



# Capture Commissioning Brief

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# 1 Commissioning brief

The capture commissioning strand aims to showcase live performances and events from organisations and featuring artists working in many different art forms across the UK. This strand is run in partnership with the BBC and is an opportunity to have your work broadcast on their channels, along with other potential distribution platforms you may be considering.

Creatively, the capture must be respectful of the original creative vision of the live show or artistic and curatorial vision of the artwork or event. The work should be filmed with the audience in mind and commissions must give access to a high-quality performance. Capture projects do not need to be distributed live but proposals for capture must be suitable for their primary distribution platform of BBC TV.

We envisage average project budgets to fall into the £75,000- £120,000 range although this will depend on the nature of your work, size of cast etc. Applicants should be able to contribute a minimum of 30% towards the overall budget, which should include the cost of clearing rights for broadcast on BBC TV, plus rights needed for any further distribution plans you have. The commissioning finance available per project will typically be up to £70,000, though a maximum of £85,000 can be invested in exceptional circumstances.

Examples of previous Capture commissions include:

1. Following a highly successful national and international tour of the original stage production, The Space supported English National Ballet's capture of Akram Khan's *Giselle* starring artistic director Tamara Rojo in the lead. It premiered internationally in cinemas across the world and will be broadcast later in the year on BBC TV.
2. Artichoke captured its spectacular public artwork to commemorate the Great Fire of London, *London 1666*, through a live stream of the burn, short form digital contextual content and a TV magazine programme. The capture expanded Artichoke's audience reach from 50,000 in London to millions worldwide online.
3. Talawa Theatre Company collaborated with Manchester's Royal Exchange Theatre and Birmingham Rep to bring its Black-led production of *King Lear* to new audiences in cinemas, on TV and online in its 30<sup>th</sup> anniversary year.
4. Bristol Old Vic (BOV) captured Handel's *Messiah* performed by the Erebus Ensemble and The English Concert as part of the Bristol Proms. The production, developed by the Tony Award-winning Artistic Director of BOV Tom Morris and Music Director Simon Over, premiered in cinemas in March 2018.
5. Boy Blue Entertainment worked with director Danny Boyle to capture their hop hop work *Emancipation of Expressionism*. This was broadcast on television as part of a double bill introduced by Darcey Bussell. It also featured *Vertical*, a filmed work created with Dance Umbrella and French-Canadian company Le Patin Libre, bringing a new form of ice dance to BBC Two audiences.

## 2 Who is eligible to apply?

This strand is open to arts and cultural organisations with a registered office in the UK. Organisations can include museums and libraries if the proposal is primarily arts focused.

This strand aims to digitally capture and distribute live arts performances and events and increase the reach of existing activities. We are happy to support projects from all sizes and types of organisations in the sector and across all art forms, including dance, theatre, music and art exhibitions/events.

### 2.1 You don't need to be an expert

Part of our role is to increase your skills and capacity to produce digital projects and find new audiences. We realise that you may not have all the capabilities within your organisation to deliver your project. You might feel your plans would benefit from advice on production, scheduling, rights clearances or other specialist areas. None of this should deter you from applying. The main purpose of our online application process is so we can identify projects that have a compelling creative core; a strong sense of your potential audience and why they might engage with the work; and a team that is well placed to deliver your vision. Our application form allows you to flag where you feel you need support in developing your plans.

## 3 Audience and distribution

A commission from The Space offers a unique opportunity to be ambitious and showcase work to audiences across the UK.

Successful organisations will be offered an exclusive BBC broadcast window for their work, to be followed by digital distribution managed by the commissioned organisation and supported by The Space. You will be assisted to connect with new audiences, learn new digital and distribution skills and build the brand profile of your company.

The Space commissions across all art forms and from companies across the UK. Alongside mainstream performances, we are interested in compelling works that champion emerging and diverse talent and that may appeal to new audiences.

We expect an audience development and distribution plan to form part of your thinking. This should encompass insight around the audience(s) you are targeting, why the project is relevant to those audiences, which platform you will utilise to reach those audiences e.g., YouTube, Facebook and Facebook Live, Instagram and platforms such as Nowness, The Opera Platform, Arte and Cinegi. You should be able to describe specific audience objectives for your project.

## 4 Rights clearances

All works commissioned under the capture strand need to be able to have rights cleared for broadcast on BBC TV, plus for other further distribution plans you may have.

The details of required rights clearances and the appropriate budgets are something we will discuss with shortlisted applicants. They can vary depending on your art form, size of cast and featured music, along with overall distribution plans.

## 5 Accessibility

The Space wants to ensure that the projects we are financing are as accessible as possible to the audiences who wish to experience them. This tends to be fairly straightforward for projects using established video formats and we are committed to promoting the use, where possible, of closed captions that can be turned on/off across both short and long form content.

## 6 Building skills and sharing insights

We are focused on helping you to develop skills and experience around the use of digital technologies, broadcast and online platforms in the way you engage with audiences. Projects we support should therefore help you to develop new skills in this area and ultimately should provide insights that can be shared with others in the sector.

We ask applicants to outline specific objectives and to indicate a target expectation for audience reach. We also want to measure progress against your other objectives and understand how we can improve the service we offer. We'll therefore ask successful candidates to collaborate with us and our evaluation partners in reviewing the project and your experience of working with us.

Finally, we are keen to share lessons learned from each project with other arts organisations and artists. We want as many people as possible to benefit from the insights gained from the work we support. We will typically ask you to help us to create an online case study about your project and you might also be willing to offer blog posts about your project's progress or participate in workshops or other events we run. We recognise that your time is limited and that there will be information about your project that you may not want in the public domain. We will work with you to agree a flexible approach.

## 7 Commissioning Process

### 7.1 Timeline

Monday 21 May '18	This brief published  Online application system available
Tuesday 29 May '18 to Thursday 28th June '18	Factual email questions can be submitted
<b>Midday BST Friday 29<sup>th</sup> June '18</b>	<b>Deadline for applications</b>
Monday 2 <sup>nd</sup> July - Monday 6 <sup>th</sup> August '18	Shortlisting process
By Friday 10 <sup>th</sup> August '18	All projects will be notified if shortlisted or not. We will then go through a scoping process with 'amber lit' organisations. The scoped proposal will then be presented to The Space/BBC Editorial panel who will meet to finalise and commission 'green lit' works before September 2018.

### 7.2 Using the online application system

The online application system can be accessed via <http://www.thespace.org/commissioning> and will be open from Monday 21 May 2018. Once registered you can create one or more applications. Progress can be saved between sessions so that you do not have to complete the form in one go. If you wish to apply for both Capture and Low-Cost R&D projects, you will need to register separately, but can use the same username, email address and password to do so.

You must submit your application no later than **midday BST on Friday 29 June 2018**. Applications submitted after this time cannot be considered for this round. You can submit an application at any time prior to the deadline. Once submitted an application cannot be edited, but you can add to and edit your application as much as required before you submit the final version.

The online application form requires you to complete all required questions before moving on to the next page. If you wish to review all the questions before beginning to answer them, you can download a PDF copy of the application form from our website. You can also use placeholder text for required questions to allow you to move on to subsequent pages. However, please remember to replace this placeholder text before your final submission.

If you are unable to use the online application system because of a disability or impairment, please contact our team by emailing [commissioning@thespace.org](mailto:commissioning@thespace.org) or by calling 0121 663 1488 and we can discuss alternative arrangements for you to submit your application.

## 7.3 Emailing questions

If you have a question about the brief or the application process, please email our team: [commissioning@thespace.org](mailto:commissioning@thespace.org). Out of fairness to other applicants, we are unable to give detailed advice about your project, whether by email, telephone or face-to-face. However, we can answer brief, factual questions regarding the commissioning brief and process by email.

## 7.4 Assessment criteria

At all stages of the selection process we will use the following assessment criteria:

- Fit with the commissioning brief (Section 1)
- The quality, clarity and ambition of the proposal
- The audience potential of the project
- Diverse representation on and off screen. By 'diversity' we mean reflecting modern Britain in all its cultural, social, age, gender and geographical richness, as well as ensuring representation of disabled people and ethnic minorities
- Whether you have the ability to deliver the commission with the correct level of support and resourcing
- What risks exist within the proposal, particularly in relation to delivery, rights clearance, compliance, etc. and how they have been mitigated
- Value for money and financial viability. Applicants must be able to provide evidence that you can secure at least 30% matched funding for the investment requested from The Space. In addition, the work must be cleared for a BBC TV broadcast
- We will also consider a number of balancing criteria including diversity, geographic spread, and types of art represented across the total portfolio of The Space's commissions

## 7.5 Shortlisting process

All applications will initially be read and scored by The Space's commissioning panel. High scoring applications are then reviewed and discussed at table reads.

During the selection process, we may email you to request clarification or further information about your proposal in writing. Please make sure that the named contact in your application will be available to reply during the shortlisting period. Please also provide an alternative contact, in case your primary contact is unavailable.

Once the initial shortlisting process is completed, all projects will be notified whether they have been shortlisted or not. Shortlisted projects will be 'amber lit' and be supported through a scoping phase before being recommended for final 'green lit' selection by The Space Editorial panel and representatives from the BBC.

We will contact all projects that have been shortlisted, and those which have not been successful, by Friday 10 August 2018 at the latest. Please note that being shortlisted does not mean that your project is guaranteed to be commissioned. It means that we are interested and want to take your project forward. However, we need to take some more steps (outlined below) before we can move to a full commission.

## 7.6 'Amber light' to 'green light' process

If you are successfully shortlisted or 'amber lit', our commissioning team will engage with you to work through your proposal and help you to strengthen any areas where you may need additional expertise. The aim of this phase is to help you get your project 'green-lit' for commissioning. This may include:

- Ensuring that all rights are clearable for transmission on BBC TV along with other potential distribution partners you may be considering
- Assessing your project timeline and the delivery responsibilities for you and any project partners
- Ensuring that you have the right team and resources in place to deliver a successful commission, that there is a clear lead organisation and that each partner or supplier has clear responsibilities
- Making sure your budget is comprehensive and affordable and that you are able to contribute a minimum 30% of cash or in-kind investment to match the finance you are requesting from The Space

Our commissioning executives will then make a recommendation whether your project should be green lit for commissioning. Recommended projects are submitted to The Space/BBC Editorial Panel for final approval and can then be contracted.

We aim to make this review process as quick and streamlined as possible. Where particular help is needed, we may appoint an expert associate to refine your plans. We will cover the cost for this work.

Once projects are commissioned, The Space will act as a supportive partner in the background of the project, ensuring the project team has what it needs to deliver the commission and that milestones are met.

# 8 Budgeting

## 8.1 What we can finance

Funding is open to a range of arts organisations and cultural bodies to digitally capture and distribute live arts performances and events and increase the reach of existing activities. Our

investment can be used to contribute towards the filmed capture of the project rather than the core costs of the live experience.

The commissioning finance available from The Space per project will typically be up to £70,000, though a maximum of £85,000 can be invested in exceptional circumstances. You must be able to contribute provide at least 30% matched funding for the finance you are requesting from The Space, in cash or in-kind, either yourselves or via third party funding. The status of any third-party funding does not need to be confirmed at the time of applying to us, but we would require written confirmation from any third party prior to green-lighting a project.

We can commission projects costing more than £100,000 but commissioned organisations are responsible for securing additional funds. Budgets must include the fees to clear all rights to be broadcast on BBC TV and other distribution platforms you may be planning.

We cannot finance activities that have happened prior to us making the decision to support your project. We can however participate in projects already in development, providing our investment is restricted to additional activities that have yet to begin.

## 8.2 VAT

Our commissioning agreements are contracts for services rather than grants. We also normally expect to contract with a VAT registered entity. Being VAT registered means you can issue VAT invoices to us and recover the VAT element of any costs you incur from your suppliers. This can have a significant impact in making your project more cost-effective.

## 8.3 Completing the budget template

You need to download and complete the Microsoft Excel budget template from our website (there is also a link in the online application form). All amounts should be entered exclusive of VAT and in line with the guidance below:

### 8.3.1 Your application

Complete your project name and organisation name and the amount you are requesting from The Space. The maximum you can request is £85,000. We will only fund projects requesting above £70,000 in exceptional circumstances.

### 8.3.2 Other income

List the other sources of matched funding for your project. These must total at least 30% of the project budget. For each source of funding, give the name of the organisation (including your own organisation, if relevant). Then provide a brief description of what the funding is focused on or any restrictions on its use (there is additional space to add to this information in the online form). Also indicate whether the funding is cash or in-kind and whether it is confirmed or not. Then enter the total amount of income for each funding source.

### 8.3.3 Expenditure

For each item of expenditure, indicate the budget category (see list below) and briefly describe the item, the per item cost/daily rate and the quantity/no. days required.

Budget category	What to include
<b>Pre-production</b>	Staffing: e.g. producer, director, production manager  Venue survey, technical recce and scratch tape recording, project planning
<b>Production</b>	Staffing: e.g. producer, director, production manager, floor manager, camera operators, sound recordists, lighting designer and OB team, presenter, make-up artist, photographer  Equipment hire: e.g. camera, lighting, sound, power, OB unit, satellite links and transport  Accessibility: For example, creating captions to use on your video content when/where you intend to self-publish
<b>Post-production</b>	Editing: e.g. edit suite, dub & grade, exporting different versions of the film you may need for your long-term publishing plans (these may include cinema, social media channels etc.)
<b>Marketing/distribution</b>	Creation of marketing assets (images, video trailers) and running a marketing campaign, e.g. social media, content marketing, media relations. Any costs involved in self-publishing or distributing your work outside of the BBC broadcast opportunity  As a rule of thumb, it would be unusual for a project to have an audience development budget that is less than 10% of the total budget. Online marketing requires a range of specialist skills. If you do not have these skills in your team, we can help shortlisted applicants with planning, budgeting and introducing you to relevant suppliers
<b>Rights clearances</b>	Costs required for clearing rights for broadcast on BBC TV plus other distribution partners you have in mind  Clearance may include for example: writer/original artist, stage director, stage producer, choreographer, cast, musicians, music clearance for recorded music, stage management,

Budget category	What to include
	wardrobe, set, lighting and sound design
<b>Insurance/legal</b>	Where relevant, extending public liability and professional indemnity insurance (£1m cover recommended for each). Contracting suppliers, finalising clearance contracts
<b>Evaluation</b>	Monitoring audience engagement with your work and marketing activities across platform(s) other than the BBC broadcast opportunity
<b>Other</b>	Anything not covered by the above categories

Once you have completed the expenditure lines, you will need to add any contingency budget separately, up to a maximum of 5%.

### 8.3.4 Final checks

Review the final checks at the bottom of the spreadsheet. Any errors will be flagged in red and must be fixed before you submit your budget. Any alert messages will highlight areas where you may wish to revise your budget.

## 9 Frequently asked questions

### **Q: What is the application deadline?**

You can submit your online application up until **midday BST on Friday 29 June 2018**. The closing deadline will not be extended. We strongly recommend that you do not leave the online application until the final days, but instead input your application in sections as you are ready to do so. You can save your work as you go along and come back to your application before final submission.

### **Q. Who can apply?**

You must be an arts or cultural organisation whose registered office is in the UK. Organisations can include museums and libraries if the proposal is primarily arts focused. We encourage individual artists to partner with an arts or cultural organisation as, in our experience, the deliverables required of projects are better produced by a team. Ideally, the party we contract with will be VAT registered.

### **Q: Why do applicants need to have a registered office in the UK?**

A: The funding for this commissioning strand is from the BBC and therefore commissioned projects need to benefit organisations and audiences that are based in the UK.

### **Q: Does my project have to take place in the UK?**

Not necessarily, but the applicant has to be an arts or cultural organisation with offices registered in the UK and we want to be sure that all projects will reach a substantial UK audience.

### **Q: Can you commission projects that are already underway?**

Yes. The commissioned activity may form part of a project that is already in development. However, we can only finance activities that commence on or after the application deadline.

### **Q: Can we submit more than one proposal?**

Yes, but we're very unlikely to commission more than one project from the same applicant.

### **Q: Can we apply again if we've been commissioned before?**

Yes. This current commissioning round is part of a new programme of activity for The Space. Organisations that have received funding under previous commissioning rounds are therefore eligible to apply for investment.

### **Q: Do we need prior experience creating works of this kind?**

No. However ideally your application will include details of partners or suppliers you intend to work with to deliver the project. The Space can provide advice and assist you in identifying suitable associates or suppliers/partners. However, we will not directly manage your project, so you need to be confident you have the ability to oversee all the elements you are planning to deliver.

**Q: Do I need to have any matched or third-party funding to submit an application?**

Yes. Commissioned organisations are expected to provide at least 30% of the budget. The commissioning finance available from The Space per project will typically be up to £70,000, though a maximum of £85,000 can be invested in exceptional circumstances. We can commission projects costing more than £100,000 but commissioned organisations are responsible for securing the additional finances.

**Q: Can I include in kind costs in my budget?**

Yes. All legitimate expenses incurred by the commissioned organisation specifically towards the capturing of the performance can be factored into the budget as in-kind contributions. However, all proposals need to have sufficient funds to cover cash costs over and above The Space investment.

**Q: When do the projects have to start/finish by?**

We will confirm shortlisted projects by 10 August 2018. The amber-light process (see Section 7.6) can take several weeks and we give priority to those projects with earlier timelines. This means, if your project requires a final decision before 14 September 2018 in order to meet your project timetable, you should mark it as urgent on the application form.

Proposals should be for projects that will be filmed before 31 March 2019.

**Q: How do you select which projects to commission?**

All applications are assessed against the criteria in section 7.4.

**Q: If you commission my idea, does this mean you own it?**

No. The intellectual property rights to the work will remain with the your organisation. You do need to ensure that those rights can be licensed for distribution in accordance with the agreed distribution plan including BBC TV.

## 10 Our funders

We are grateful to the following organisations for their funding of The Space:

