# NEW CONVERSATIONS: Guidelines

### Background

Originally conceived as a partnership programme between the UK and Canada in 2018, *New Conversations* encourages artists and arts organisations based in different parts of the world to develop new creative ideas, and exchange knowledge and practice.

The first two rounds focused on physical exchange and mobility, whereas round three responded directly to restrictions on international travel caused by Covid-19 and the ongoing climate crisis.

The first three rounds of *New Conversations* were funded and delivered by British Council, Farnham Maltings, the High Commission of Canada in the UK and Canada Council for the Arts.

### New Conversations, Egypt

*New Conversations, Egypt* is funded and deliveredby Farnham Maltings and Orient Productions, with support from the British Council Egypt and Arts Council England.

For this round of the programme we are interested in supporting new collaborative projects that will have the opportunity to be presented as part of the D-CAF and Arab Arts Focus 2022 public programmes.

***New Conversations* is offering funding of up to £6,000 GBP /** **130,500 EGP to support new, collaborative performance works that are created and presented without meeting in person.** (See Criteria below for more details of eligible expenses.)

The fund is open to Egypt and UK-based individual artists, collectives, independent companies and producers of theatre and dance, but we welcome applications from collaborations across art forms (please refer to eligibility requirements below for more details).

The aims of the programme are to:

###### Support the development of a sustainable professional contemporary arts sector in both regions

###### Foster international connections, challenge preconceptions and cultivate greater understanding about the cultural context in both regions

###### Test ways of developing an international dialogue and presenting work imaginatively without travelling.

## GUIDELINES

### Project objective and eligibility

***New Conversations* objective**

To support partnership proposals that bring together Egyptian and UK artists to produce **new, collaborative performance works** that are created and presented without meeting in person.

#### Project Eligibility

Projects must:

###### **Be new in terms of idea and concept.** Partners may be working together for the first time or may have worked together previously, and can have already tested methods of remote collaboration.

###### Involve at least one artist residing in the UK and one artist residing in Egypt.

###### Be theatre and/ or dance related. We will accept multi-disciplinary projects with a strong and relevant theatre and/or dance foundation.

###### Be created for public presentation either live, digitally or in hybrid form.

###### Begin at the earliest on 1 January 2022.

###### Projects must be completed by 30 June 2022.

###### Respect the application submission deadline – all applications received after 31 October 2021 at 21:59 GMT or 23:59 EET for will not be considered.

###### Be able to create the work for a total of up to £6,000 GBP / 130,500 EGPor have additional confirmed funds in place before applying. Costs associated with presenting the work at D-CAF and Arab Arts Focus will be negotiated separately.

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#### Applicants Eligibility

Partners must be one of the following:

###### Registered charity, Community Interest Company (CIC) or not-for-profit limited company working in theatre or dance and based in either Egypt or in the UK

###### Independent theatre or dance companies or collectives in Egypt or in the UK

###### Individual artists based in Egypt or in the UK and working in theatre or dance

###### Artists from other art disciplines working in collaboration with an artist, arts organization, or company in theatre and dance in Egypt or the UK

###### **We are committed to diversity and inclusion and encourage applications from every part of society.**

**Ineligibility**

###### Activities such as: touring and/or restaging of existing work.

### Application Process

###### Application packs are available in English and BSL, and applications will be accepted in either of these languages. The application pack can also be provided in Arabic on request. Please fill in the application form and attach your written or video proposal on the online portal. Written proposals should be a maximum of 4 pages. Video and BSL proposals should be a maximum of 8 minutes and must cover all the information requested in the application form. We are committed to making the programme and application process as inclusive as possible. If you would like to discuss any requirements please contact Ahmed El Attar, Orient Productions or Gavin Stride, Farnham Maltings, using the contact details below.

###### The main applicant, either Egyptian or British, must submit the application with signature of their partner(s).

###### The main applicant is responsible for signing the contractual agreement and receiving the *New Conversations* funding, delivering the end of project report, ensuring the budget is managed appropriately, and sharing relevant photo/video documentation. The main applicant will act as the primary contact for the *New Conversations* team.

* Applicants are invited to join an online information session on **12 October 2021 at 18:00 BST/ 19:00 EET** to find out more about the programme and how to apply, as well as have the opportunity to ask any questions about the application process. Event details can be found on the opportunity webpage.
* Applications must be submitted before the deadline, **31 October 2021 at 21:59 GMT or 23:59 EET** Successful applicants will be notified in **December 2021**.

###### Projects may begin no earlier than **1 January 2022**.

###### Project funds will be released by **23 December 2021.**

###### Projects must be completed on or before **30 June 2022.**

###### Programming decisions will be made by **30 April 2022.** Please note: selection for funding does not guarantee a place in either the D-CAF or Arab Arts Focus programme.

###### Public performances will be in **October 2022**.

### Eligible and Ineligible Expenses

The *New Conversation* funding will support direct costs related to the activity, including freelance artistic, arts professional or technical fees; materials, equipment, digital platform subscriptions and hosting for a maximum total of £6,000 GBP / 130,500 EGP per partnership.

Applicants can also apply for access costs related to the delivery of their project. These costs will be in addition to the funding amount.

The following expenses are not eligible:

###### Expenses related to an organization’s operating costs and salaried staff payment

###### Any expense previously covered by financial support from another programme (government, Arts Council or trust and foundations).

### Project Evaluation Criteria

###### Proposals will be reviewed by the selection committee according to the following criteria:

### Application Relevance and Artistic Merit – 50%

### Demonstrated artistic merit of applicants (based on info provided in application)

### Relevance of project submitted in relation with the objective of the *New Conversations* fund (see above)

### Clarity of stated partnership objectives

### Artistic innovation of the project

### Impact – 30%

### Contribution to the sector’s development based on the projected benefits and results

### Feasibility – 20%

### Balance between the objectives, projected results in view of the work schedule and budget plan.

### Ability to present a reasonable budget, and a realistic timeframe

### Priority will be given to project proposals led by groups or people who identify as marginalized.

The application must be uploaded to the *New Conversations* Application Portal no later than **31 October 2021** at **21:59 GMT or 23:59 EET**.

All applications submitted after the deadline will not be considered.

### Contact

For any questions regarding the submission of an application, you may contact:

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| --- | --- | --- | --- |
| Name | Position | Organization | Email Address |
| (Egypt) | Artistic Director | Orient Productions | [ahmedelattar@orientproductions.org](mailto:ahmedelattar@orientproductions.org) |
| Gavin Stride (UK) | Director | Farnham Maltings | [Gavin.Stride@farnhammaltings.com](mailto:Gavin.Stride@farnhammaltings.com) |