



NORFOLK  
**NSN**  
NORWICH  
FESTIVAL

Your Town, My Town, Our Town  
Artist Commission Brief



Norfolk & Norwich Festival's Connect & Create team are proud to partner with Breckland District Council on a three year youth engagement programme, Your Town, My Town, Our Town, in Swaffham.

As part of this project Norfolk & Norwich Festival are looking to embed an artist(s) within the community of Swaffham over an 18 month period, creating engaging artistic outputs that aim to improve the cultural lives of local children, young people, and their communities.

**Fee:**

£18,000

**Closing date:**

15/09/2025





# Introduction



**Your Town, My Town, Our Town** is a three year youth engagement programme in Swaffham, produced by Norfolk & Norwich Festival in partnership with Breckland District Council. The programme forms an integral part of the High-Street regeneration project, **Swaffham – A Historic Market Town**. As part of this programme, we are looking to commission an artist(s) for 18 months, who will embed their practice within the community of Swaffham. The artist(s) will develop new work in close collaboration with the children, young people, and community, exploring pride of place, safe spaces, and bringing vibrancy to the town.

## Context:

### **Your Town, My Town, Our Town**

Norfolk & Norwich Festival's Connect & Create team are proud to partner with Breckland District Council on a three year youth engagement programme, **Your Town, My Town, Our Town**, in Swaffham. Recognising that local young people are often disconnected from developments and from the social and cultural infrastructure of Swaffham, Norfolk & Norwich Festival has been commissioned to deliver this programme from August 2024 to March 2027. **Your Town, My Town, Our Town** is currently in its second year of delivery, having completed a successful first year of programming in March 2025. This commission will span both year two and three of the programme.

### **Swaffham – A Historic Market Town**

The programme forms an integral part of the wider High-Street regeneration project, **Swaffham – A Historic Market Town**. This project aims to restore and revitalise around a dozen historic buildings within Swaffham and deliver vital community engagement and training initiatives for those in the building trade. **Your Town, My Town, Our Town** runs concurrently to the wider project.

### **Norfolk & Norwich Festival**

Festival Connect & Create is Norfolk & Norwich Festival's participation and engagement initiative, that works to improve the cultural lives of children, young people, and their communities across Norfolk, Suffolk, Cambridgeshire and Peterborough. The initiative has three interlinked strands, **Creative Leaders**, **Creative Schools**, and **Creative Places**. Creative Places activates communities by supporting artists to connect with them, and **Your Town, My Town, Our Town** sits within this strand of work.



# Norfolk & Norwich Festival



Norfolk & Norwich Festival is a charity delivering one of the country's longest running arts festivals and a region-wide, year-round programme of creativity and culture for children, young people and their communities.

Norfolk & Norwich Festival takes place in Norwich and around Norfolk for 17 days each May. The Festival is distinctive because we collaborate with artists – from down the road and around the world – to explore the unique physical and cultural identities of our place and to make art which is meaningful to the lives of our audiences.

Festival Connect & Create is the Festival's participation initiative. We work across Norfolk, Suffolk, Cambridgeshire and Peterborough on projects that support and collaborate with educators, artists, young people and their communities.

## Our Vision

To lead and support celebration, creativity and curiosity in our community to make our part of the world a great place to live, learn, work and play. All of our work is informed by our 'programme principles' – our embrace of:

- **Art relevant to today**, blurring the boundaries between artforms and between art and everyday life.
- **'Festival spirit'** which we bring to our work to celebrate, to share cultural experiences and to bring our community together.
- Questions and actions about a **Social Responsibility** with a focus on: equality, diversity and inclusion; placemaking; and environmental sustainability.





# Aim of the Commission



To embed an artist(s) within the community of Swaffham over an 18 month period, creating engaging artistic outputs that aim to improve the cultural lives of local children, young people, and their communities.

## Commission Objectives

1. To work closely with the children, young people and communities of Swaffham, employing socially engaged practices to connect them with their heritage and help shape their futures.
2. To engage young people, increase their interest in heritage and culture, and develop their creative skills.
3. Embed youth voice in all event planning and artistic development.
4. To work closely with the Cultural Connectors, an advisory group made up of local professionals and young people, who advise Norfolk & Norwich Festival on how to programme Your Town, My Town, Our Town.
5. To create ambitious and engaging artistic outputs throughout the 18-month period.
6. Improve social cohesion in Swaffham through shared values, challenges and trust.
7. Create a legacy that benefits the community after the programme concludes.

## Commission fee

£18,000, inclusive of all fees, expenses and materials, with an additional £5,000 for production and delivery costs held by Norfolk & Norwich Festival

## Deadline for proposals

9am on Monday 15 September 2025

# Brief



## Artist Criteria

We are seeking commission proposals from artists whose practices are socially engaged, for a new commission that places children, young people, the community, and collaboration at its heart. This commission is open to artists working across any medium, including but not limited to performance, dance, digital media, installation or visual arts.

Artists who apply to this commission will:

- Have a proven track record of:
  - Working with children and young people
  - Working with communities
  - Working in areas of deprivation / low artistic engagement
  - Creating quality artistic experiences and outputs
  - Creating projects that address local identity and issues
- Have the ability to work with multiple partners and stakeholders across the project
- Have excellent communication and facilitation skills
- Have an advanced DBS check and be registered on the online update service. Where this is not the case, the artist will be required to undertake a DBS check for the project (every 12 months)
- Have taken out Public Liability Insurance to the amount of at least £5,000,000. Where this is not the case, the artist will be required to take out PLI in order to commence work on the project
- Be over 18 and not in full-time education
- Be available to travel and stay in Swaffham as required by their project
- Be self-employed for tax purposes, and be able to carry out the project as a freelance artist
- Be committed to ethical, inclusive and equitable practice



# Brief



## Commission Timeline

The commission is expected to run from October 2025 – March 2027. We acknowledge that the amount of activity that takes place over the 18-month period will be dictated by the commissioned artist(s) and their project proposal.

There are, however, two key moments that we expect a public artistic output:

- **May 2026** Norfolk & Norwich Festival 2026 – Public artistic presentation of work as part of the Festival programme in Swaffham.
- **March 2027** End of Year 3 – Public artistic presentation of work, celebrating the culmination of the programme.

These key moments are designed to anchor the programme, and we are open to discussing the timeframe of the project with interested applicants to ensure dates work for all parties.

## Roles and Responsibilities of the Artist(s)

- To work with Norfolk & Norwich Festival and the children, young people and communities of Swaffham to ensure that the programme of work and all outputs are of high artistic quality.
- To be responsible for managing the project budget and full delivery of artistic outputs in time and on budget.
- To create in-depth spending reports on all costs associated with the project. Norfolk & Norwich Festival are required to declare any and all spend to Breckland District Council and the project's funders.
- To work closely with Norfolk & Norwich Festival and partners to adhere to all safeguarding, health and safety, EDI and sustainability policies throughout the project.
- To comply with Norfolk & Norwich Festival evaluation and communications processes.
- To collaborate with Norfolk & Norwich Festival's Communications team to capture and disseminate project content for digital platforms, including social media, e-newsletters, and the festival website.
- To collaborate with Norfolk & Norwich Festival on all aspects of participant recruitment

# Brief



## Budget

Total commission fee is £18,000.

This is inclusive of all fees, expenses and materials.

Norfolk & Norwich Festival will contribute an additional £5,000 to support the production, delivery and accessibility of artistic outputs. The commissioned artist(s) will also receive in-kind support from Festival Connect & Create Producers, as well as Norfolk & Norwich Festival's Communications and Production teams.

As there will be several key moments throughout the programme for artistic outputs, it is the responsibility of the commissioned artist(s) to budget for each output and communicate with Norfolk & Norwich Festival where any additional financial support may be required.

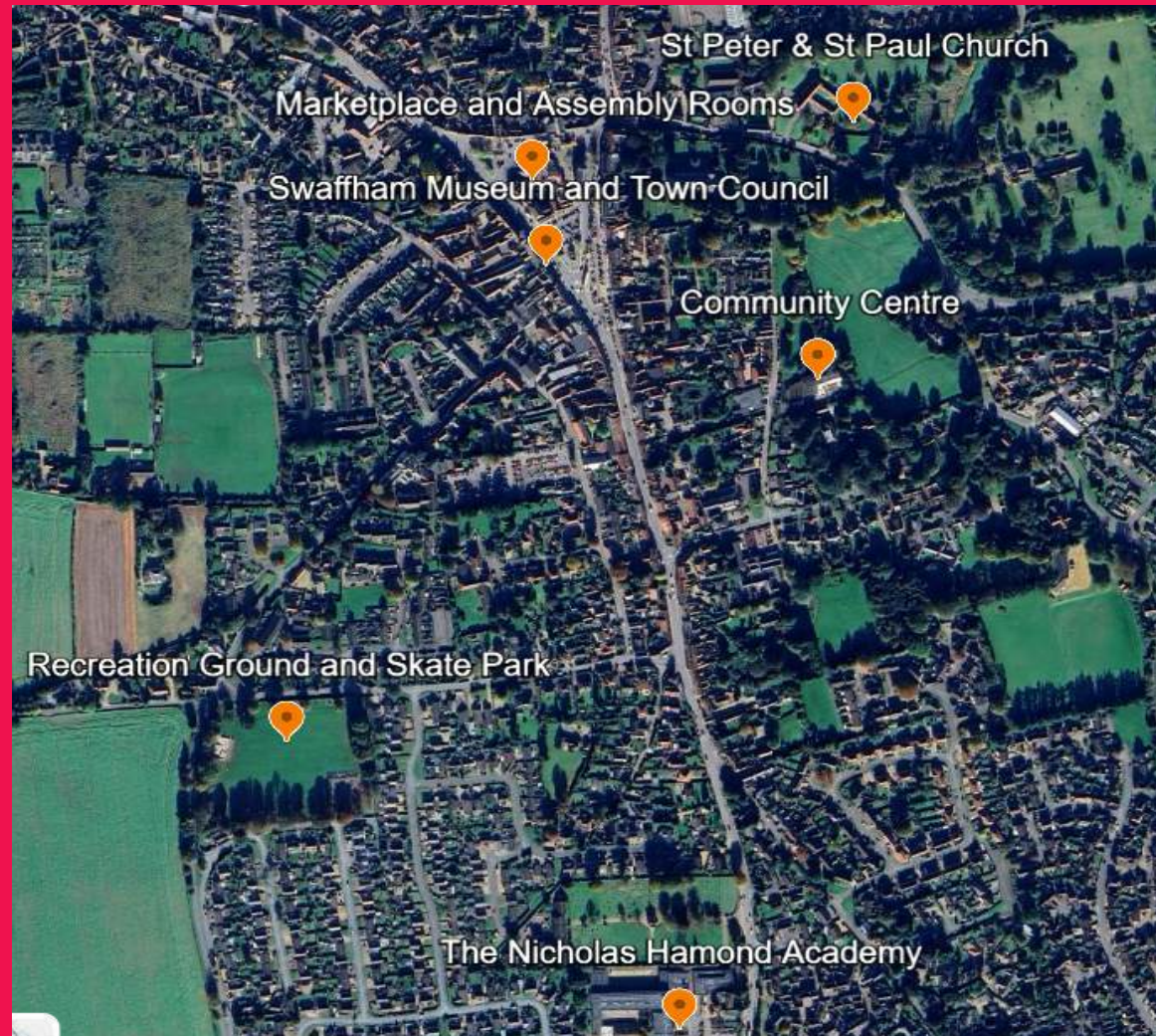
## Working in Swaffham

Swaffham is a small market town in the district of Breckland, in the heart of Norfolk. In the centre of the town is the triangular marketplace, the key conservation area for Swaffham – A Historic Market Town. Surrounding the marketplace is Swaffham Museum and Town Council, The Assembly Rooms, and the iconic Buttercross. Marked on the map below are several areas of interest and places that have previously been engaged through the programme.

The commissioned artist(s) will be able to utilise several buildings and pieces of land as required by their project. Festival Connect & Create have strong relationships with the local council and landlords, and will be able to help facilitate use of these spaces.

It is not expected that the commissioned artist(s) will re-locate to or inhabit Swaffham for extended periods of time for the project, but they may be required to plan stays in the town as required by their project.

# Swaffham





# Commissioning Process and Schedule



Artists are invited to submit ambitious proposals in response to this brief.

A panel of Norfolk & Norwich Festival staff, Breckland District Council, and local community representatives will read and shortlist the proposals, based on information provided in the application, including links to documentation of the artist's work.

The shortlisted applicants will then be invited to interview as an opportunity for the panel to meet the artist(s) and discuss the commission proposal in further detail. This will also be an opportunity for the artist(s) to ensure this is the right opportunity for their practice. Artists should be available to arrange an interview between 22 September – 3 October.

Following interviews, the panel will decide the successful proposal to commission, with contracting to take place in October.

## Timeline

**2025**

27 August	Brief goes live
15 September	Deadline for proposals
15-19 September	Panel reviews proposals
22 September – 3 October	Successful applicants invited to interview
w/c 6 October	Artist contracted and project begins



# Application



Artists who meet the criteria are invited to respond to this brief with the following by 9am, Monday 15 September:

- A project proposal responding to the brief, up to two pages of A4. This should include:
  - Initial ideas for artistic plan and outputs
  - A clear methodology for engaging participants
  - Your artistic values
  - Your vision for creating impact through this commission.
- Timeline for the project with clear milestones of engagement and outputs (we acknowledge that as the commission develops over the 18 months that these milestones may shift or change).
- Draft project budget including artist fees, workshop venue, materials and any travel or accommodation (we acknowledge that this is subject to change as the commission develops).
- Portfolio of previous examples of work, including socially engaged practice and examples of work within communities. We expect no more than ten examples with short descriptions, a maximum of two videos and a website link (if applicable). For larger files please send these via Dropbox or Google Drive.
- All applicants are asked to complete an [Equal Opportunities Monitoring form](#) prior to submission. All questions are optional and are used for anonymous reporting purposes only.
- Applications should be submitted to [fcc@nnfestival.org.uk](mailto:fcc@nnfestival.org.uk) FAO Alex Anslow and Dan Randall-Dawson.

## Getting in Touch

If you are interested in applying to the commission and would like a 15-minute call to discuss any element of the brief, you can arrange this by contacting one of the programme's Producers by emailing [fcc@nnfestival.org.uk](mailto:fcc@nnfestival.org.uk). You can also email any questions you have for a more prompt response.

## Useful Links

[Your Town, My Town, Our Town](#)

[Swaffham – A Historic Market Town](#)

[Norfolk & Norwich Festival](#)

