

Looping the Loop Community Engagement Commissions

Background

Trafford Council is one of a handful of Boroughs nationally to be hosting our Games outside of London. Manchester United Old Trafford stadium will be the official venue for the football competition of the London 2012 Olympic Games.

This is really exciting and we want to make sure local people really benefit from the opportunities our Games bring. Trafford Council, Lets Go Global, Walk the Plank, The Quays and other partners have developed an exciting new project called Looping the Loop, as part of the Cultural Olympiad – the UK's cultural programme for London 2012.

Looping the Loop is the Northwest's opening event for London 2012, celebrating the start of Games time in the UK on May 19th in the vicinity of Old Trafford, and The Quays. May 19th also marks the day when the Olympic torch relay begins its 60 day journey around the UK

The purpose of this event is to ensure local communities feel part of London 2012 and provide a time and a place for everyone in the North West to celebrate a key national moment in the Olympic Year.

The Programme

Looping the Loop has a focus on community engagement with an overall theme of loops, circles and spinning, inviting people to loop the loop.

The programme will take people on an Olympic inspired journey around the impressive backdrop of MediaCityUK, Lowry and Imperial War Museum North at The Quays, and to Old Trafford Stadium, the North West Olympic venue.

The event will present some extraordinary performances, interactive experiences and community events on route, culminating in a spectacular moment on The Quays produced by Walk the Plank and involve an aquatic art installation, co-commissioned with the London 2012 Look Programme.

The programme will be local, regional, and international in range and scope and set a national benchmark for artistic excellence, innovation and participation within major sporting events:

Local

Looping the Loop will work with a wide range of local people, and will commission six new projects with communities who live in and around the Old Trafford stadium. The areas of focus will be Old Trafford, Gorse Hill, Langworthy & Ordsall.

Regional

It will present a selection of new work developed for the Cultural Olympiad, and Inspire Mark projects such as the Greater Manchester All About Us project.

International

A highlight of the event will be a performance by Zia Aziz, the whirling sufi dancer from Turkey who performs a truly hypnotic dance experience and adds a world class and international and international dimension to the programme.

Themes

Pierre de Coubertin's vision of the Modern Games is as a marriage between art and sport and this concept is at the heart of Looping the Loop and it will be expressed through:

The overall theme of loops, circles and spinning, inviting people to engage in the Looping the Loop – a journey that will combine creative and physical activities and the values that the image of a circle expresses; connection and unity.

The concept of 'We Play', play is an activity that connects art to sport and drives innovation and learning across many fields. The term 'WE PLAY' implies community, participation and involvement and is an inclusive activity accessible to all. We play to connect, collaborate and celebrate. Our ambition is for London 2012 to make great players of us all.

Contextualising the North West's cultural participation in the world's largest sporting event through a commissioning focus on three key questions: What is Fair play? What do we mean by taking part? Where is our place on the map?

Looping the Loop will reflect the vision and values of London 2012 which are welcoming the world, inspiring and involving young people and creating a lasting legacy and key themes of the Cultural Olympiad, which are animating public spaces, bringing culture and sport together and new collaborations and innovation.

Looping the Loop will aim to draw a local/regional/national & visual arts audience to experience an afternoon of extraordinary happenings. It will offer an excellent and expanding arts offer that brings enhanced international activity, recognition, new investment, new visitors, and new talent to The Quays and the North West.

Looping the Loop is a partnership project led by Trafford Council in partnership with Salford City Council, The Quays Cultural Partnership (Programming & Participation Groups), Marketing Manchester and creative producers Walk the Plank. The project will be managed by the above partners and other key organisations through a dedicated steering group.

Looping the Loop is funded by a G4A Arts Council Grant, Trafford & Salford Council and Marketing Manchester. Looping the Loop is part of the Cultural Olympiad.

Contact details: Karen Shannon Pod 44, The Greenhouse, Media City UK. M50 2EQ
karen@letsgoglobal.tv or karen.shannon@trafford.gov.uk

Community Engagement Commissions

The 'Looping the Loop' project team want to work with one or a number of organisations to deliver a programme of creative community engagement in four areas which are geographically close to or border onto the 'last mile' around Old Trafford stadium. These areas are Trafford, Gorse Hill, Ordsall and Langworthy, areas which experience particular challenges and which may not feel the Games are relevant to them. We intend to deliver six commissions in total, with specific aims as follows:

- To inspire local people to get involved with and engage with the spirit of the Games through creative activity
- To positively impact on local people's confidence, self-esteem, technical and creative thinking skills by actively supporting them to take part in one of the biggest celebrations in their lifetime.
- To work with the themes of the 'looping the loop' event and the values of the games in a series of creative workshops and programmes in each of the four areas
- To develop a creative output with each of the four local communities which is showcased as part of 'Looping the Loop'
- To actively involve people in decision making & citizenship, giving people a voice around the impact of the Games in their area.
- To celebrate diversity within these local communities
- To leave behind a legacy of cultural practice in each of the four areas which can be built upon through The Quays Partnership.

Budget: The budget for each of the six commissions will be £5,000. An organisation can apply for one, or all three commissions in their geographical area based on their skills and experience. This budget should cover all costs, including artist fee, delivery of work, and of involving participants in 'Looping the Loop' event.

Process

We are inviting organisations to submit a proposal as to how they would approach the project and contributing towards the event. The proposal should outline the following:

- The organisation's previous track record in working with communities, in particular any previous experience of working with the four 'Looping the Loop' communities
- An outline of previous groups and settings the organisation has worked with on creative projects in the past
- What the focus of the project will be and how it proposes to excite people in the community about the games, the 'Looping the Loop' themes and the Olympic values.
- How the organisation will involve local people in the conception, planning, delivery and evaluation of the project
- How they will ensure that the projects involve people from diverse backgrounds in keeping with the values of The Olympics.
- Their proposed project delivery method (number of workshops to be delivered, what the focus of the workshops will be, what artforms will be used and why)
- An outline of how the project will link to and add value to existing sports and arts activity in the communities
- Who the creative team and project management team would be on the project

- Names and contact details of two referees who are familiar with your work

Submissions should be in no more than four pages of A4 but can be accompanied with up to two pieces of audio-visual material (each should be no more than four minutes long) or up to three appropriate links to relevant samples of your work.

Submissions to be sent to: Karen Shannon Pod 44, The Greenhouse, MediaCityUK. M50 2EQ. You may also send CDs or DVDs with audio visual material to this address.

Submissions can be electronic. Please email to: karen@letsgoglobal.tv or karen.shannon@trafford.gov.uk. You can send weblinks to audio and visual material or use yousendit or other file-delivery methods.

Selection

The decision around the deliverers of the community engagement commissions will be taken by a panel made up of local authority officers from both Salford and Trafford, the project manager, and representatives from the project steering group.

Closing Date for submissions: Noon, 17 February, 2012

Interviews for shortlisted projects: 24th February

The decision will be based on the following criteria:

- Quality of participatory arts practice, as evidenced in the proposal
- Quality of community development practice, as evidenced in your proposal
- Quality of work delivered on previous projects, including artistic outputs
- Suitability of approach taken and how it fits with local priorities within the relevant communities
- Quality of artistic and project teams
- Value for money and cost-effectiveness
- How effectively linked the proposal is with the themes and values of 'Looping the Loop' and the Olympics.

All questions on this proposal and queries to be directed to: karen@letsgoglobal.tv or karen.shannon@trafford.gov.uk.