, chronic heart disease or epilepsy	
A mental health condition such as depression, schizophrenia or anxiety disorder	
A physical impairment or mobility issues, such as difficulty using arms or using a wheelchair or crutches	
Deaf or serious hearing impairment	
Blind or serious visual impairment uncorrected by glasses	
A disability, impairment or medical condition that is not listed above	
Please indicate the length of time you have had the condition, and if you wish to provide additional information about your disability or long term condition:	
Please let us know if there are any reasonable adjustments we need to consider making in order for you to apply and take part in Norfolk Open Studios, e.g. alternative means of application.	

Data Protection Act 2018

Information from this form will be processed for the purposes registered by the Employer under the Data Protection Act 2018.