

# Introduction

## Grants for the Arts

**Grants for the Arts is our Lottery-funded grant programme for individuals, arts organisations and other people who use the arts in their work. Grants are available for activities carried out over a set period and which engage people in England in arts activities and help artists and arts organisations in England carry out their work.**

**The application form asks you a series of questions about different parts of your project including artistic quality, public engagement, management and finance. This gives us information about you, the project you are applying for and your budget. We will use the information you give us in your application form to decide whether we will offer you a grant.**

**The next three screens are autofilled with information you have already provided. The purpose of these is for you to ensure the information is correct. If you need to make any amendments, you will need to go back to the applicants section and make amendments to your applicant profile.**

**Throughout the application portal, any items marked \* must be completed.**

**Any free text boxes have a strict word limit. Please stick to this word limit as any additional text will be automatically deleted.**

**If at any time you would like to contact us, click contact us in the left menu bar for contact information.**

**Good luck with your application and save often.**

## Applicant details

**Applicant name:** Emma Edmondson

**Applicant number:** 59499780

**Applicant type:** Individual

**What name is your bank account registered in?** Emma Edmondson

**Main art form:** Not discipline specific

**Are you based within the European Union?** Yes

## Address information

**Non-UK address or address not found:**

**Address name or number:** 6

**Street:** [REDACTED]

**Locality:**

**Town / city:** SOUTHEND-ON-SEA

**Postcode:** [REDACTED]

**Main contact number:** 07805 227 074

**Mobile:**

**Email address:** emma.edmondson@gmail.com  
**(Organisation email address  
if applicant is an organisation)**

**Website address:** <http://www.emmaedmondson.com>

**Fax number:**

## Advice received

### Advice from Arts Council England

**Have you received any advice from the Arts Council?** Yes

**Website:** Information sheets, How to apply guidance

**Event:** Attended a presentation

**Advice from Customer Services:** By phone

**Name of the member of staff (if known):**

**Advice from a member of staff in an Area office (a Relationship Manager or Assistant):**

**Name of the member of staff (if known):**

### Advice from other sources

**Have you received advice from other sources (excluding local authorities)?** Yes

**If yes, please provide details of the advice received:**

Staff at Metal have read through my application and given feedback.

## Basic details

### Project information

**Please give a concise description of the activity you are asking us to support.**

No more than 600 characters. Please read the Basic details section of the How to apply guidance for information on how to complete this section.

I need research and development time for The Other MA (TOMA), an alternative art education model created as an extension of my artistic practice that has led to successfully completing a pilot year of post-graduate learning, alongside nine other practising contemporary visual artists at Metal in Southend. I want to refine the model to become self-sustaining and will achieve this through developing digital distance learning (podcast, website) to reach more national artist audiences, therefore greater resources, and widening our public programme in a meanwhile space to expand our local audience.

### Amount requested

Here we want you to tell us the amount you will be requesting from us, including any access costs.

If you are deaf or disabled or experience learning difficulties there may be extra costs relating to your own access needs that you will need to pay to help you deliver your project and manage your grant online. For example, payment for a sign language interpreter to help you manage your activity.

We want to know your personal access costs so we can deduct them from the total project costs when we decide how long it will take us to make a decision. This is particularly important if you are requesting close to £15,000 from us. For example, if you are applying for £15,350 but £650 of this relates to your personal access costs, we would still view this as the same as an application for under £15,000 and would make a decision on your application within six weeks. You should use the guidance notes for applications for £15,000 and under to complete your application form.

To find out more about personal access costs please read the information sheet 'Access needs and Grants for the Arts'.

**Please tell us the total amount you are requesting from us, including any personal access costs (£):** £14,880

To find out if you are eligible for personal access costs to help manage your activity please read the information sheet 'Access needs and Grants for the Arts'.

**How much of this request is for your personal access costs (£):** £0

**Do you, or does your organisation object to receiving National Lottery funding for religious reasons?** No

**Activity dates**

**Please enter the start and end dates for your activity.  
You must allow enough time to plan your activity and for us to process  
your application.  
We need 6 weeks to process applications for up to £15,000.**

**Activity start date:** 01/12/2017

**Activity end date:** 14/01/2019

## Artistic quality

In this section we want you to tell us about you and your artistic work, some more detail about the activity you would like to do, and how this activity will help you or your organisation develop. We also ask about any other artists you may be working with, what their role is, and why you have chosen to work with them. Please read the Artistic quality section of the How to apply guidance for information on how to complete this section.

**Please provide a brief summary of your (or your organisation's) recent relevant artistic work, experience and achievements:**

No more than 1500 characters.

Graduating during the financial crash and student fee rises, self-sustainability is at the forefront of my mind as an artist. TOMA creatively responds to this. My practice is founded on investigations into survival and community. I work with sculpture, installation, social engagement and higher education. I want to develop this and TOMA exploring how alternative education models offer artists new routes of survival and the accessibility of quality critical learning. Currently TOMA offers artists a way to develop outside of traditional art education which many find unaccessible due to family/finances. 17 artists will be supported & educated through TOMA from September 2017.

TOMA's programme is shaped collaboratively with artist participants deciding who visits and what is learnt through lectures, crits, workshops and tutorials. Many practitioners have worked with the group including; Ackroyd & Harvey, Bruce McLean, Richard Wentworth, Florence Peake, Griselda Pollock and Susan Stockwell. All visiting artist educators are, importantly, paid fairly. TOMA is also collaborating with other alternative art schools.

Alongside Metal, who have partnered with me and house TOMA, and £22k funding from Seedbed I receive space in kind and advice from local organisations Focal Point Gallery and The Old Waterworks. TOMA secured exhibitions at the Beecroft Art Gallery and there is the beginnings of a corporate partnership with Paul Robinson Solicitors who support exhibitions with space in kind.

**What is your proposed artistic activity, and what do you want to achieve by doing it?**

No more than 1500 characters.

I need R&D time to expand TOMA into a self-sustaining programme. Currently core educational costs are covered by participating artists, but to keep fees affordable there is a shortfall to cover. This income will be generated through;

Widening audience through digital platforms: Creating podcasts with interviews from guest artists available online. I would research whether revenue from advertising or a pay-to-play service would be best. These podcasts would make elements of the TOMA educational experience available to new artist audiences and continue the contemporary debate surrounding alternative art education.

TOMA studio & public project space: Responding to the pilot group's feedback I have sought temporary space for studios and a public programme at Royals Shopping Centre, Southend, giving more opportunities for participating artists and public engagement. I plan for 6 exhibitions/events to take place over the year. This will test how a space will function for TOMA while looking for a more permanent home. In the future revenue could be made from studio rent and events. I will research, connect with and learn from East Street Arts in Leeds and Primary in Nottingham.

Expanding Metal partnership: Exploring how resources across their sites could be maximised to embed TOMA further into activities giving growth and stability.

Expanding my practice: Continuing critical dialogue surrounding alternative education and growing artistic communities which will help towards my PhD.

### **Why is this activity important for your artistic development?**

No more than 1500 characters.

As an artist I always look to work in new ways, contexts or with new people. I am now looking for ways to expand TOMA to new audiences through studio space, public programmes and podcasts. I will be working with new people and practitioners through this, broadening my professional network, something integral to an artist's development. These experiences also develop project management skills and ways to exist as a self-sustaining practitioner.

I am interested in the dialogues between the digital and handmade, using both methods to create work. I want to expand my digital skills by creating a podcast, learning about high quality sound recording and distribution. I will research and develop the best professional ways to record, edit and distribute these podcasts working with and learning from professionals as I do this.

Further R&D time into TOMA will help me pursue a PhD in the future focussing on alternative models of education and survival as a contemporary artist. Here I will continue to explore my interest in contemporary avenues of digital learning and self-organising communities. I now find myself shifting into new modes of working and critical thinking through TOMA and want this to continue by developing links, learning and engaging in debate with other practitioners. Working this way will drive forward the debate engaging with current cuts to art education, working with these issues to create studio work while pushing forward this dialogue within my practice.



## Who is involved

### Artists

Please list the main additional artists involved in your activity using the tool below, up to a maximum of 10 artists. Do not include yourself if you are the main artist. (If you are working with any individuals who are helping to deliver or manage your activity, please tell us about them later on in the separate Partners section of the application form.)

Please read the Artistic quality section of the How to apply guidance for information on how to complete this section.

To add an artist  
 To add artists and start to create the table, click the 'Add new item' icon on the left of the screen.  
 To add more than one artist, use the 'Save and Add Another' button.

Artist's name	Role in activity	Confirmed or expected	Contribution
Michaela Bannon	TOMA artist continuing into year 2	Confirmed	Michaela has been on the TOMA educational programme as an artist participant for the pa...
Richard Baxter	TOMA artist continuing into year 2	Confirmed	Richard has been on the TOMA educational programme as an artist participant for the pas...
Laurence Harding	TOMA artist continuing into year 2	Confirmed	Laurence has been on the TOMA educational programme as an artist participant for the pa...
Emma Mills	TOMA artist continuing into year 2	Confirmed	Emma has been on the TOMA educational programme as an artist participant for the past t...
Tricia North	TOMA artist continuing into year 2	Confirmed	Tricia has been on the TOMA educational programme as an artist participant for the past...
Imogen Welch	TOMA artist continuing into year 2	Confirmed	Imogen has been on the TOMA educational programme as an artist participant for the past...
Ian Segrave	TOMA artist starting year 1	Confirmed	Ian is embarking on the TOMA educational programme from September 2017 as an artist par...
Fiona Bennett	TOMA artist starting year 1	Confirmed	Fiona is embarking on the TOMA educational programme from September 2017 as an artist p...
Blandine Martin	TOMA artist starting year 1	Confirmed	Blandine is embarking on the TOMA educational programme from September 2017 as an artis...
Grace Price	TOMA artist starting year 1	Confirmed	Grace is embarking on the TOMA educational programme from September 2017 as an artist p...

## Artists

**Artist's name:** Michaela Bannon

**Role in activity:** TOMA artist continuing into year 2

**Confirmed or expected:** Confirmed

**Artist's website:** <http://michaelabannonart.weebly.com/>

**Please outline how this artist will contribute to the activity and give a brief description of their work:**

Michaela has been on the TOMA educational programme as an artist participant for the past twelve months. She is continuing into the second year, helping the TOMA programme expand into a two year course.

Michaela Bannon is a contemporary sculptor and draftswoman residing in Canvey Island, Essex, where she was born and raised. A recent graduate of South Essex College's Fine Art Degree programme, Michaela's work consists of a triadic dialogue between written, drawn and sculptural works which reference traditional sculptural ideology. With a confrontational attitude developed in response to historic popular aestheticism, Michaela concerns herself with parodying the Alpha-masculine aesthetic through her wood and upholstery manifestations.

## Artists

**Artist's name:** Richard Baxter

**Role in activity:** TOMA artist continuing into year 2

**Confirmed or expected:** Confirmed

**Artist's website:** <http://www.richardbaxter.com/>

**Please outline how this artist will contribute to the activity and give a brief description of their work:**

Richard has been on the TOMA educational programme as an artist participant for the past twelve months. He is continuing into the second year, helping the TOMA programme expand into a two year course.

Richard Baxter is an established ceramicist primarily working in porcelain making finely thrown bowls and bottles, enhancing the unique forms with gold and bronze banding. He creates intriguing openings on some rims allowing the inner form, as well as the outer, to be considered simultaneously. He specialises in developing beautiful vibrant glazes. Richard also makes art projects around ideas of locality and the passage of time which he is developing through his studies with TOMA.

## Artists

**Artist's name:** Laurence Harding

**Role in activity:** TOMA artist continuing into year 2

**Confirmed or expected:** Confirmed

**Artist's website:** <http://www.laurencehardingphotography.co.uk/>

**Please outline how this artist will contribute to the activity and give a brief description of their work:**

Laurence has been on the TOMA educational programme as an artist participant for the past twelve months. She is continuing into the second year, helping the TOMA programme expand into a two year course.

Laurence Harding's art practice not only explores and challenges the nature of the photographic image, but also investigates the material qualities of the analogue medium. Through her projects, Laurence questions how photography presents us with the illusion of reality, and more precisely how portraiture continues to be a reflection of our society's aspirations. A photograph is a fascinating document, which is simultaneously a dislocated fragment of the past, a trace, a construction, a social custom, and a vision waiting to be decoded.

Laurence studied at the University of Westminster and graduated with a BA in Photography in 2013. She regularly uses large and medium format analogue or digital cameras, and enjoys experimenting with traditional black and white, colour and alternative photographic printing techniques in the darkroom.

## Artists

**Artist's name:** Emma Mills

**Role in activity:** TOMA artist continuing into year 2

**Confirmed or expected:** Confirmed

**Artist's website:** <http://www.em-art-therapy.co.uk/about-emma-mills-art-therapy.asp>

**Please outline how this artist will contribute to the activity and give a brief description of their work:**

Emma has been on the TOMA educational programme as an artist participant for the past twelve months. She is continuing into the second year, helping the TOMA programme expand into a two year course.

Emma Mills was born in Southend and studied Fine Art at Sunderland Poly from 1985 to 1988. Since then she has lived in Africa and Egypt, taught at secondary schools and trained to be an Arts Psychotherapist at Goldsmiths.

Emma is a painter and her work is nearly almost autobiographical. She uses acrylic paint on paper and board to make marks and layer colour. This practice creates a loose painterly style that means works are often full of movement. For TOMA Emma hopes to further explore the feminist perspective in art, especially in the autobiographical sense.

## Artists

**Artist's name:** Tricia North

**Role in activity:** TOMA artist continuing into year 2

**Confirmed or expected:** Confirmed

**Artist's website:** <http://www.tricianorth.com/>

**Please outline how this artist will contribute to the activity and give a brief description of their work:**

Tricia has been on the TOMA educational programme as an artist participant for the past twelve months. She is continuing into the second year, helping the TOMA programme expand into a two year course.

Tricia North is from Doncaster and studied Fine Art textiles. This background tends to inform the materials used and work she produces. Tricia tends to work in a variety of mediums usually involving cloth or stitch, but combines these with hard elements such as slate, metal or found objects.

Tricia is really interested in processes and materials and how this combination can intertwine to provoke a feeling or essence. Tricia's inspiration comes from a range of sources and she is currently looking at conflict and materialism.

## Artists

**Artist's name:** Imogen Welch

**Role in activity:** TOMA artist continuing into year 2

**Confirmed or expected:** Confirmed

**Artist's website:** <http://imogenwelch.co.uk/>

**Please outline how this artist will contribute to the activity and give a brief description of their work:**

Imogen has been on the TOMA educational programme as an artist participant for the past twelve months. She is continuing into the second year, helping the TOMA programme expand into a two year course.

Imogen Welch was born in Chichester but currently lives and works in Hertfordshire. She studied fine art at Buckinghamshire Chiltern University College. Her mainly sculptural practice typically includes transforming found objects. Using techniques akin to handicraft her sculpture often references women's work and folk art. Having a studio in a historic paper mill and volunteering for Watford Recycling Arts Project has developed her interest in manufacturing and recycling. Other preoccupations include financial markets and trade, with much recent work focusing on globalisation, quantitative easing and hyperinflation.

## Artists

**Artist's name:** Ian Segrave

**Role in activity:** TOMA artist starting year 1

**Confirmed or expected:** Confirmed

**Artist's website:** <http://www.iansegrave.com/home/about/>

**Please outline how this artist will contribute to the activity and give a brief description of their work:**

Ian is embarking on the TOMA educational programme from September 2017 as an artist participant.

Ian Segrave explores the boundary between reality and an idealistic idea of the former. The idea that memories can lose cohesion over time to create a fictional event in the mind, often resulting in a darker story provides a foundation for his subject. Segrave uses composition and layers of mixed media to lead the mind to a more sinister unreality, combining influences of personal memories and dark themes from horror novels. Depth of field and unusual perspectives combine to unearth a memory seen through a tinted window and consider how fine the line is between real and unreal.

## Artists

**Artist's name:** Fiona Bennett  
**Role in activity:** TOMA artist starting year 1  
**Confirmed or expected:** Confirmed  
**Artist's website:** <http://www.fiona-bennett.com/>

**Please outline how this artist will contribute to the activity and give a brief description of their work:**

Fiona is embarking on the TOMA educational programme from September 2017 as an artist participant.

Fiona Bennett's practice traces the current passing history observing the inter-relationship of our converting spaces, capturing the 'moments in time' before they are lost forever. Each generation and community constructs space for a purpose but all too soon today's fashion becomes tomorrow's discard. Drawn from the research the artwork often incorporates a narrative of an event, place or space. Seeking to extend the image the artist adopts a site specific approach and to date has worked with the mediums of CGI, photomontage, cyanotype printing, film and sound.

## Artists

**Artist's name:** Blandine Martin  
**Role in activity:** TOMA artist starting year 1  
**Confirmed or expected:** Confirmed  
**Artist's website:** <https://www.blandinemartin.com/>

**Please outline how this artist will contribute to the activity and give a brief description of their work:**

Blandine is embarking on the TOMA educational programme from September 2017 as an artist participant.

Originally from the south of France, Provence, Blandine moved to London in 1988. She graduated in 2003 from North London University with a degree in interior design & architecture. This formation in design had a direct influence on the manner in which she works as well as the materials she chooses. In fact, her paintings are mostly constructed, torn apart, threaded, burned and put back together. She takes pleasure in experimenting with new materials to achieve unusual compositions. Materials include timber, plaster, ceramic, metals, paper, newspaper and sand.

## Artists

**Artist's name:** Grace Price

**Role in activity:** TOMA artist starting year 1

**Confirmed or expected:** Confirmed

**Artist's website:** <https://www.gracespractice.com/>

**Please outline how this artist will contribute to the activity and give a brief description of their work:**

Grace is embarking on the TOMA educational programme from September 2017 as an artist participant.

Grace explores a pluralism of practice; placing her 3D work as expanded sculptural painting, with collages as imaginary plans for extravagant work that will likely never come to fruition full-scale.

Interior design items and colour forecasting steer these creations; like a mood board they allude to the concept of a desirable space. Using vintage hues - as well as analogue photography - selected items of interest embellish the collages and promote an evocative narrative alongside titles reflecting a nostalgic dialect.

## Beneficiaries

Tell us how many people you estimate will engage with your activity. On the two next pages you will have the opportunity to tell us more about your intended audiences and participants.

### People who will benefit from your activity

Beneficiary Type	Number of people who will be benefiting from this activity	Number of people benefiting from your activities over the last 12 months
Artists	110	55
Participants	0	0
Audience (live)	11,000	3,792
Audience (broadcast, online, in writing)	55,000	36,905
<b>Total</b>	<b>66,110</b>	<b>40,752</b>

### Results of your activity

Please estimate the outcomes of your activity in the categories below. Enter '0' (zero) for any item that is not relevant.

Activity Results	Estimated
Number of new products or commissions	7
Period of employment for artists (in days)	177
Number of performance or exhibition days	268
Number of sessions for education, training or participation	98

Divide the day into three sessions (morning, afternoon and evening). A session is any one of these.



## Audience

On this screen we ask you to give us some more details about the audience(s) your activity is aimed at.

By 'audience' we mean people who are going to experience your activity as viewers, listeners or readers but are not actively involved in the activity.

Please only give details on this screen for audiences – we will ask you about participants on the next screen.

- |   |                          |
|---|--------------------------|
| <b>Tick here if your activity is specifically aimed at any particular age group of audience.</b>  | <input type="checkbox"/> |
| <b>Tick here if your activity is specifically aimed at any identified ethnic groups as audiences.</b>                                       | <input type="checkbox"/> |
| <b>Tick here if your activity is specifically aimed at disabled people as audience.</b>   | <input type="checkbox"/> |
| <b>Tick here if your activity is specifically aimed at individuals or groups with a particular sexual orientation identity as audience.</b> | <input type="checkbox"/> |
| <b>Tick here if your activity is specifically aimed at either male, female or 'trans* Audiences.</b>  | <input type="checkbox"/> |

## Participants

On this screen we ask you to give us some more details about the participants your activity is aimed at, if any.

By 'participants' we mean people who are actively involved in your activity (other than the artists or others leading the activity) by devising, creating, making, presenting or performing.

Please only give details on this screen for participants – we have already asked about audiences on the previous screen.

- |  |                          |
|--|--------------------------|
| <b>Tick here if your activity is specifically aimed at any particular age group of participants.</b>   | <input type="checkbox"/> |
| <b>Tick here if your activity is specifically aimed at any identified ethnic groups as Participants.</b>                                       | <input type="checkbox"/> |
| <b>Tick here if your activity is specifically aimed at disabled people as participants.</b>  | <input type="checkbox"/> |
| <b>Tick here if your activity is specifically aimed at individuals or groups with a particular sexual orientation identity as Participant.</b> | <input type="checkbox"/> |
| <b>Tick here if your activity is specifically aimed at either male, female or 'trans* Participants.</b>  | <input type="checkbox"/> |

## Public engagement

Please read the Public engagement section of the How to apply guidance for information on how to complete this section.

**Who will engage with this activity? Tell us about the target audiences or people taking part, and how they will engage with the activity. If the activity will not engage people immediately, e.g. some research and development activities, please tell us about who you anticipate will engage with your work in the longer term:**

No more than 1500 characters.

TOMA artist participants are multi-disciplinary, practising for at least 3 years. TOMA is open to all ages, gender, sexual orientation and ethnicity. Visiting educators are equally diverse.

New participating artists are chosen via application and interview process. TOMA artists, independent artist mentors and myself are on the selection panel. Artists benefitting from the project have a high quality art experience through the selection criteria and skill and knowledge of the panel.

TOMA's audience is made up of the public and artists. TOMA hosts public facing events at spaces including; Beecroft Art Gallery, Metal's Chalkwell Hall, The Old Waterworks, Focal Point Gallery and Paul Robinson Solicitors. These are open to all in front facing spaces. TOMA is also bringing contemporary art to Beecroft Art Gallery – broadening their audience and curatorial skills. Through TOMA I am working in innovative ways at meanwhile spaces (Paul Robinson Solicitors & Royals Shopping Centre) creating opportunities for artists and audiences by finding artwork in unusual spaces.

TOMA has bought in artists from outside of Southend to work, exhibit and collaborate in the area. Artists from London, Suffolk and Hertfordshire are on the programme meaning TOMA is widening Southend's appeal to artists, attracting them to move, live and work here. I envisage the podcasts engaging and retaining the national and international artist audiences we already have, drawing them to physically come and visit Southend.

**Please describe how you will reach your target audience or participants, in the short or long term, and give details of your proposed marketing activities where appropriate:**

No more than 1500 characters.

TOMA is active on social media; Twitter (645 followers), Facebook (270 followers) and Instagram (313 followers), mailing list (302 reach). Metal also support TOMA on their mailing lists (14,509 reach) and social media (Facebook, 6,862 reach, Twitter 12,762 reach, Instagram, 1,242 reach). TOMA has a page on the Metal website and a new TOMA website launches in September. The communication process is part of the art process and documentation of the run up to/opening of events will be shared here. The podcasts and Royals Shopping Centre events will be marketed through these. All exhibitions are listed on arts websites.

Marketing is creatively integrated with TOMA; artist designed videos and posters for each event. All will be online but physical copies of posters will also be given to partners to display. I create a physical prospectus each year. These are available at partners' spaces and circulated nationally.

TOMA is building relationships with alternative art schools and I send personal emails informing them of our news. This word of mouth approach works, getting people involved nationally circulating TOMA online.

TOMA is regularly featured in the local press. Recently TOMA had a full page in the Evening Echo about a public project at Beecroft Art Gallery (11 August 2017). In addition Art Monthly have included shorts about TOMA, most recently when we announced our open call (April, 2017) and mentioned as part of the Alternative Art School Fair in NYC (December, 2016).

## Finance

The Finance section will ask you to complete a budget for your activity, and to answer some questions about how you will manage your budget. Please read the Finance section of the guidance carefully before you begin.

Key things to remember about budgets:

- Your budget has to balance (your income needs to be the same as your expenditure).- We expect you to find at least 10% of the total cost of your activity from other sources.- We need to be able to see how you have worked your figures out, so please break them down clearly.- Your budget should be for the total cost of the activity you are applying to do.  
It is important to remember that the spending (expenditure) and income for your activity should match.

Please use full pounds only and no pence (for example, '£1,167').  
Please check your figures carefully. If you do not fill in this section correctly, we cannot process your application.

# Income

On this page you should enter all the cash and in kind income for your activity.

The table at the top of the page is a snapshot of the information you are entering, and will calculate your total income for you as you work. This table is not editable. The table already includes the amount you are requesting from Arts Council England so you do not need to add this.

The details about each item of income that you add will be shown in the list at the bottom of the page. You should make sure that you show how your figures have been calculated in the 'Description' field, for example:

Ticket sales (7 dates @ 60% of 100 capacity x £8 ticket price) £3,360

You should enter all your cash income on this page, as well as any Support in kind you will receive. Please read the Support in kind section of the How to apply guidance for information on how to complete this section.

To add an income line  
To add each income line, click the 'Add new item' icon on the left of the screen. To add more than one line of income, use the 'Save and Add another' button.

## Income summary

Income heading	% Project value	Amount (£)
Earned income	29.24%	£18,802
Local authority funding	1.56%	£1,000
Other public funding	0.00%	£0
Private income	0.00%	£0
<b>Income total (cash)</b>	<b>30.80%</b>	<b>£19,802</b>
Support in kind	46.06%	£29,618
<b>Arts Council England Funding</b>	<b>23.14%</b>	<b>£14,880</b>
<b>Income total</b>	<b>100.00%</b>	<b>£64,300</b>

## Expected vs confirmed summary

Income heading	% Project income	Amount (£)
Expected	11.13%	£5,502
Confirmed	88.87%	£43,918
<b>Income total</b>	<b>100.00%</b>	<b>£49,420</b>

**Please tick the box if you have less than 10% funding from sources other than the Arts Council.**

You will need to explain what the exceptional circumstances are that have prevented you from sourcing the minimum 10% partnership funding when you tell us about your approach to raising as much money as you can.

<b>Income heading</b>	<b>Description</b>	<b>Expected or confirmed</b>	<b>Amount</b>
Earned income	Income from participating TOMA artists' fees @ £75 p/m over 12 mont...	Confirmed	£15,300
Local authority funding	Southend Borough Council 125th Anniversary Funding Pot	Expected	£1,000
Earned income	TOMA artist artwork sales 40% commission based on last year's sales...	Expected	£250
Earned income	TOMA fundraising events x 4 over year based on £813 raised at last ...	Expected	£3,252
Support in kind	Beecroft Art Gallery exhibition space over 2 shows and one pop up d...	Confirmed	£1,050
Support in kind	Focal Point Gallery Big Screen weekend exhibition for year 1 + year...	Confirmed	£500
Support in kind	The Old Waterworks space in kind for TOMA sessions @ £100 per time ...	Expected	£400
Support in kind	Focal Point Gallery space in kind for TOMA sessions @ £100 per time...	Expected	£600
Support in kind	Royals Shopping Centre temporary project space / studio rent + rate...	Confirmed	£17,568
Support in kind	Twenty One space for exhibition after party	Confirmed	£700
Support in kind	Metal space in kind for TOMA sessions @ £100 per time over 88 sessions	Confirmed	£8,800

## Income details

**Income heading:** Earned income  
**Description:** Income from participating TOMA artists' fees @ £75 p/m over 12 months from 17 artists  
**Expected or confirmed:** Confirmed  
**Amount (£):** £15,300

## Income details

**Income heading:** Local authority funding  
**Description:** Southend Borough Council 125th Anniversary Funding Pot  
**Expected or confirmed:** Expected  
**Amount (£):** £1,000

## Income details

**Income heading:** Earned income  
**Description:** TOMA artist artwork sales 40% commission based on last year's sales from Paul Robinson shows  
**Expected or confirmed:** Expected  
**Amount (£):** £250

## Income details

**Income heading:** Earned income  
**Description:** TOMA fundraising events x 4 over year based on £813 raised at last event  
**Expected or confirmed:** Expected



**Amount (£):** £3,252

## **Income details**

**Income heading:** Support in kind

**Description:** Beecroft Art Gallery exhibition space over 2 shows and one pop up day for year 1 + year 2 TOMA artists

**Expected or confirmed:** Confirmed

**Amount (£):** £1,050

## **Income details**

**Income heading:** Support in kind

**Description:** Focal Point Gallery Big Screen weekend exhibition for year 1 + year 2 TOMA artists

**Expected or confirmed:** Confirmed

**Amount (£):** £500

## **Income details**

**Income heading:** Support in kind

**Description:** The Old Waterworks space in kind for TOMA sessions @ £100 per time over 4 sessions

**Expected or confirmed:** Expected

**Amount (£):** £400

## **Income details**

**Income heading:** Support in kind

**Description:** Focal Point Gallery space in kind for TOMA sessions @ £100 per time over 6 sessions  
**Expected or confirmed:** Expected  
**Amount (£):** £600

## Income details

**Income heading:** Support in kind  
**Description:** Royals Shopping Centre temporary project space / studio rent + rates p/y  
**Expected or confirmed:** Confirmed  
**Amount (£):** £17,568

## Income details

**Income heading:** Support in kind  
**Description:** Twenty One space for exhibition after party  
**Expected or confirmed:** Confirmed  
**Amount (£):** £700

## Income details

**Income heading:** Support in kind  
**Description:** Metal space in kind for TOMA sessions @ £100 per time over 88 sessions  
**Expected or confirmed:** Confirmed  
**Amount (£):** £8,800

## Expenditure

On this page you should enter all the cash expenditure for your activity.

The table at the top of the page is a snapshot of the information you are entering, and will calculate your total expenditure for you as you work. This table is not editable. The table already includes any Support in kind you added on the Income screen so you do not need to add this.

The details about each item of expenditure that you add will be shown in the list at the bottom of the page. You should make sure that you show how your figures have been calculated in the 'Description' field. For example, you should show the number of days and the daily rate for any fees shown.

To add an expenditure line

To add each expenditure line, click the 'Add new item' icon on the left of the screen. To add more than one line of expenditure, use the 'Save and Add another' button.

### Spending (expenditure) summary

Expenditure heading	% Project value	Amount (£)
Artistic spending	40.75%	£26,200
Making your work accessible	0.00%	£0
Developing your organisation and people	6.53%	£4,200
Marketing and developing audiences	1.40%	£900
Overheads	1.56%	£1,000
Assets - buildings, equipment, instruments and vehicles	0.54%	£350
Other	3.16%	£2,032
Personal access costs	0.00%	£0
<b>Expenditure total (cash)</b>	<b>53.94%</b>	<b>£34,682</b>
<b>Support in kind</b>	<b>46.06%</b>	<b>£29,618</b>
<b>Expenditure total</b>	<b>100.00%</b>	<b>£64,300</b>

**Total income (for information): £64,300**

Expenditure	Description	Amount
Artistic spending	12 artist run practical workshops @ £100 p/s for year 1 TOMA artists	£1,200
Artistic spending	30 artist led tutorials each @ £40 p/s for year 1 TOMA artists	£1,200
Artistic spending	10 visiting artist lecturers @ £200 p/d for year 1 TOMA artists	£2,000
Artistic spending	5 artist run practical workshops @ £200 p/d for year 2 TOMA artists	£1,000
Artistic spending	7 visiting artist lecturers @ £200 p/d for year 2 TOMA artists	£1,400

Artistic spending	6 artist run critical theory sessions @ £100 p/s for year 2 TOMA ar...	£600
Artistic spending	28 artist led tutorials each @ £40 p/s for year 2 TOMA artists	£1,120
Overheads	Travel costs for visiting artist educators to year 1 and year 2 TOM...	£1,000
Artistic spending	2 artist interviewers for year 3 TOMA artist interviews @ £150 p/d ...	£600
Artistic spending	TOMA project management of programme @ £100 p/d for 4 days a month ...	£5,000
Other	Contingency for TOMA educational programme	£1,032
Artistic spending	Residency costs for year 1 + year 2 TOMA artists	£1,000
Artistic spending	Space hire / costs for 4 x exhibitions for year 1 + year 2 TOMA art...	£1,600
Artistic spending	Materials for 4 exhibitions @ £300 per time for year 1 + year 2 TOM...	£1,200
Assets - buildings, equipment, instruments and vehicles	Recording equipment for podcast including;high quality microphone, ...	£350
Artistic spending	Visiting artist fee for recording interviews @ £40 p/h for 12 hours	£480
Artistic spending	Podcast recording + editing @ £200 p/d over 12 days	£2,400
Artistic spending	Project manager for podcast to work with artist @ £150 p/d over 6 d...	£900
Marketing and developing audiences	TOMA podcast graphic design @ £125 p/d over 4 days	£500
Developing your organisation and people	Artist / curator research + development @ £200 over 21 days	£4,200
Marketing and developing audiences	TOMA website hosting + development	£250
Artistic spending	Project manager for Royals Shopping Centre temporary project space ...	£1,800
Artistic spending	Technician for Royals Shopping Centre temporary project space exhib...	£1,800
Artistic spending	Materials for 6 exhibitions at Royals Shopping Centre temporary pro...	£900
Other	Contingency for Podcast + Royals Shopping Centre temporary project ...	£1,000
Marketing and developing audiences	TOMA prospectus print costs	£150

## Expenditure details

**Expenditure heading:** Artistic spending

**Description:** 12 artist run practical workshops @ £100 p/s for year 1 TOMA artists

**Amount (£):** £1,200

## Expenditure details

**Expenditure heading:** Artistic spending

**Description:** 30 artist led tutorials each @ £40 p/s for year 1 TOMA artists

**Amount (£):** £1,200

## Expenditure details

**Expenditure heading:** Artistic spending

**Description:** 10 visiting artist lecturers @ £200 p/d for year 1 TOMA artists

**Amount (£):** £2,000

## Expenditure details

**Expenditure heading:** Artistic spending

**Description:** 5 artist run practical workshops @ £200 p/d for year 2 TOMA artists

**Amount (£):** £1,000

## Expenditure details

**Expenditure heading:** Artistic spending  
**Description:** 7 visiting artist lecturers @ £200 p/d for year 2 TOMA artists  
**Amount (£):** £1,400

## Expenditure details

**Expenditure heading:** Artistic spending  
**Description:** 6 artist run critical theory sessions @ £100 p/s for year 2 TOMA artists  
**Amount (£):** £600

## Expenditure details

**Expenditure heading:** Artistic spending  
**Description:** 28 artist led tutorials each @ £40 p/s for year 2 TOMA artists  
**Amount (£):** £1,120

## Expenditure details

**Expenditure heading:** Overheads  
**Description:** Travel costs for visiting artist educators to year 1 and year 2 TOMA artists  
**Amount (£):** £1,000

## Expenditure details

**Expenditure heading:** Artistic spending  
**Description:** 2 artist interviewers for year 3 TOMA artist interviews @ £150 p/d over 2 days

**Amount (£):** £600

## **Expenditure details**

**Expenditure heading:** Artistic spending

**Description:** TOMA project management of programme @  
£100 p/d for 4 days a month over 12 months

**Amount (£):** £5,000

## **Expenditure details**

**Expenditure heading:** Other

**Description:** Contingency for TOMA educational programme

**Amount (£):** £1,032

## **Expenditure details**

**Expenditure heading:** Artistic spending

**Description:** Residency costs for year 1 + year 2 TOMA artists

**Amount (£):** £1,000

## **Expenditure details**

**Expenditure heading:** Artistic spending

**Description:** Space hire / costs for 4 x exhibitions for year 1 +  
year 2 TOMA artists

**Amount (£):** £1,600

## **Expenditure details**

**Expenditure heading:** Artistic spending

**Description:** Materials for 4 exhibitions @ £300 per time for year 1 + year 2 TOMA artists

**Amount (£):** £1,200

## Expenditure details

**Expenditure heading:** Assets - buildings, equipment, instruments and vehicles

**Description:** Recording equipment for podcast including;high quality microphone, mixer, digital recorder, headphones, cables and access to editing software through a yearly Adobe subscription

**Amount (£):** £350

## Expenditure details

**Expenditure heading:** Artistic spending

**Description:** Visiting artist fee for recording interviews @ £40 p/h for 12 hours

**Amount (£):** £480

## Expenditure details

**Expenditure heading:** Artistic spending

**Description:** Podcast recording + editing @ £200 p/d over 12 days

**Amount (£):** £2,400

## Expenditure details



**Expenditure heading:** Artistic spending

**Description:** Project manager for podcast to work with artist @  
£150 p/d over 6 days

**Amount (£):** £900

## Expenditure details

**Expenditure heading:** Marketing and developing audiences

**Description:** TOMA podcast graphic design @ £125 p/d over  
4 days

**Amount (£):** £500

## Expenditure details

**Expenditure heading:** Developing your organisation and people

**Description:** Artist / curator research + development @ £200  
over 21 days

**Amount (£):** £4,200

## Expenditure details

**Expenditure heading:** Marketing and developing audiences

**Description:** TOMA website hosting + development

**Amount (£):** £250

## Expenditure details

**Expenditure heading:** Artistic spending

**Description:** Project manager for Royals Shopping Centre temporary project space / exhibitions @ £150 p/d over 12 days  
**Amount (£):** £1,800

## Expenditure details

**Expenditure heading:** Artistic spending  
**Description:** Technician for Royals Shopping Centre temporary project space exhibition installs @ £150 p/d over 12 days  
**Amount (£):** £1,800

## Expenditure details

**Expenditure heading:** Artistic spending  
**Description:** Materials for 6 exhibitions at Royals Shopping Centre temporary project space @ £150 per show  
**Amount (£):** £900

## Expenditure details

**Expenditure heading:** Other  
**Description:** Contingency for Podcast + Royals Shopping Centre temporary project space projects  
**Amount (£):** £1,000

## Expenditure details

**Expenditure heading:** Marketing and developing audiences

**Description:** TOMA prospectus print costs  
**Amount (£):** £150

## Finance questions

Please read the Finance section of the How to apply guidance for information on how to complete this section.

### Income

**Please describe your approach to raising as much money as you can from other sources. Identify which other sources of funding you have applied to, and the progress of any other applications you have made (including the date you will know the outcome):**

No more than 1500 characters.

My ultimate aim is for TOMA to be fully self-sustaining. I already have an income of £15,300 coming in from September 2017 from 17 participating artists paying £75 per month over the year to be part of the programme. This money covers teaching costs and I make it transparent where money is spent, with the TOMA community acting as an artist cooperative.

I have been invited to apply to the Southend Borough Council 125th Anniversary funding programme, through which I apply for £1k towards two residencies for the group. This funding pot only becomes available on submission of this g4A bid.

TOMA secured income from other sources over the past year. These sources will be used again in the coming year. TOMA get 40% of any artwork sales from Paul Robinson Solicitors exhibitions. For 2016/17 this amounted to £250. I expect more to be raised next year due to more artists being on the programme,

Myself, and the TOMA cohort, hosted a fundraising event this year (quiz and silent auction) at Metal's Chalkwell Hall, with space given in kind for the evening. We raised £813, which went towards publishing a catalogue and exhibition costs. We raised this by running a donations bar, selling badges, artwork silent auction and entry to the pub quiz. I plan to co-host with the two TOMA artist cohorts an additional 4 similar events this year to raise funds for the programme. I expect similar amounts to be raised each time. The next planned fundraising event is on 15th September again at Chalkwell Hall.

### Expenditure

**Briefly tell us about your experience in managing budgets, and describe how you will manage the budget:**

No more than 1500 characters.

I have over 5 years experience in managing budgets for art and educational projects and exhibitions as an artist and curator working with organisations including; Action for Children The Big Egg Hunt, Breast Cancer Care, Mind and Metal. These projects always came in on time and within budget.

For example, in 2015 I was in charge of a curatorial budget to install artworks for a high profile charity exhibition and art auction for Breast Cancer Care and Rolls Royce. Staged at Rolls Royce Berkeley Square and The Royal Automobile Club in London I worked with artists including Yinka Shonibare, Maggi Hambling, Mark Wallinger and Gavin Turk. The project raised over £80k for the charity. I liaised with artists and galleries to ensure positive relationships were built and kept and advised the charity on creative direction surrounding the exhibitions and auction.

I have also been managing the budget for the past two years for TOMA, including a funding income from Seedbed of £22k over 2015/2016 and an income from TOMA participating artists in 2016 of £4,800. I have had support from the staff in Metal Southend to do this. This includes advice and administrative and budget support from staff members including Colette Bailey, Clare Charles and Nicky Bettell. This support has been confirmed to continue into the coming year of the TOMA programme.

**Please describe how any fees, rates and purchases have been calculated:**

No more than 1500 characters.

TOMA been running for just under two years AND these figures were taken from my experience during this time. I have been keeping accurate consistent accounts of incomings and outgoings since embarking on planning the TOMA project in November 2015 with the project launching with the first cohort of artist participants on September 2016.

I have calculated artistic spending costs from personal experiences on historical projects and looked at suggested rates from ACE applications and rates set by Artists' Union England. I have also taken advice from Metal to see if my payments to artists are calculated correctly.

Costs for podcast equipment will be for a high quality microphone, mixer, digital recorder, headphones, cables and access to editing software through a yearly Adobe subscription. It is necessary to buy this equipment as I will be interviewing and recording all of our visiting artists. For 2017/18 a different artist educator is visiting every other week so hire costs would be more than purchase costs. I have researched equipment online after advice from professionals working in the medium.

In the future I can ensure maintenance, insurance and replacement will be covered by the TOMA income budget, putting this into future accounting plans. I will house the equipment at Metal which means it will be covered by their insurance.

My marketing costs are taken from costs over 2015/16 and 2016/17 which include website hosting, Squarespace and printing costs of physical prospectuses.

**Support in kind**

**Please use this box to explain your support in kind in more detail, if necessary:**

No more than 1500 characters.

I have forged strong relationships with local partners, using space in kind for TOMA artist participants to meet and welcome in visiting artists for; crits, tutorials, lectures, workshops, exhibitions and events. These partners also support through marketing/promotion. I will continue to develop these relationships.

Metal have hugely supported myself and TOMA in its development and running the first year with artist participants. I have used Chalkwell Hall and Metal Art School to stage most meetings and educational sessions. This strong relationship will expand into the coming year with most sessions taking place here. They are great friends and primary partner of TOMA.

Focal Point Gallery have given space for TOMA artist participants to meet for workshops and crits. This will expand with TOMA staging an exhibition on their Big Screen. I will continue to host TOMA educational sessions and host after parties for exhibitions openings at their new space Twenty One further forging the relationship.

I have secured space from the Royals Shopping Centre to host TOMA public projects/studios. They are supportive and keen to bring art to their space.

I have staged two exhibitions at the Beecroft Art Gallery; TOMA year 1 show and a pop up event day. For the coming year I will run two TOMA exhibitions and another pop up here.

The Old Waterworks supports TOMA by hosting print workshops and as a space for TOMA to meet. This relationship will expand with a residency and two exhibitions secured.

## Partners

In this section of the application form we want you to tell us how you will manage your activity. We will ask you to tell us about any other partners involved in the activity, where it will be taking place and how you will manage and evaluate the activity. We will ask you to complete a timeline of the key stages of your activity.

Please read the Management section of the How to apply guidance for information on how to complete this section.

### Activity partners

Here we ask you to tell us about any other partners involved in the activity, their role in the project and the status of their involvement.

If your activity involves working with other organisations or partners to support its management and/or delivery, please list them using the tool below.

The table at the bottom of the page will populate with the information you enter about the partners involved in your activity.

**Please provide a brief summary of your and your partners' recent experience in managing similar types of activity:**

No more than 1500 characters.

I have worked as an artist, educator and socially engaged practitioner since 2011. This includes working with organisations such as Tate, Action for Children, Mind, Metal, Vital Regeneration, Crafts Council and many community groups and schools. I founded TOMA and have coordinated the programme since its inception in November 2015. I have partnered up with local Southend people and organisations including;

Metal; Artistic Director Colette Bailey has led the company since 2005 and has proven skills in the strategic development of projects and collaborations. She will be helping to ensure the quality and value of the project in the detail of the delivery stages. Nicky Bettell is the Finance Administrator at Metal and will be advising me on budgeting and accounting. Clare Charles is a Senior Project Manager at Metal and will be helping me coordinate and develop TOMA.

Focal Point Gallery is south Essex’s gallery for contemporary visual art. Curators Joe Hill and James Ravinet have given advice and space in kind for meetings. For the up coming year TOMA will also be collaborating with Focal Point Gallery to use their outside space and Big Screen to exhibit work.

The Beecroft Art Gallery will be providing technical help installing exhibitions and space in kind for TOMA shows. The Royals Shopping Centre will be providing space in kind for TOMA studios and a public programme. The Old Waterworks will be hosting exhibitions for TOMA as well as giving space in kind for meetings.

To add a partner  
To add a partner and start to create the table, click the 'Add new item' icon on the left of the screen. To add more than one partner, use the 'Save and Add another' button.

Partner name	Main contact	Email address	Role in activity	Confirmed or expected
Metal	Colette Bailey	colette@[REDACTED]om	She will be helping to ensu...	Confirmed
Focal Point Gallery	Joe Hill	JoeHill@[REDACTED]uk	Joe Hill and James Ravinet ...	Confirmed
Beecroft Art Gallery	Kevin Marsh	KevinMarsh@[REDACTED]	The Beecroft Art Gallery wi...	Confirmed
Royals Shopping Centre	Dawn Jeakings	dawn@[REDACTED]	The Royals Shopping Centre ...	Confirmed
The Old Waterworks	Steve Lodge	steve@[REDACTED]	The Old Waterworks will be ...	Confirmed



## Partners details

**Partner name:** Metal  
**Main contact (if organisation):** Colette Bailey  
**Email address:** colette@[REDACTED]  
**Role in activity:** She will be helping to ensure the quality and value of the project in the detail of the delivery stages.  
**Confirmed or expected:** Confirmed

## Partners details

**Partner name:** Focal Point Gallery  
**Main contact (if organisation):** Joe Hill  
**Email address:** JoeHill@[REDACTED]  
**Role in activity:** Joe Hill and James Ravinet have given advice and space in kind for meetings. For the up coming year TOMA will also be collaborating with Focal Point Gallery to use their outside space and Big Screen to exhibit work.  
**Confirmed or expected:** Confirmed

## Partners details

**Partner name:** Beecroft Art Gallery  
**Main contact (if organisation):** Kevin Marsh  
**Email address:** KevinMarsh@[REDACTED]  
**Role in activity:** The Beecroft Art Gallery will be providing technical help installing exhibitions and space in kind for TOMA shows.  
**Confirmed or expected:** Confirmed

## Partners details

**Partner name:** Royals Shopping Centre  
**Main contact (if organisation):** Dawn Jeakings  
**Email address:** dawn [REDACTED]  
**Role in activity:** The Royals Shopping Centre will be providing space in kind for TOMA studios and a public programme.  
**Confirmed or expected:** Confirmed

## Partners details

**Partner name:** The Old Waterworks  
**Main contact (if organisation):** Steve Lodge  
**Email address:** steve [REDACTED]  
**Role in activity:** The Old Waterworks will be hosting exhibitions for TOMA as well as giving space in kind for meetings.  
**Confirmed or expected:** Confirmed

## Location

We report to local and national government on where funded activity takes place. To help us to do this we ask you to give us information on where your activity will take place.

Please tell us what category your activity falls into, then click 'Save and Next' to tell us where it happens.

Touring activity is that which mainly involves presenting the same artistic programme in a number of different locations.

Non-touring activity is activity that is happening in just one place, in a series of different places (but is not touring) or activity that is not taking place in any specific place, such as online work or a publishing project.

Both touring and non-touring activity is that which involves showing the same work in a number of locations and some non-touring work (eg a tour and some organisational development work).

**Type of activity:** Non-touring

**Is the non-touring activity taking place in one or more specific locations or venues?** Yes

## Non-touring

### Location details

Using the tool below, please enter the location(s) where your non-touring activity is happening. To add a location, click the 'Add new item' icon on the left of the screen. To add more than one location, use the 'Save and Add another' button.

Name of the venue	Local authority
Becroft Art Gallery	Southend-on-Sea
The Old Waterworks	Southend-on-Sea
Focal Point Gallery	Southend-on-Sea
Metal	Southend-on-Sea
Twenty One	Southend-on-Sea
The Royals Shopping Centre	Southend-on-Sea

## Non-touring venue details

**Name of the venue or place (e.g. Oneplace Arts Centre):** Beecroft Art Gallery  
**Enter postcode:** SS2 6EX  
**No postcode available:**   
**Local authority:** Southend-on-Sea  
**Have you received any advice from this local authority?** No

## Non-touring venue details

**Name of the venue or place (e.g. Oneplace Arts Centre):** The Old Waterworks  
**Enter postcode:** SS0 7AB  
**No postcode available:**   
**Local authority:** Southend-on-Sea  
**Have you received any advice from this local authority?** No

## Non-touring venue details

**Name of the venue or place (e.g. Oneplace Arts Centre):** Focal Point Gallery  
**Enter postcode:** SS1 1NB  
**No postcode available:**   
**Local authority:** Southend-on-Sea  
**Have you received any advice from this local authority?** No

## Non-touring venue details

**Name of the venue or place (e.g. Oneplace Arts Centre):** Metal  
**Enter postcode:** SS0 8NB  
**No postcode available:**   
**Local authority:** Southend-on-Sea  
**Have you received any advice from this local authority?** No

### Non-touring venue details

**Name of the venue or place (e.g. Oneplace Arts Centre):** Twenty One  
**Enter postcode:** SS1 2EH  
**No postcode available:**   
**Local authority:** Southend-on-Sea  
**Have you received any advice from this local authority?** No

### Non-touring venue details

**Name of the venue or place (e.g. Oneplace Arts Centre):** The Royals Shopping Centre  
**Enter postcode:** SS1 1DG  
**No postcode available:**   
**Local authority:** Southend-on-Sea  
**Have you received any advice from this local authority?** No

## Activity plan

To give us a clear understanding of how your project will be managed, we would like to know about your planning and preparation to date and to see an outline project plan for your proposed activity. Please read the Management section of the How to apply guidance for information on how to complete this section.

### Planning to date

Please briefly identify the main stages of any planning and preparation activity completed to date. Please note this work should not be included in your budget, as we cannot fund any part of an activity that has already taken place.  
No more than 1500 characters.

I have recruited 10 new participating artists for TOMA 2017 and confirmed 7 of the current artist cohort will stay on to expand into a second year. I started programming both courses in response to what these artist participants want; securing space at partner organisations for crits, lectures, workshops and residencies, contacting artists to run sessions and alternative/traditional art schools for cross-collaborative opportunities.

I secured space at the Royals Shopping Centre for the studios/public programme. I can start working in the space from January 2018. Preparations for the space have begun; conversations with TOMA participating artists about possible events/exhibitions as well as local partners and audience research as regards interest into a new artist-run space in Southend.

I have also begun doing market research, listening to art podcasts such as Royal Academy of Arts, The Conversation, Art Monthly and The Artsy Podcast, to see what is on offer and topics that would benefit the audience. I have spoken to Metal and local musicians as regards recording equipment and editing podcasts. Should this application be successful I can order equipment and confirm which visiting artists from the TOMA programme would participate in the podcast. I can also start working with a local musician with professional podcast experience who can edit the TOMA podcast. I have also spoken to a designer, who worked with TOMA before, and will help design the new aesthetic for it.

### Activity Timeline

Please use the tool below to list the main stages and tasks of the activity from the start date onwards, and to show who will lead on each element of the activity. Please add each activity stage in order. You must enter at least one stage.

To add an activity stage and start to create the table, click the 'Add new item' icon on the left of the screen. To add more than one stage, use the 'Save and Add another' button.

The table at the bottom of the page will populate with the information you enter about the stages of your activity.

Start date ▲	End date	Activity or task details	Task lead
01/12/2017	01/12/2017	Sign lease of Royals Shopping Centre space	Emma Edmondson and Metal
01/12/2017	01/12/2018	TOMA educational sessions taking place weekly for TOMA artists at Metal + partner spaces	Emma Edmondson and visiting...
01/12/2017	14/01/2018	Put together schedule + confirm artists for 6 Royals Shopping Centre public events / exhibitions	Emma Edmondson and project ...
01/12/2017	27/01/2018	Contact TOMA visiting artists re. involvement in podcast. Create solid podcast recording schedule.	Emma Edmondson
01/12/2017	27/01/2018	Liaise with podcast editor + recorder (Micky G) to confirm availability for schedule	Emma Edmondson and podcast ...
02/12/2017	02/12/2017	Meet with James Ravinet / Focal Point Gallery to finalise plans for Big Screen exhibition	Emma Edmondson, James Ravin...
04/12/2017	04/12/2017	Meet with designer (Dan Harding) to discuss designing podcast aesthetic + branding	Emma Edmondson and designer...
05/12/2017	12/12/2017	Work with podcast editor / recorder to purchase equipment for podcast recording.	Emma Edmondson and podcast ...
08/12/2017	12/12/2017	Do site visit to Royals Shopping Centre with technician + project manager	Emma Edmondson, project man...
14/12/2017	03/01/2018	Record pilot podcast using current TOMA artists + mentors. Edit during this time also.	Emma Edmondson and podcast ...
14/12/2017	18/12/2017	Schedule dates of release of 12 podcasts over next 12 months. Create schedule.	Emma Edmondson
15/12/2017	22/12/2017	Schedule in remaining 3 fundraising events for TOMA	Emma Edmondson
15/12/2017	08/01/2018	Write new prospectus + press release for TOMA open call for 2019 new artist participants	Emma Edmondson
20/12/2017	20/12/2017	First draft of podcast design layout in. Sign off changes.	Emma Edmondson and designer...
04/01/2018	04/01/2018	Final design approved for podcast layout. Signed off.	Emma Edmondson and designer...
08/01/2018	15/01/2018	Send new TOMA 2019 prospectus off to be printed at Hato Press	Emma Edmondson
14/01/2018	14/01/2018	Move into Royals Shopping Centre public event / exhibition / studio space.	Emma Edmondson and TOMA art...
15/01/2018	30/01/2018	Release pilot episode of podcast. Promote via social media, mailing list, web, press etc	Emma Edmondson
22/01/2018	12/03/2018	TOMA 2019 open call PR for artists. Promote; social media, print, listings, radio, posters etc	Emma Edmondson



03/02/2018	03/02/2018	End of TOMA year 1 exhibition at Beecroft Art Gallery (opened 25 Nov)	Emma Edmondson and TOMA art...
05/02/2018	15/02/2018	Write + send Royals Shopping Centre space PR. Promote; social media, print, listings, radio etc	Emma Edmondson
09/02/2018	09/02/2018	TOMA fundraiser	Emma Edmondson and TOMA art...
26/02/2018	05/03/2018	TOMA year 2 residency	Emma Edmondson and TOMA art...
12/03/2018	12/03/2018	TOMA 2019 artist participant open call closes.	Emma Edmondson
13/03/2018	22/03/2018	Go through TOMA 2019 artist participant applications with artist mentors interviewing	Emma Edmondson and artist m...
22/03/2018	27/03/2018	Contact prospective TOMA 2019 artist participants to invite for interview	Emma Edmondson
03/04/2018	04/04/2018	Interviews for new TOMA 2019 artist participants take place	Emma Edmondson and artist m...
03/04/2018	06/05/2018	TOMA year 1 residency + exhibition at The Old Waterworks	Emma Edmondson and TOMA art...
11/04/2018	13/04/2018	Confirm TOMA 2019 artist participants via email + contact unsuccessful applicants	Emma Edmondson
13/04/2018	05/09/2018	Get workshops wanted + visiting artists wanted from new TOMA 2019 cohort + start booking schedule	Emma Edmondson
19/05/2018	09/06/2018	TOMA year 2 exhibition at London space location TBC	Emma Edmondson and TOMA art...
14/06/2018	21/06/2018	TOMA year 1 residency location TBC	Emma Edmondson
18/08/2018	18/08/2018	TOMA day long pop up event / exhibition at Beecroft Art Gallery	Emma Edmondson and TOMA art...
06/09/2018	06/09/2018	New TOMA 2019 cohort officially start their academic year	Emma Edmondson and TOMA art...
15/09/2018	10/11/2018	TOMA year 1 exhibition at Beecroft Art Gallery	Emma Edmondson and TOMA art...
12/11/2018	17/12/2018	TOMA year 2 exhibition at The Old Waterworks	Emma Edmondson and TOMA art...
15/11/2018	15/11/2018	Finalise report of year and events as legacy	Emma Edmondson
12/12/2018	12/12/2018	Partners evaluation meeting	Emma Edmondson and Metal
14/01/2019	14/01/2019	Move out of Royals Shopping Centre space	Emma Edmondson

## Activity plan details

**Start date:** 01/12/2017

**End date:** 01/12/2017

**Activity or task details:** Sign lease of Royals Shopping Centre space

**Task lead:** Emma Edmondson and Metal

## Activity plan details

**Start date:** 01/12/2017

**End date:** 01/12/2018

**Activity or task details:** TOMA educational sessions taking place weekly for TOMA artists at Metal + partner spaces

**Task lead:** Emma Edmondson and visiting artist educators

## Activity plan details

**Start date:** 01/12/2017

**End date:** 14/01/2018

**Activity or task details:** Put together schedule + confirm artists for 6 Royals Shopping Centre public events / exhibitions

**Task lead:** Emma Edmondson and project manager (Clare Charles)

## Activity plan details

**Start date:** 01/12/2017

**End date:** 27/01/2018

**Activity or task details:** Contact TOMA visiting artists re. involvement in podcast. Create solid podcast recording schedule.

**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 01/12/2017

**End date:** 27/01/2018

**Activity or task details:** Liaise with podcast editor + recorder (Micky G) to confirm availability for schedule

**Task lead:** Emma Edmondson and podcast editor / recorder (Micky G)

## Activity plan details

**Start date:** 02/12/2017

**End date:** 02/12/2017

**Activity or task details:** Meet with James Ravinet / Focal Point Gallery to finalise plans for Big Screen exhibition

**Task lead:** Emma Edmondson, James Ravinet and Focal Point Gallery

## Activity plan details

**Start date:** 04/12/2017

**End date:** 04/12/2017

**Activity or task details:** Meet with designer (Dan Harding) to discuss designing podcast aesthetic + branding

**Task lead:** Emma Edmondson and designer (Dan Harding)

## Activity plan details

**Start date:** 05/12/2017  
**End date:** 12/12/2017  
**Activity or task details:** Work with podcast editor / recorder to purchase equipment for podcast recording.  
**Task lead:** Emma Edmondson and podcast recorder / editor (Micky G)

## Activity plan details

**Start date:** 08/12/2017  
**End date:** 12/12/2017  
**Activity or task details:** Do site visit to Royals Shopping Centre with technician + project manager  
**Task lead:** Emma Edmondson, project manager (Clare Charles) + technician (Ricky Cherry)

## Activity plan details

**Start date:** 14/12/2017  
**End date:** 03/01/2018  
**Activity or task details:** Record pilot podcast using current TOMA artists + mentors. Edit during this time also.  
**Task lead:** Emma Edmondson and podcast recorder / editor (Micky G)

## Activity plan details

**Start date:** 14/12/2017  
**End date:** 18/12/2017  
**Activity or task details:** Schedule dates of release of 12 podcasts over next 12 months. Create schedule.  
**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 15/12/2017

**End date:** 22/12/2017

**Activity or task details:** Schedule in remaining 3 fundraising events for TOMA

**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 15/12/2017

**End date:** 08/01/2018

**Activity or task details:** Write new prospectus + press release for TOMA open call for 2019 new artist participants

**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 20/12/2017

**End date:** 20/12/2017

**Activity or task details:** First draft of podcast design layout in. Sign off changes.

**Task lead:** Emma Edmondson and designer (Dan Harding)

## Activity plan details

**Start date:** 04/01/2018

**End date:** 04/01/2018

**Activity or task details:** Final design approved for podcast layout. Signed off.

**Task lead:** Emma Edmondson and designer (Dan Harding)

## Activity plan details

**Start date:** 08/01/2018

**End date:** 15/01/2018

**Activity or task details:** Send new TOMA 2019 prospectus off to be printed at Hato Press

**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 14/01/2018

**End date:** 14/01/2018

**Activity or task details:** Move into Royals Shopping Centre public event / exhibition / studio space.

**Task lead:** Emma Edmondson and TOMA artists

## Activity plan details

**Start date:** 15/01/2018

**End date:** 30/01/2018

**Activity or task details:** Release pilot episode of podcast. Promote via social media, mailing list, web, press etc

**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 22/01/2018  
**End date:** 12/03/2018  
**Activity or task details:** TOMA 2019 open call PR for artists. Promote; social media, print, listings, radio, posters etc  
**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 03/02/2018  
**End date:** 03/02/2018  
**Activity or task details:** End of TOMA year 1 exhibition at Beecroft Art Gallery (opened 25 Nov)  
**Task lead:** Emma Edmondson and TOMA artists

## Activity plan details

**Start date:** 05/02/2018  
**End date:** 15/02/2018  
**Activity or task details:** Write + send Royals Shopping Centre space PR. Promote; social media, print, listings, radio etc  
**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 09/02/2018  
**End date:** 09/02/2018  
**Activity or task details:** TOMA fundraiser  
**Task lead:** Emma Edmondson and TOMA artists

## Activity plan details

**Start date:** 26/02/2018  
**End date:** 05/03/2018  
**Activity or task details:** TOMA year 2 residency  
**Task lead:** Emma Edmondson and TOMA artists

## Activity plan details

**Start date:** 12/03/2018  
**End date:** 12/03/2018  
**Activity or task details:** TOMA 2019 artist participant open call closes.  
**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 13/03/2018  
**End date:** 22/03/2018  
**Activity or task details:** Go through TOMA 2019 artist participant applications with artist mentors interviewing  
**Task lead:** Emma Edmondson and artist mentors interviewing (Simon Monk, Sarah Kate Wilson)

## Activity plan details

**Start date:** 22/03/2018  
**End date:** 27/03/2018  
**Activity or task details:** Contact prospective TOMA 2019 artist participants to invite for interview  
**Task lead:** Emma Edmondson



## Activity plan details

**Start date:** 03/04/2018

**End date:** 04/04/2018

**Activity or task details:** Interviews for new TOMA 2019 artist participants take place

**Task lead:** Emma Edmondson and artist mentors interviewing (Simon Monk, Sarah Kate Wilson)

## Activity plan details

**Start date:** 03/04/2018

**End date:** 06/05/2018

**Activity or task details:** TOMA year 1 residency + exhibition at The Old Waterworks

**Task lead:** Emma Edmondson and TOMA artists

## Activity plan details

**Start date:** 11/04/2018

**End date:** 13/04/2018

**Activity or task details:** Confirm TOMA 2019 artist participants via email + contact unsuccessful applicants

**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 13/04/2018

**End date:** 05/09/2018

**Activity or task details:** Get workshops wanted + visiting artists wanted from new TOMA 2019 cohort + start booking schedule

**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 19/05/2018

**End date:** 09/06/2018

**Activity or task details:** TOMA year 2 exhibition at London space location TBC

**Task lead:** Emma Edmondson and TOMA artists

## Activity plan details

**Start date:** 14/06/2018

**End date:** 21/06/2018

**Activity or task details:** TOMA year 1 residency location TBC

**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 18/08/2018

**End date:** 18/08/2018

**Activity or task details:** TOMA day long pop up event / exhibition at Beecroft Art Gallery

**Task lead:** Emma Edmondson and TOMA artists

## Activity plan details

**Start date:** 06/09/2018  
**End date:** 06/09/2018  
**Activity or task details:** New TOMA 2019 cohort officially start their academic year  
**Task lead:** Emma Edmondson and TOMA artists

## Activity plan details

**Start date:** 15/09/2018  
**End date:** 10/11/2018  
**Activity or task details:** TOMA year 1 exhibition at Beecroft Art Gallery  
**Task lead:** Emma Edmondson and TOMA artists

## Activity plan details

**Start date:** 12/11/2018  
**End date:** 17/12/2018  
**Activity or task details:** TOMA year 2 exhibition at The Old Waterworks  
**Task lead:** Emma Edmondson and TOMA artists

## Activity plan details

**Start date:** 15/11/2018  
**End date:** 15/11/2018  
**Activity or task details:** Finalise report of year and events as legacy  
**Task lead:** Emma Edmondson

## Activity plan details

**Start date:** 12/12/2018

**End date:** 12/12/2018

**Activity or task details:** Partners evaluation meeting

**Task lead:** Emma Edmondson and Metal

## **Activity plan details**

**Start date:** 14/01/2019

**End date:** 14/01/2019

**Activity or task details:** Move out of Royals Shopping Centre space

**Task lead:** Emma Edmondson

## Evaluation

Please briefly tell us how you plan to monitor the progress of your activity and to evaluate your achievements throughout the activity. If we give you a grant, we will ask you to evaluate your work and fill in an activity report form at the end of your activity. Please read the Management section of the How to apply guidance for information on how to complete this section.

### **Please briefly describe your plans to evaluate this activity:**

No more than 1500 characters.

Evaluation is already ingrained into my art practice and TOMA, so I will continue to work in this way and expand that into the next year.

Since its inception in the planning stages in November 2015 I have been monitoring development of TOMA. This includes; how many applications are received, how many people enquire about TOMA, attendees to events, exhibitions and openings, social media support, mailing list and word of mouth. I will continue to document and evaluate these statistics.

I will expand this to include the reach of the podcast - documenting new listeners and amounts of listeners per show. As this will be a pilot run of podcasts to see how it goes there are no expectations as yet but I will be looking at social media reach as well as monitoring reach of all.

For the new TOMA website I will monitoring with Google analytics to track user participation. There will also be a way here for people to sign up to the mailing list which gives me further viewing figures.

I will continue to log attendee figures at openings and events. With the new temporary space at Royals Shopping Centre and the public programme there I can calculate the growth in attendance and digital reach between not having a space and having one.

Finally, I will continue to have a TOMA legacy and at the end of the year write a report to share with my partners covering what I created, my aims, objectives and successes.

## Other attachments

The application form is designed to give us the information we need to come to a decision on your application. However, you can upload supporting documents or web links in addition to any mandatory attachments we have asked for.

For applications that are for £15,000 or below only one attachment or web link is permitted.

You can use the links below to upload documents. Please note that the maximum file size you can upload is 10MB and we accept pdf, MS Word, MS Excel, MS PowerPoint and jpeg files.

### Web link:

#### Other Attachment Type: TOMA programme prospectus 2017

Document Type	Required?	Document description	Date attached	Attachment type
Click to add attachment...	No	TOMA programme prospectus 2017	02/09/2017	Other
Click to add attachment...	No			
Click to add attachment...	No			
Click to add attachment...	No			
Click to add attachment...	No			

## **Attachment details**

**Document description:** TOMA programme prospectus 2017

**Other attachment type:** Other

## **Attachment details**

**Document description:**

**Other attachment type:**

## **Attachment details**

**Document description:**

**Other attachment type:**

## **Attachment details**

**Document description:**

**Other attachment type:**

## **Attachment details**

**Document description:**

**Other attachment type:**

## Monitoring information

We may use this information to report to the Government or to monitor the different backgrounds of people who receive grants. We will not use this information to assess your application. If you do not know some of the information or you would prefer not to provide it, you can fill in the 'Not known/Prefer not to answer' box. Please give the number of senior managers and members on your management committee, board, governing body or council who are from the following groups.

### Ethnicity:

White:	Is of ethnicity
British	<input checked="" type="checkbox"/>
Irish	<input type="checkbox"/>
Gypsy or Irish traveller	<input type="checkbox"/>
Any other white background	<input type="checkbox"/>

Mixed:	
White and Black Caribbean	<input type="checkbox"/>
White and Black African	<input type="checkbox"/>
White and Asian	<input type="checkbox"/>
Any other Mixed/Multiple ethnic background	<input type="checkbox"/>

Asian/Asian British:	
Indian	<input type="checkbox"/>
Pakistani	<input type="checkbox"/>
Bangladeshi	<input type="checkbox"/>
Chinese	<input type="checkbox"/>
Any other Asian background	<input type="checkbox"/>

Black/Black British:	
African	<input type="checkbox"/>



Caribbean	<input type="checkbox"/>
Any other Black/African/Caribbean background	<input type="checkbox"/>

Other:	
Arab	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

**Age:**

Age	Is of age
16-19	<input type="checkbox"/>
20-24	<input type="checkbox"/>
25-59	<input checked="" type="checkbox"/>
60-65	<input type="checkbox"/>
65 and over	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

**Disability status:**

Disability type	Has disability
Visual impairment/Blind	<input type="checkbox"/>
Hearing impairment/Deaf	<input type="checkbox"/>
Physical impairment	<input type="checkbox"/>
Mental health	<input type="checkbox"/>
Invisible disabilities	<input type="checkbox"/>
Cognitive or learning disabilities	<input type="checkbox"/>
Not disabled	<input checked="" type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

**Gender identity:**

Gender	Is of gender
Male (including female-to-male trans men)	<input type="checkbox"/>
Female (including male-to-female trans women)	<input checked="" type="checkbox"/>
Non-binary (for example, androgyne people)	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

**Gender assumed to be at birth:**

Male	<input type="checkbox"/>
Female	<input checked="" type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

**Sexual Orientation:**

Sexual Orientation	Is Sexual Orientation
Prefer not to say	<input type="checkbox"/>
Heterosexual	<input checked="" type="checkbox"/>
Lesbian, Gay and Bisexual	<input type="checkbox"/>
Other	<input type="checkbox"/>

To update any of this information please return to your applicant profile.

# Declaration

## Data Protection and Freedom of Information

We are committed to being as open as possible. This includes being clear about how we assess and make decisions on Grants for the arts and how we will use your application form and other documents you give us. We are happy to provide you with copies of the information we hold about you, including our assessment of your application.

We comply with all aspects of the Data Protection Act 1998 – to find out more about how we use your information please read our data protection policy which is available from our website.

As a public organisation we also have to follow the Freedom of Information Act 2000. We also have an information sheet about freedom of information. You must read the 'How we treat your application under the Freedom of Information Act' section of 'How to apply' before you sign your application. This information is also available from our website.

### By signing this application form, you agree to the following:

1. We will use this application form and the other information you give us, including any personal information, for the following purposes.
  - a) To decide whether to give you a grant.
  - b) To provide copies to other individuals or organisations who are helping us assess and monitor grants, including local authorities, other lottery distributors and organisations that award grants. After we reach a decision, we may also tell them the outcome of your application and, if appropriate, why we did not offer you a grant.
  - c) To hold in our database and use for statistical purposes.
  - d) If we offer you a grant, we will publish information about you relating to the activity we have funded, including the amount of the grant and the activity it was for. This information may appear in our press releases, in our print and online publications, and in the publications or websites of the Department for Culture, Media and Sport (DCMS) and any partner organisations who have funded the activity with us.
  - e) If we offer you a grant, you will support our work to campaign for the arts, contributing (when asked) to important publicity activities during the period we provide funding for. You will also give us, when asked, case studies, images and audio-visual materials that we can use to celebrate artistic excellence.

**I confirm that, as far as I know, the information in this application is true and correct.**

X

**Name:** Emma Edmondson

2. You have read and understood the section 'How we treat your application under the Freedom of Information Act'. You accept how we generally plan to treat your application and other related information if someone asks to see it under the Freedom of Information Act 2000. You accept that the information sheet does not cover all cases, as we have to consider each request for information based on the situation when we get the request.

**Tick this box if you consider your application or any supporting documentation to be confidential information and would expect us to treat as such on receipt of a request for information under the Freedom of Information Act.**

Please be aware that if we do receive a request for information we will contact you in the first instance to obtain your views on disclosing the information relating to your application and whilst we will take on board your response above, we cannot guarantee that information will not be provided in response to a request as we are required to approach each case individually and ultimately meet our legal obligations.

**3. Tick this box to confirm you meet our bank account requirements as set out in our Bank Details guidance.**

**4. Tick this box if you or any individual involved in the delivery of this activity- has worked for Arts Council England in the last three years- is an Arts Council (area or National) council member- is related to a current member of staff or council member**

## Submission summary

The submission summary displays a list of all the steps you've worked through. If you have completed a step successfully, there will be a green tick beside it. If a step is incomplete or has not been completed successfully, this will be indicated by a red tick. A hyperlinked statement will tell you what part of each step needs attention. Click on this hyperlinked statement to take you to the step and make your amendments.

By clicking submit, you are submitting your completed application form for our consideration.

Page		Last Updated
<b>Introduction</b>		No Input Required
<b>Applicant details</b>		08/06/2017
<b>Address information</b>		08/06/2017
Application submission	Page 69	03/09/2017

<b>Advice received</b>	21/08/2017
<b>Basic details</b>	03/09/2017
<b>Artistic quality</b>	28/08/2017
<b>Who is involved</b>	29/08/2017
<b>Beneficiaries</b>	02/09/2017
<b>Audience</b>	No Input Required
<b>Participants</b>	No Input Required
<b>Public engagement</b>	28/08/2017
<b>Finance</b>	No Input Required
<b>Income</b>	02/09/2017
<b>Expenditure</b>	02/09/2017
<b>Finance questions</b>	28/08/2017
<b>Partners</b>	03/09/2017
<b>Location</b>	28/08/2017
<b>Non-touring</b>	02/09/2017
<b>Activity plan</b>	03/09/2017
<b>Evaluation</b>	28/08/2017
<b>Other attachments</b>	02/09/2017
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## **ABOUT TOMA**

**The Other MA (TOMA) is a 12-month alternative art education model, set up by practicing artists and based at Metal Art School in Southend-on-Sea. It is a response to the fact that many artists who wish to continue their learning and critical discourse with peers are unable to access most current MA provisions for a number of reasons – time, cost, work or family commitments.**

**Designed to fit the everyday lives of contemporary working artists TOMA is a space to work and develop practice within a critical framework for postgraduate level. TOMA is an unaccredited MA in the traditional sense, but provides a programme of learning that benefits the practice of artists in the same way. A socially engaged model, which works as an artist led co-operative, TOMA takes on parts of the structure of a standard art MA, but is also responsive to its artists. Participants directly steer the study programme, choosing those who comes to teach on it and the topics explored.**

**Fluid and open in its evolution, TOMA is an independent space where there is freedom to choose, learn and grow alongside a community of peer-artists. There are also opportunities for TOMA artists to get involved in the many projects Metal run as well as use their spaces to research and make work.**

**Funded by its participants TOMA costs £75 per month to attend which goes directly and wholly towards paying for visiting artists, lecturers, practical workshops, a personal tutor, offsite projects, exhibitions, a programme co-ordinator and bookable spaces to make work. Importantly, TOMA is transparent to participants showing where their money goes each month.**

**TOMA is now looking for the next cohort of practicing, post-graduate artists to apply to join the second year of this alternative art course in Essex.**

# **TOMA STRUCTURE**

**TOMA is coordinated by a small team at Metal who are responsive to the participating artists. TOMA wants to encourage independent thought alongside close knit community spirit. It is a non accredited programme which aims to foster experimentation, responsiveness and collaboration. TOMA artists experience this through self-directed and collaborative study with artists meeting at least three times a month to take part in a variety of activities; lectures, group crits, seminars, tutorials, reading groups, film screenings, peer feedback, residencies and practical workshops. TOMA artists will also exhibit work in two self-curated shows, as well as several offsite projects during the year.**

**Although TOMA does not offer studio space artists can make use of:**

- **A project space for photography, filming, performance and experimenting with dry work**
- **A digital studio with editing facilities and full range of creative Adobe software**
- **A TOMA reading room and library for research and writing**

**TOMA provides educational opportunities and support in the form of:**

- **Tutorials**
- **Group crits**
- **Lectures**
- **Seminars**
- **Peer feedback**
- **Practical workshops**
- **Reading groups**
- **Technical and theoretical support in the production of projects**
- **Collaborative projects**
- **A personal tutor**
- **Informal study days**
- **A residency**

**TOMA meetings:**

- **Artists meet at least three times a month**
- **Regular sessions take place on a Thursday evening from 6.30pm - 9pm**
- **The Sunday Session visits take place on Sundays 11am - 4pm**
- **The informal study days take place on Monday and Sunday daytimes**
- **During exhibitions and off-site projects more commitment will be expected**

## **TOMA VISITORS + ARTISTS**

Many established and influential practitioners have visited, or are due to visit, the 2016/2017 artist cohort so far including; Ackroyd & Harvey, Becky Beasley, Bruce McLean, Cornelia Parker, Florence Peake, Griselda Pollock, Hannah Leighton-Boyce, Michael Pawlyn, Peter Watkins, Richard Wentworth and Susan Stockwell. TOMA artists have taken part in self-selected practical workshops including; how to approach a gallery, applying for Arts Council funding, taking professional standard photos of your work, filming on SLR cameras and recording archival quality audio.

The TOMA cohort will also take part in practical workshops over the coming year including; screen printing, rubber mould making, etching, applying to residencies, writing proposals, promoting yourself as an artist and creating digital art apps. All of these visitors and workshops were selected by the TOMA artists.

Each TOMA artist chooses a tutor for their duration on the programme. TOMA artists meet with their tutors three times over the year.

TOMA artists are expected to be resourceful, adaptable self-starters who have evidence of a sustained practice of at least five years. TOMA does accept applications from artists who already have an MA in art but gives priority to those who do not already hold a postgraduate qualification in art. That is because TOMA aims to give artists who have not yet studied at this level the opportunity to do so.

Over the course of the year TOMA artists will be expected to develop a project, or line of inquiry, take part in public facing exhibitions and projects as well as meeting up at least three times a month for the educational opportunities outlined previously. Successful artists will need to ensure they can commit to the full year so they and their fellow TOMA artists get the most out of the course.

Participants will be emerging artists selected for their artistic merit alongside their need to access an alternative education model. A willingness to become part of a small, responsive and collaborative community is essential.

## **TOMA COST**

For TOMA to be sustainable artists are required to make a contribution towards paying lecturers, visiting artists, workshop practitioners and personal tutors. TOMA artists are required to pay £75 per month towards the course. This equates to £18.75 per week or £900 for the whole year. TOMA is financially transparent and makes clear to artists where their money goes each month. TOMA does not want to rely on public or private funding to continue to exist but be a self-sustaining, affordable model that has a long life span.

Payment will need to be received each month via standing order. If an artist leaves TOMA they will still be liable to pay the full amount each month until the end of the academic year. This is because TOMA is directly funded by its students and without this support it could not function.

## **SCHEDULE**

**Open day**

**Application deadline**

**Interview dates**

**Course dates**

## **FEES**

**Application fee**

**Course cost**

## **FURTHER INFORMATION**

**Thursday  
16th March 2017  
1pm – 8pm**

**For more information on TOMA  
contact Emma Edmondson at**

**Friday  
28th April 2017  
5pm**

**Tuesday 9th May 2017  
Wednesday 10th May 2017  
Thursday 11th May 2017**

**September 2017 to September 2018**

**None**

**Per year £900 / per month £75**

**e: [toma@metalculture.com](mailto:toma@metalculture.com)**

**w: [www.toma-art.com](http://www.toma-art.com)**

**t: [@theotherma\\_TOMA](https://www.instagram.com/theotherma_TOMA)**

**f: [www.facebook.com/theotherma](https://www.facebook.com/theotherma)**

**01702 470700**

**Metal Art School  
Chalkwell Park  
Southend-on-Sea  
Essex  
SS0 8NB**

**Metal  
Art  
School**

**TOMA is supported by Metal**

**TOMA aims to make the possibility  
of postgraduate style art education  
accessible to all.**

