



Planning

Contents

1. Funding Guide (p.2-12)

- a. Funding from national Arts Councils
- b. Further Funding Opportunities
- c. Useful Websites & Directory

2. Planning Drawing Events (p.13-17)

- a. Planning Drawing Activities
- b. Health & Safety
- c. Model Health & Safety Policy

3. Publicity Guide (p.18-23)

- a. Create Your Press Releases
- b. Distribute Your Press Releases
- c. Big Draw Information for Press Release
- d. Quotes
- e. Keep In Touch

1. Funding Guide

- The information listed here is only a guide to selected funding opportunities; it is not an exhaustive directory.
- The majority of grants outlined are appropriate for registered charities / not-for-profit organisations. Individuals are eligible for some opportunities listed.
- Most grants cannot be given retrospectively. It is important to ensure **you allow enough time for the application process** prior to your event.
- It is vital that you **contact the funding body for precise information** on their grants programmes. Many funders advise that you call to discuss the appropriateness of your proposal to their programme before applying. In most cases you can find detailed guidelines on the websites listed.
- For many grants it is important to **target a particular audience**, such as young people. To increase the chances of success, you may want to consider integrating your drawing project or **Big Draw** event into an **ongoing programme** that involves this audience. Look at the funding body's priorities to see how you can match them.
- When writing your funding application, make sure you are focussed about what you plan to do and very clear on how a grant would help you deliver these targets.
- Remember to make your application 'SMART'
 - Specific
 - Measurable
 - Achievable
 - Realistic
 - Time bound
- The most popular grant programmes for **Big Draw** organisers have been the Arts Council's 'Grants for the Arts', and the 'Awards For All' scheme (National Lottery).
- To obtain **free / reduced cost art materials**, investigate your local 'Scrap Project', which distributes safe waste materials suitable for art projects to schools and charitable organisations. It is worth encouraging local businesses to offer 'support in kind' to your event. This could be art materials, recyclable paper, even decorators' lining paper. You will be surprised what you can achieve with large rolls of paper!
- Don't forget to document your **Big Draw** event and apply for a **Drawing Inspiration Award** retrospectively. Prizes totalling £7,500 go to organisations, which use **The Big Draw** to arrange unusually imaginative and engaging activities. You will find the application form on the Big Draw Resources section of our website.
- For smaller grants it's always worth approaching your local government Arts Development Team.

1a. Funding from national Arts Councils

Arts Council England

14 Great Peter Street, London SW1P 3NQ

Tel: 0845 300 6200

Email: enquiries@artscouncil.org.uk

www.artscouncil.org.uk

- Grants for the Arts are open to artists, arts organisations, and other people who use the arts in their work. They are for activities that benefit people in England or that help artists and arts organisations from England to carry out their work.
- Grants for the Arts is a continuous programme. There are no deadlines and you can apply any time, so make sure you have the latest version before sending your application. For this programme Arts Council England will normally make a decision on a complete application within: 6 working weeks for applications for £5,000 or less; or 12 working weeks for applications over £5,000.
- They can support events, education activities, buying equipment, marketing and more. You can apply at any time.
- **Grants for the Arts – Individuals** are available to artists, including performers; writers; promoters; presenters; curators; producers; groups of individuals; and other individuals working in the arts. They range from £1000 to £30,000.
- **Grants for the Arts – Organisations** are available to: arts organisations; local authorities and other public organisations; partnerships and collectives; regional and national organisations; organisations whose normal activity is not related to the arts, including voluntary and community groups; and groups of organisations (one of the organisations involved will need to take the lead and have the main responsibility for managing the application and any grant). They range from £1000 to £100,000.
- Send your application to the grants management unit in the Arts Council office for the region you are based in.

Scottish Arts Council

12 Manor Place, Edinburgh EH3 7DD

Tel: 0131 240 2444 or 2443

Email: help.desk@scottisharts.org.uk

www.scottisharts.org.uk

- Deadlines are at various times throughout the year. Please check application closing dates carefully. Applications should arrive no later than 5pm on the day of the deadline.
Decisions are made within a maximum of 10 weeks.
- Funding is available for individuals, registered charities, not for profit organisations, local authorities, public sector agencies, groups of organisations, schools, and commercial bodies. Different projects have different deadlines, you can find all the information on their website.
- Individual applicants must be based in Scotland (unless otherwise indicated in the detail of the specific fund to which you are applying). Organisations should also be based in Scotland unless they benefit audience and participants outside of Scotland.
- Grants are available for a variety of art forms, curatorial practice and professional development.

Arts Council of Northern Ireland

MacNeice House, 77 Malone Road, Belfast BT9 6AQ

Tel: 028 90 385200

Email: info@artscouncil-ni.org

www.artscouncil-ni.org

- Individual artists may apply for funding for international projects or for locally based projects under the Support for the Individual Artist Programme
- Organisations can apply for Revenue or Capital funding through various schemes.

- Awards For All for organisations - Award grants of between £500 and £10,000 for people to take part in art, sport, heritage and community activities, and projects that promote education, the environment and health in the local community.

Arts Council of Wales

9 Museum Place, Cardiff CF10 3NX

Tel: 029 20 376500

www.artswales.org.uk

- Grants are available for Individuals starting from £250 up to £25,000 for developing creative and innovative ideas and training. For organisations grants are available of up to £50,000 for developing projects in line with Arts Council of Wales' priorities. Deadlines apply, Check the website for further details.
- Information on website for organisations. Participatory projects set up and run by individuals are not eligible. Applicants should live in Wales or show a commitment to Wales. For further details contact your local Arts Council Wales office (details on website) to discuss opportunities and request application packs.
- Projects considered may have artistic, educational or recreational objectives, but organisations need specific criteria. Check the guidelines carefully.

1b. Further Funding Opportunities

Asda Foundation

<http://your.asda.com/asda-foundation>.

The ASDA Foundation supports a range of good causes around the UK. It exists primarily to give support to existing projects being run by ASDA colleagues, although applications are open to all registered charities, community groups and individuals in the UK, as long as they have the support and involvement of local ASDA colleagues.

Applications are accepted throughout the year and applications will be assessed at the quarterly trustee meeting. Eligible individuals/organisations must:

- operate in the UK;
- be providing a clear benefit to their local community;
- be non-profit making;
- have direct support and involvement from one of the ASDA colleagues.

Awards for All

Tel. 0845 600 2040

www.awardsforall.org.uk

- Awards available for England, Northern Ireland, Scotland and Wales.
- Lottery grants scheme aimed at local communities to extend access and participation, increase skill and creativity, improve quality of life. There is a different scheme for each UK country.
- Grants of between £300 - £10,000, depending which country you apply in.
- Projects that enable people to take part in art, sport, heritage and community activities, as well as projects that promote education, access, the environment and health in the local community. Can cover several expenses some of which include computers, educational toys, volunteer's expenses, fees for equipment and materials.
- Organisers in Scotland can apply at any time while applications from England and Wales are asked to apply at least three months before the event and Northern Irish applicants should submit four months in advance using a short and simple application form. You will be told if you are successful or not within 6 weeks.
- Many Big Draw organisers have enjoyed the support of Awards For All grants.

Arts & Business

Head Office Tel: 020 7378 8143

www.aandb.org.uk

- Arts & Business helps business people support the arts and the arts inspire business people. Contact your regional office for advice on seeking business sponsorship.

The BIG Lottery Fund

www.biglotteryfund.org.uk/apply-uk

- BIG hands out half the good causes money from the National Lottery. It aims to bring real improvements to communities and the lives of people most in need.
- Find out about their latest open programme on the website. Categories include Family Learning, Young People's Fund, but also Changing Spaces and more.

Charity Trust Community Awards – Tesco Charity Trust

www.tescopl.com/plc/corporate_responsibility_09/community/making_difference/charitable_giving/tesco_charity_trust/

Tesco Charity Trust offers grants to support:

- Young people/ children's welfare and education, including special needs
- People with disabilities.
- £500- £4000
- Rolling deadlines

Community Foundation Network

Tel: 020 7713 9326

www.communityfoundations.org.uk

- Funding is available to member organisations through brokerage of national grant-making programmes – Local Network Fund, Fair Share Trust, Youth Bank UK and Time For Growth, for projects benefiting the local community, particularly tackling issues of disadvantage and exclusion.
- Each local office has its own criteria. See website to find your local branch and contact the grants advisor.
- Grants range from hundreds to thousands of pounds.

Clore Duffield

Tel: (0)207 351 6061

www.cloreduffield.org.uk

- Registered charities with interests in: Museums, galleries and heritage sites (particularly for learning spaces), The arts, Education, Health, social care and disability and Jewish charities with interests in any of the above areas can apply for grants.
- There is no deadline and you should receive a reply within four weeks

Dulverton Trust

www.dulverton.org

Provides money to UK registered charities and organisations with charitable status working in youth and education , conservation and preservation. Does not support individuals. No deadlines.

Esmée Fairbairn Foundation

Tel: 020 7297 4700

www.esmeefairbairn.org.uk

- One of the largest independent grant making foundations in the UK.
- Schemes fall under the headings; Arts; Heritage; Education; Environment; Social Change.

- Groups need not be registered as a charity, but must have charitable purposes.
- The main funding supports work that focuses on the UK's cultural life, education, the natural environment and enabling people who are disadvantaged to participate more fully in society.
- Also allocate funds to specific strands of work, which are: Biodiversity, Museum & Heritage Collections, New approaches to learning.
- No maximum grant size.
- It is possible to apply for grants online.

Ernest Cook Trust

Tel: 01285 712 492

www.ernestcooktrust.org.uk

- Mainly supports projects, which educate people and children about the rural environment. Supports educational purposes aiming principally in needs of young people and children. Priority is given to charities or non-for-profit organisations that represent small regional or local organisations.
- Grants from £100 - £4,000 are considered 5 times a year; not available to individuals.
- Applications over £4,000 will be considered by the full board at their meetings, which are held twice a year. Arts projects are only considered in the spring meeting, applications for this should be made before 31st January
- Applicants are asked to describe the grant in two A4 sheets, including a budget and which grant you are applying for. Please contact the Grant Office to discuss a potential application.

Ford Britain Trust

<http://www.ford.co.uk/AboutFord/CorporateSocialResponsibility/FordBritainTrust>

The Trust funds projects that focus on education, environment, children / young people, the disabled, youth activities, and improve local communities close to Ford locations.

- Deadline: 4th June

Foyle Foundation

Tel: 020 7430 9119

<http://www.foylefoundation.org.uk/>

- Primary aim is to support charities whose core remit covers learning and the arts. The priorities are, helping to make the arts more accessible through the development of new audiences, and to encourage new work and the support of developing artists.
- Most grants awarded range between £10,000 and £50,000.
- No deadlines, apply 6 months before funding is required. Replies can take up to 4 months.

Gannochy Trust (Scotland Only)

Tel: 01738 620653

<http://www.gannochytrust.org.uk>

- Grants for general charitable purposes; priorities include the needs of youth and recreation, but is not restricted to this. Grants are only awarded to registered charities.
- No maximum or minimum awards. You can apply at any time.
- There is an obligation to show preference for charities in Perth and its environs, but the Trust welcomes applications from elsewhere in Scotland.

Garfield Weston Foundation

Tel: 020 7399 6565

www.garfieldweston.org

- Priorities are Arts, Community, Education, Welfare, Medical, Social, Religion, Youth and Environment.
- Smaller grants for community-based organisations are available. Check website for further information.

- No grant size limit or deadline. Allow 3-4 months turn around. Applicants must be registered charities, though a limited number of EXEMPT organisations churches, educational establishments, hospitals and housing corporations may also be considered.

Golsoncott Foundation

Tel: 01392 252855

- Objects are to promote, maintain, improve and advance the education of the public in the arts.
- Wishes to foster appreciation of the arts amongst new audiences and young people.
- Trusts meet quarterly to consider applications, in February, May, August and November.
- Grant amounts vary, but are unlikely to exceed £5,000.

Grassroots Grants

www.cdf.org.uk/web/guest/grassroots-grants

Funding for strengthening communities, bringing people together from different backgrounds, responding to local needs and strengthening organisational capacity.

- Available until 2011. Deadline varies between regions.

Heritage Lottery Fund

Tel: 020 7591 6000

www.hlf.org.uk

- Heritage Lottery Fund is funded by the National Lottery to give grants to support a wide range of projects involving the local, regional and national heritage of the UK.
- 'Your Heritage', for projects that either conserve and enhance our diverse heritage; or encourage communities to identify, look after and celebrate their heritage. Grants from £3,000 to £50,000.
- 'Young Roots' programmes, for organisations already working with young people, to promote involvement of 13-25 year olds in their heritage. You should normally hear their decision within three months. Grants from £3,000 to £25,000.

The Jack Petchey Foundation (London and West Essex only)

Tel: 020 82528000

www.jackpetcheyfoundation.org.uk

- The Foundation gives grants for projects in London and Essex, though other London boroughs will be able to apply in the future.
- Projects must benefit young people aged 11-25.
- Achievement Awards and Project Grants are available and vary from £500 to £50,000 +

J Paul Getty Jr Charitable Trust

Tel: 020 7486 1859

www.jpgettytrust.org.uk

- Priorities are Social Welfare, Arts, Environment, Heritage and Conservation.
- Grants for the arts are available only for projects where they are used therapeutically for the long-term benefit of groups with social welfare issues, or which enable people in these groups to feel welcome in arts venues, and to make long-term constructive use of their leisure.
- Amounts awarded: £5,000 - £15,000. Some small grants of up to £2,000 are also made in between the quarterly trustee meetings. There are no deadlines, but allow at least 3 months for application processing. For registered charities only. *Please note, the Trust will be temporarily closed for new applications from the 24th of April 2009 until the late summer.*

The Joanies Trust

Tel: 01531 633345

www.joaniestrust.org.uk

- Grants to registered charities working with young people aged 11-25. Priorities include projects that offer diversionary activities, including the use of art forms for their therapeutic value.
- Grants awarded average £1,000.
- Deadline 30th April 2009

Lankelly Chase Charity

Tel: 01235 820044

www.lankellychase.org.uk

- Focus on smaller charities with a local or regional remit. They do not generally support organisations or work based in London or Northern Ireland. Arts in the community are a priority area.
- Trustees meet every two months to consider applications. Allow 6 months between initial application and formal consideration, but applications can be submitted at any time.

Leverhulme Trust (Artists in Residence Scheme)

Tel: 020 7822 5069

www.leverhulme.org.uk

- Awards for the support of research and education.
- To support the residency of an artist of any kind, or nationality, in an institution of higher education or a museum in the UK. The aim is to foster a creative collaboration between the artist and the staff and/or students of that institution, where the host department would not normally have the opportunity to work with artists. Typical residency might be for a full academic year (10 months), based on the artist being present for two days per week, but can be for shorter periods.
- Open to all institutions of higher education (including museums). Applications must come jointly from the artist and a representative of the proposed host group.
- Up to £12,500.
- Closing date: 1 September.

The Links Foundation

Tel: 01642 236 486

www.linksfoundation.org.uk

The Foundation offers grants to tackle social exclusion and poverty, such as projects that advance people's education.

- Rolling deadlines

Lloyds TSB Foundations

www.lloydstsbfoundations.org.uk

- Funding supports charities working in the fields of social and community needs and education and training. The main grants programmes are designed to address essential community needs. They are particularly keen to support small, under-funded community-based charities where small amounts of funding can make a significant difference to local people's lives.
- Applicants are strongly encouraged to contact the Foundation before they apply.

Manifold Trust

Tel: 01628 825660

- Key target is: education, including museums and the arts.
- Amounts awarded range from £400 - £5,000, to charities only.
- Applications are considered twice a month.

Mercers' Charitable Foundation (Heritage & the Arts)

Tel: 020 7776 7235

www.mercers.co.uk

- There is a budget for small, registered charities to bring visual arts to new audiences. Priorities include heritage and the arts.
- Preference for organisations based in London or West Midlands. Occasionally supports national organisations that are centres of excellence.
- Grants normally range from £500 to £7,500. Next meeting regarding grants – 8th July. (Allow 4-week turn around after this date).

Millennium Stadium Charitable Trust (Sport, Arts & Community. Wales only)

Tel: 020 2049 4963

www.millenniumstadiumtrust.co.uk

- Keen to support unique arts projects that work with disadvantaged groups in Wales
- Priority is on performing and visual arts, favours projects that will expand arts provisions in areas of the country less well served.
- Amount of funding depends on organisation level, ranges from £2,000 to £20,000.
- Deadlines apply, check website for details.

Milton Keynes Community Foundation (Arts, Milton Keynes only)

Tel: 01908 690276

www.mkcommunityfoundation.co.uk

- Arts bursaries available, seeking to give artists room to develop their skills
- Conditions and deadlines apply, please check the website for details.
- Small grants also available, from £200. Applications should be submitted on the last Friday of every month. Community grants can be submitted at the end of every day.
- Deadline dates are subject to change, so it is advised that the website be checked often.

NADFAS - National Association of Decorative & Fine Arts Societies (Young Arts Projects)

Tel: 020 7430 0730

<http://nadfascjhadmin.net/default.asp?section=209&page=1515>

- Small grants available from many local societies. These have been awarded previously for Big Draw events, and to support artists as workshop leaders. Find out whether your local society offers grants by going to:
- Young Arts Projects are arts-related activities sponsored or organised by Societies for individuals or a number of young people. Projects are run in partnership with schools, colleges, museums, galleries or similar organisations.
- Examples of grant giving include projects involving Young Arts members for a specific course of study, or support for local museums & galleries associated with NADFAS.
- The purpose of the grants is to: increase knowledge, appreciation & conservation of the decorative and fine arts, encourage skills and creativity, educate and present exhibitions.
- Grants are £50 - £500.

Neighbourhood Renewal Fund / Community Chests

Tel: 020 7944 8383

www.neighbourhood.gov.uk

- Provides small grants of between £50 - £5,000 to small voluntary and community groups (who do not have access to other funding), in the 88 most deprived areas of England.

- Aims to increase and enhance community activities that will improve the quality of life in these areas. Grants must be for learning opportunities, which contribute to the regeneration of the local area, respond to local needs and priorities and have the support of local people.
- Grants are administered by specially chosen voluntary sector 'lead organisations' in each of the 86 Neighbourhood Renewal Fund areas. Your regional Government Office can provide information on how to apply to lead organisations in your area. Alternatively, see: www.neighbourhood.gov.uk/page.asp?id=613 for a list of the 88 areas and contact details for the lead organisation in each.
- Closing day for application is 30 September.

The Ove Arup Foundation

<http://www.theovearupfoundation.com>

- Endowed by the Arup Group with an overall mission for 'the advancement of education directed towards the promotion, furtherance and dissemination of knowledge of matters associated with the built environment'.
- Principal focus is within postgraduate and undergraduate education and the promotion of new thinking.
- It sets aside a proportion of its budget for grant-aiding smaller projects, which are consistent with the Foundation's education purposes within the field of the built environment.

Paul Hamlyn Foundation: Small Grants Programmes

Tel: 020 7227 3500

www.phf.org.uk

- The Open Grants Scheme supports innovative ways for people to enjoy, experience and be involved in the arts across all art forms with an interest in young children, families, carers and communities. They support the development, implementation and dissemination of new ideas across all art forms.
- Individuals are not able to apply under the Open Grants Scheme
- There are no set deadlines and no maximum size of grant.

The Peter De Haan Charitable Trust/ Ideastap

www.ideastap.com

Offers funding of £1000 to 18-25 year olds who are leading projects from any creative discipline with a focus on innovation. Open all year.

The Rayne Foundation

Tel:020 7487 9630

www.raynefoundation.org.uk

- Interested in bridge building, keen to create new productive relationships that benefit the public.
- Focus on supporting learning outcomes through the work of artists and art organisations.
- Important that the guidelines are read carefully before applying, to ensure eligibility.

The Robertson Trust (Scotland Only)

Tel: 0141 221 3151

www.therobertsontrust.org.uk

- Priority areas are care, health, education & training. Grants also given for arts, culture and heritage.
- Four types of donations: small, main, major capital and development.
- Normally grants are awarded for £500 - £100,000. Their average revenue donation is around £10,000.
- Applications are processed within 3 months, following trustee meetings in May, July, September, November, January and late March. Ring the Trust's office for the timetable of future meetings.

Sutton Coldfield Municipal Charities (Former Borough of Sutton Coldfield only)

Tel: 0121 351 2262

www.suttoncoldfieldmunicipalcharities.com

- Grants available for both organisations and individuals.
- Aims to deal with applications quickly, applicants should phone the Charity.
- Trustees meet 9 times a year for applications under £30,000

William Adlington Cadbury Charitable Trust (West Midlands only)

www.wa-cadbury.org.uk

- Covers organisations in Birmingham and West Midlands. Priority areas include visual arts, museums and galleries.
- Small grants, not exceeding £2,000, are assessed each month. Major grants are awarded at the Trustees' Meetings held twice annually, normally in May and November.

The Yapp Foundation

Tel: 01484 683403

www.yappcharitabletrust.org.uk

- Open to small charities for running costs and salaries to sustain their existing work with elderly people, young people and people with physical or mental disabilities, and also for education and learning (including lifelong learning).
- Available in England and Wales only for charities with an annual expenditure of less than £60,000 and which have been constituted and operating for at least three years.
- Grants of a maximum of £3,000 a year, applications usually processed between 2 and 6 months.

Stop Press

Vacant High Street Shop Sites

- New government initiative to tackle empty shop spaces.
- Watch www.communities.gov.uk for imminent updates on grant support for temporarily transforming vacant urban spaces into innovative community areas. Might be suitable for Big Draw venues.

1c. Useful Websites & Directory

The following websites provide funding guidance and resources, links to other funding sites and subscription services for current information and tailor-made searches for your requirements.

www.funderfinder.org.uk

Software to help not-for-profit organisations in the UK to identify charitable trusts that might give them money. **www.funderfinder.org.uk/advice_pack.php** gives general advice on fundraising. Some of the things they produce are free, some cost - though many people use their free software in a library or resource agency.

www.trustfunding.org.uk

Subscription service through Directory of Social Change, to search for Trusts suitable for your funding requirements, and is updated throughout the year.

www.fundinginformation.org

Subscription service on current sources of funding, plus knowledge and support.

www.j4b.co.uk

Grants information database of UK government funding opportunities. Free registration for basic information to search this constantly updated database of business grants and loans. Subscriptions available for as little as £7.99 for 3 days access to a single industry and location.

www.access-funds.co.uk

Provides the latest funding information from Central Government, National Lottery, devolved governing bodies, EU and quangos. Also a range of services to help you fundraise; free 7-day trial.

www.governmentfunding.org.uk

Information on grants through government departments. Free registration to receive email alerts.

www.fundraising.co.uk

Provides news, information, advice and funding links. The website was established to help charities in the UK and internationally to use the internet as a fundraising tool to enhance and extend their existing fundraising activities.

www.acf.org.uk

Association of Charitable Foundations Provides information for grant seekers, and an A-Z listing of UK Trusts and web links.

www.artsfundraisers.org

The AAF is the national organisation that offers support, advice and information to anyone involved in raising money for the arts in the UK.

www.uksponsorship.com

Online database of UK sponsorship opportunities. Post an advert for a small fee.

<http://www.grant-tracker.org>

For Northern Ireland. Grant Tracker provides up-to-date news on funding opportunities, grants and policy issues. This is a service available through subscription only.

www.cafonline.org

Information and funding options to help charities grow, loans, bank accounts, helping charities raise more money and make it go further. A very useful source of information about charitable trusts is the Directory of Grant-Making Trusts which is published by them (www.cafonline.org). It should be available in your public library, providing lists of the areas of interest of each trust and how to apply.

www.fit4funding.org.uk

Click on the 'Quick Link' button for free trial copies of the Charities Information Bureau (CIB) monthly email funding newsletter and details of services.

Directory of Social Change

Tel: 020 7209 5151

www.dsc.org.uk

The Directory of Social Change publishes numerous guides about fundraising. These cost in the region of £90 each, but may be possible to consult at a reference library. The guides include The Complete Fundraising Handbook, A Guide to Major Trusts, 1, 2 & 3, Directory of Grant-Making Trusts, plus many more.

2. Planning Drawing Events

Advance Plans

If possible, begin planning at least five months in advance of the event. Projects often do not go according to plan. Giving yourself sufficient preparation time allows you to anticipate and deal with any hitches before they become problems.

Planning a date

Link up with a nationally or regionally organised initiative or festival

You get free publicity. Examples include Black History Month, Family Learning Festival, Apple Day, Children & the Arts, and, of course, The Big Draw.

The downside is that there may be other events competing for audiences during the same period. So complementary planning and programming is essential.

Avoid clashing with major sporting attractions

Do not start too early

A 9am start will be considered too early by many! 11am may be better. Remember many people do their shopping on Saturday mornings.

Prepare all your materials in advance

If paper or acetate needs to be taped into position on walls or easels, do this in advance. If paper, card or other materials are cut into specific sizes or shapes, make sure you have sufficient prepared in advance so that queues don't form. A test run can highlight problems with materials.

Book your equipment

People can draw standing up, kneeling, lying on their back, their front, leaning against a wall. But two basic requirements often ignored in heritage properties, museums and galleries are:

- Somewhere to sit!
- Something to lean their drawing on!

The availability of small folding stools or cushions, and boards – made of strong card or similar – would make the experience of drawing more pleasurable.

Try a test run using families and friends to see if activities work

Consider asking families and friends to test plans for your drawing day, particularly if this is your first public drop-in event. This allows you to see which ideas work and which can be improved.

Ensure that participants & staff have all the information they need

If you are using specialist terms, such as technical, art historical or architectural references, make sure they are clearly explained, or include a glossary in participants' packs.

Outdoor Events

Weather

The great British weather is notorious for causing problems. Your outdoor drawing activities may be hampered by rain or snow. Because of the unpredictable nature of the weather, plans should be as flexible as possible when outdoor drawing is planned. Make sure there is a wet weather option. This could be an indoor activity, a shelter, or waterproof clothing and suitable drawing materials for the more adventurous visitors!

Booking Transport

If the weather is too bad to make the trip to your chosen location worthwhile, your coach and driver will have already been booked and must be paid.

Temporary structures

Temporary structures can be erected to provide shelter from both hot sun and pouring rain. Alternatively, visitors can draw in indoor locations, from which they can view the outdoors.

Contingency plan

Drawing outside can be extremely difficult in cold or windy weather and even when dry and sunny. Projects need to be flexible and there should always be a contingency plan which will allow participants to work under shelter. Working from photographs inside after a short walk around a site can prove a good standby.

Check beach tides

If working on a beach, careful study of the tide timetable is necessary – otherwise all your hard work may be washed away before it is finished! Or you may not be able to start on time

www.bbc.co.uk/weather/coast/tides/

Indoor Events

Check venues where drawing is to take place

In dark interiors, the ambient lighting may not be strong enough, even on glorious sunny days. Desk lamps may help alleviate the problem.

Materials in Galleries

There may be restrictions on the kinds of drawing materials that people are able to use in galleries and exhibitions. However, it is usually possible to allow sketching using a small notebook and pencil. At Big Draw events, these are generally made freely available to visitors, or a small charge might be necessary. Are these and other drawing materials readily available in the gallery shop?

Insurance

Most organisations have insurance policies, which cover public and product liability and staff. But small groups, such as art clubs, may not have any insurance policy. It is up to the group itself to decide whether insurance for its drawing activities is necessary, especially if running events which are not in their own premises. Insurance cover for an event over one or two days can be expensive, but may be a requirement for activities on local council property (eg the village green). Insurance for events can be obtained for as little as £55, depending on the number of participants, from: Event Insurance Services Ltd, Event House, 20A Headlands Business Park, Ringwood, Hampshire BH24 3PB. Freephone: 0800 515980 Tel: 01425 474905

www.events-insurance.co.uk

Transport

If transporting visitors between or within sites, plan the logistics

In joint projects, the logistics of moving participants between sites can be a problem. Minibuses can be hired or lent, or parents of school children may be happy to help ferry. If participants or course leaders are offering lifts to each other, check their insurance status.

Organise visitors' parking

A public drop-in drawing day may double the amount of visitors a site or venue gets on a normal weekend. Be prepared to organise extra car parking.

2a. Planning Drawing Activities

Choosing the right activity can make or break your event. Consider the following:

- The freedom that comes from a free choice of activities, with lots of encouragement, but little direction.
- For drop-in sessions, offer prompts and suggestions to get people started.
- Provide workshops for more focused and directed drawing activities.
- Some activities suit individuals, while others will lend themselves to group interaction and collaborative effort.

Try something different

You may find new ways to involve audiences that could influence your regular programme. Experiment, break boundaries and take advantage of being part of a national initiative. 78% of organisers in 2008 who completed evaluations said The Big Draw increased attendances and will inspire future events.

Focus

Choose a strong focus relevant to your location, collection or exhibition. What is the purpose of the drawing activities? The Drawing Inspiration and Power Drawing books published by the Campaign are an invaluable resource, and the **Drawing Differently** pdf on the website gives an A-Z list of suggestions. Make sure that methods of working are clear and accessible to anyone joining in. Participants should know what they are supposed to do, and how to do it.

Purpose

Define the purpose of each activity you are offering. Is it to observe, extend perception, connect with a place, explore an artefact, or is it to experiment, play, imagine and invent? It could be all these things. Are the activities self-directed, or will they need support? Titles and short printed descriptions of each will guide your participants. Have you briefed stewards/helpers/friends to be on hand and lend encouragement?

Inspiration

Consider the inspiration or launch pad you are providing. Do you expect responses to be prompted by participants' own experiences? Or will drawing help them engage with your setting, collection or exhibition? What part will memory and imagination play?

Individual or Collective

Determine whether you are encouraging individual or collective activities. Collaborative work is less intimidating to many older participants. Do you expect visitors to work in pairs, small groups or teams? Will adults and children work together? Do you have suitable materials for both?

Timing

Give careful attention to how long events should run. It is easy to under or over-estimate how long a project session should be. Some groups may feel that a three-hour session is too long, and prefer two hours. Others may like to have a longer time to draw and experiment.

Longer-term & Multi-activity projects

Allow contingency time between course dates, or between activities over the day. Do not underestimate the time needed to prepare courses, run them and create reports. With day-long events, activities may not run to schedule if the participants spend longer on one activity than planned.

Home Base

Visitors will enjoy the opportunity to try unfamiliar materials and techniques, so a 'Home Base' where they can see these being demonstrated and where they can collect materials is very helpful. This can be as simple as a table at the entrance, or it can be a tent in an open space. It acts as a focus and a point of reference to introduce possibilities and share ideas for drawing activities, or to form a line to collect materials. You will find more suggestions in the section 'Getting Started'.

Materials, Tools, Equipment

What tools and materials are you providing? Will there be opportunities to try them out and practice first? Will participants draw on small pages in sketchbooks, or A1 size paper? Does the paper always have to be rectangular? What about using large strips of paper on walls or on the floor? Will participants draw on any other materials? What novel drawing tools can you invent?

Connections

Use our database www.campaignfordrawing.org under Join an Event for other Big Draw hosts in your area, to avoid clashes between events and to plan complementary programmes and joint publicity. Note that not all organisations have listed their event details by July 1st, when the full event listing (including yours) goes public, but many will have registered their organisation details. Approach your local authority, gallery, museum or library to encourage their involvement on an organisational or promotional level.

2b. Health & Safety

Organisations holding drawing events for the general public must take into account the health and safety of their visitors. A model health and safety policy for small organisations is included below. It is good practice to have access to a first-aid kit. Identify which staff members are first-aid trained.

Risk assessment

Do a risk assessment for your drawing activity.

Indoors

For activities taking place inside heritage properties, a member of staff should inspect each room in which people might be drawing.

Points to check:

- Enough space for several people to draw and move around safely.
- Highlight possible dangers to participants and place clear signs to warn of any risks.
- Steps, low ceilings and uneven floors need particular attention.
- Objects that could be damaged should have signs warning participants to take care.

Outdoors

Highlight specific hazards, especially if your event is aimed at families.

Points to check:

- Traffic on the property
- Slippery or uneven slopes, steep embankments
- Loose rocks and stones on paths
- Water features
- Presence of animals
- Electric fences
- Hahas
- Poisonous plants
- Stinging nettles or thorny plants
- Sun and wind.

Resources

Points to check:

- Are there small objects which might pose a choking hazard for small children? These should be indicated clearly or avoided.
- Allergic reactions to some art materials.
- Laminated paper sheets should have sharp corners trimmed.

2c. Model Health and Safety Policy for Small Organisations

Feel free to use the following model for your organisation.

General

1. Our policy is to provide and maintain safe and healthy working conditions, equipment and systems of work for all our employees (which we take to include any volunteer workers and freelance workers while working on our premises), and to provide such information, training and supervision as they need for this purpose. We also accept our responsibility for the health and safety of other people who may be affected by our activities.
2. The allocation of duties for safety matters and the particular arrangements made to implement the policy are set out below.
3. This policy, which was approved by *[name of governing body]* on *[date]*, will be kept up to date, particularly as our operations vary in nature and size. To ensure this, the policy and the way in which it is operated will be reviewed annually.
4. Overall and final responsibility for health and safety is that of its *[name and designation of person to be given this responsibility by the governing body]*. Implementation of the policy is the responsibility of the *[name and designation of person to be given this responsibility by the governing body]*.
5. All employees have the responsibility to co-operate to achieve a healthy and safe workplace and to take reasonable care of themselves and others.
6. Whenever an employee notices a health or safety problem, which they are not able to put right, they must immediately tell *[name of responsible person]*.

Accidents

7. *[Name of responsible person]* is responsible for the maintenance of First Aid supplies, reporting incidents, and for maintaining the accident record.

Fire Safety

8. *[Name of responsible person]* is responsible for checking escape routes and fire extinguishers on a weekly basis, and ensuring that these are subject to an annual maintenance inspection.

Training

9. *[Name of responsible person]* is responsible for ensuring that employees receive all the training necessary to ensure that they perform their duties safely.

Note: The 'responsible person' in 7, 8 and 9 may be the same as the person responsible for implementation in 6. It is preferable that this be a different person to the one with overall responsibility in 4, who should be a senior manager or, where there are no employees, a member of the governing body.

3. Publicity Guide Introduction

Put yourself in your participants' shoes. What is the event's draw card? What do they need to know? Good publicity will increase your numbers. **Prioritise a schedule for it.**

We recommend four angles:

Posters, leaflets and flyers

E-bulletins

Word of mouth

Local media coverage

Printed flyers (leaflets for circulation) are so handy! For small community events you might find concentrating on a 'flyer run' is most effective.

The Campaign website offers a range of Big Draw templates or stencil-type pages on the Publicity Materials page for you to print off, and add to. Some are designed for hand-writing your event's details straight onto a print-out from the template. Templates include flyer, posters, postcard, bookmark, banner, sticker, badge, & a certificate to give out at the event.

School Book Bags are an ideal way of publicising events aimed at children and their families. Try approaching local schools. Some schools may even offer to do the photocopying.

Shopping centres often have pin-up boards, and town malls have notice boards in shop windows. Some stores allow local event organisers to place a bundle of flyers on their checkout benches. Why not approach the store?

With so many High street shops now empty, why not consider organising Big Draw activities in one of them? Watch www.communities.gov.uk for imminent updates on grant support for temporarily transforming vacant urban spaces into innovative community areas.

Note: Your event may receive free publicity if it can be accepted under the banner of a bigger event in your town or region.

3a. Create your Press Release

If your event needs more publicity than just flyers, you will need to create a press release. Prepare 3 documents:

- **50 Words max:** event title / date / one sentence explanation / for whom / venue / contact name & mobile / 1 image / Campaign for Drawing website – for full list of events (designed for press listings, short radio announcements).
- **100 Words max:** also include an activity explanation / map or transport info / Big Draw logo (designed for e-bulletins, radio, press).
- **Base Document:** include an extensive description 1 x A4 page max / 3 images max / Big Draw logo / your sponsors (designed for interviews, e-bulletins, and internal distribution). Emphasise the 'news angle'. What makes your event distinct, and how are local people involved? Remember you are 'selling' a service. What words will entice your target participants? Be prepared for the last minute plug opportunity – this especially happens with radio!

What to include

To receive the maximum amount of free publicity from us, aim to have your event details registered on our online database www.campaignfordrawing.org.

Please include on your press release:

Campaign website for a full listing of all events from July 1 (including yours).

Big Draw logo or Campaign for Drawing logo: See the Publicity Materials page of our website.

Other inclusions: Please see **Big Draw Information for Press Release** for further information (below).

Choose your image

If you have pictures from previous drawing activities or an image from an exhibition which will be on during your event, they could secure advance publicity.

Sometimes an image of a drawing can be even more eye-catching than a documentary-style image. First test them out on your target group (or their parents!) for their response / feedback.

The Campaign for Drawing can supply images that appear in our website's gallery of Big Draw events, though not all are available in high resolution. Browse through the Big Draw Gallery and click on an image, note its name and url address, and send your request to admin@campaignfordrawing.org

Good quality images (**300dpi**, approx 120mm x 140mm) are invaluable in helping secure coverage in newspapers and magazines, but are not essential for web formats (72dpi, approx 60mm x 90mm). For more information on images see section below:

Photographers at your event / post event coverage

3b. Distribute your Press Releases

E-bulletins

As well as creating your own, see if you can use another organisations' circulation lists. Try offering to swap the favour.

Word of Mouth

The best marketing tool ever! Use your Base Document to plug the event to your helpers, volunteers and colleagues: these people are often your best advertisers. **Consistency** is so important with marketing – so that everyone passes on the correct details and best descriptions. Drop into conversations something about your event – any (appropriate!) opportunity to bring it up is always good.

Local media coverage

It's effective & often free! Big Draw organisers who promote events through local press, radio & TV claim up to **double normal attendance figures!** In 2006, 67% used local press, 16% used local radio, 3% local TV (figures taken from evaluation reports received from 25% of all 2007 Big Draw event organisers).

Research your contacts

Create a list to email your press release to, as early as possible (some publications have quarterly deadlines). Any interview possibilities, feature articles or news story coverage?

Prioritise phoning your regional media and identify the most appropriate/sympathetic contacts.

Find out *names*. Administrators and Front Desk people are your key to those who need to know about your event, so write down their name, sound excited, and they might just put you through to the editor, reporter or photographer!

Where to Search

Ask colleagues, look through the papers yourself, talk to local schools and organisations about how they advertise. Look in the local phone book, search the internet.

Place yourself in your target audience's shoes

How would your audience & participants find out about your event? Ask them.

Speak to the Right Person

Do not send your press release out cold, as it is unlikely to be picked up, given the sheer volume of information that lands on a reporter's or researcher's desk daily. Get a name: the editor or reporter for instance, before emailing them your press release with images (ask which format is preferred).

Deadlines

Check press release submission deadlines and publishing dates for paper, radio and TV broadcastings. Distribute your press release in time for publishing dates – 1 to 2 weeks ahead of the event - for one-day events, and longer for events which require more time commitment from participants.

Persistence pays off! Be prepared for your information to be lost and last minute changes of heart. Do not pester but be persistent. Follow up any mailing with a call – coverage will come eventually.

Media types

Coverage

Request different coverage types as appropriate:

- **Advance publicity** – attract the public to your event.
- **Onsite coverage** – invite a reporter to attend your event and, if they have one, to send a photographer.
- **Post-event coverage** - after the event (which might include pictures and involve writing a retrospective press release).

Newspapers

- Your local daily newspaper – eg Brighton Evening Argus, Bolton Evening News.
- Your local weekly newspaper – eg Gloucestershire Citizen, Bucks Free Press.

In both cases, ask for the News Desk, who may re-direct you to another department – eg Events, Listings or a 'What's On at the Weekend' section. Use your 100 Words explanation to tell the reporter about your event.

Community newsletters & community websites

Local organisations with websites and newsletters *will* be interested in getting involved in your event or covering the story. Aim to speak to the editor. Local authority websites are often a good starting point.

Regional magazines

Many of these magazines have 'What's On' sections and will run features. For preview coverage you need to get in touch very early as their deadlines can be up to three months in advance. An eye-catching colour photograph could also secure coverage.

Radio stations

Your local BBC Radio station – eg BBC Wales, BBC Southern Counties Radio.

Your local Independent Radio station – eg Severn Sound, Manchester Gold.

In both cases, ask for the Breakfast or Afternoon Show (drive time), find out what it is called, who presents it, and who produces it. You should speak to their researcher or producer.

Tell the researcher or producer you have a spokesperson who would make an excellent guest. Radio interviews are very often 'live', so the interviewee must feel confident about talking enthusiastically on air.

Your local TV news programme

Your event will make good television if it's highly unusual, on a big scale, or involves someone very well known locally. Try them – you can only gain! Ask for Forward Planning. Choose your interviewees carefully.

Photographers at your event / post-event coverage

See section, **Photographing Drawing Activities** (under Documentation & Evaluation), for further information, including taking photographs in schools, covered under the Data Protection Act 1998.

Most papers use digital images (jpegs) but colour or black and white prints are a safe bet too. Check with the publication for their preferred way of receiving images.

Assign the role of photographer to take pictures at your event and give a strict brief on the types of images you want. It is worth looking at local papers and magazines to see the pictures they favour. Aim to capture small groups (two or three people close-up) and if you are involving a local celebrity, make sure s/he is included in the pictures. Make a note of people's names as you take the pictures. Ask for permission from the people in the photograph to use the image for promotional purposes, and always credit the photographer.

After the event, contact the news desks as before and send in your pictures with your press release, indicating on the back of the picture (so it doesn't get parted) the required image caption, including who is featured (from left to right), and photographer. If at all possible, send a 'portrait' and 'landscape' photograph to allow for different page layouts and increase the possibility of your image being used.

If you are inviting photographers to take a picture at the event you will need to prepare a short, concise press release covering all the essential facts and send it direct to the photographer / picture desk for use with the photo. □Do not expect the photo to be returned or used! If you want the photo back, you will have to make special arrangements.

3c. Big Draw Information for Press Releases

Please feel free to use any of the following information in your own press releases.

What is The Big Draw?

The Big Draw is the Campaign for Drawing's flagship, with some 1500 drawing events across the UK each October. This month-long season celebrates creativity, and encourages experiment and enjoyment. It takes place in national museums, regional galleries, castles, parks, schools, libraries, community centres and village halls. Drawing is a universal language that unites people of all ages, abilities and cultures.

The Big Draw extends the vocabulary of drawing and challenges conventions and preconceptions. It shows how pencil, pen, chalk or the computer mouse can inspire observation, imagination and invention. Drawing connects us with our environment and helps us to see, think and communicate.

The Big Draw is the UK's biggest free visual art programme, annually involving over 300,000 participants aged 3-93. Since 2000, The Big Draw has encouraged over two million people back to the drawing board and notched up two Guinness World records – for the longest drawing in the world (one kilometre) and the greatest number of people drawing simultaneously (over 7000).

The Campaign's ambition to get *everyone* drawing has won increasing international recognition with Big Draw events in New York, Washington, Boston, Vancouver, Australia, Dubai and Portugal.

The Power Drawing professional development programme supports teachers, educators and others who use drawing in their work. It promotes drawing as a medium for learning in educational and community spaces. Power Drawing Professional Development provides advice and guidance through publications and courses. The aim is to change attitudes to drawing and the way it is used. It shares the knowledge it has gained over the last eight years with teachers and other educators, artists, professionals from the creative industries, scientists, technologists – and more.

3d. Quotes

It can be effective to include a short statement about drawing on your press and publicity materials. You will find many on our website or you might like to use one of the following.

I would rather teach drawing that my pupils may learn to love nature, than teach them looking at nature that they may learn to draw.

John Ruskin

The Campaign has revealed and animated and organised an extended national interest in drawing. It has allowed people to draw, and to gather together to draw, in the same way that they gather together to sing. It has brought thousands of people into our galleries and museums. Many of these might not otherwise have come; and almost more importantly, the Campaign for Drawing has, noticeably, altered the relationship of these visitors with the institutions. They arrive with a purpose, their interest has a focus. This is a triumph of the best kind of accessibility...establishing the importance of drawing not only as a mode of self-expression but a tool in learning and in science and design.

Quentin Blake CBE, Campaign for Drawing Patron

If you can draw, even a little bit, you can express all kinds of ideas that might otherwise be lost - delights, frustrations, whatever torments you or pleases you.

David Hockney, Campaign for Drawing Patron

In the design process, drawing is the act of thought.

Sir Richard MacCormac, Campaign for Drawing Patron

Where so many people simply rely on pre-prepared computer packages to express themselves visually, something important is in danger of being irretrievably lost. The campaign has rekindled our natural capacities for self-expression through drawing in its many manifestations.

Sir Roger Penrose, Campaign for Drawing Patron

To young children, drawing is as natural an activity as running and playing but, as we grow and develop, in general we drop the drawing - why? It's sad that so many people lose this ability: for me, drawing has always been a natural form of expression.

Gerald Scarfe, Campaign for Drawing Patron

The artist, Paul Klee, once said that drawing, quite simply, means taking a line for a walk. If you look at it like that, The Big Draw is a stroll, on a national scale.

Sir Christopher Frayling, Chairman, Arts Council England & Rector, Royal College of Art

Drawing is a gift for education. So why isn't it better used?

Julian Spalding, Writer

Drawing is of vital importance in creating imaginative forms of visual culture.

Deanna Petherbridge, Artist

I use drawing as an extension of my brain. It is the ones done with spontaneity that give me most pleasure and help crystallise an idea.

Terence Conran

In pictures you can express things you can't say in words. It's fun, it's relaxing, it adds another dimension to life.

Robbie Catterick, Kitchen fitter

Engineering is all to do with logic and making things work. A bit of fantasy gives you a different perspective.

Alex Driver, Engineering student

Drawing keeps you sane, really. It's dancing on paper. That's what it is - just dancing on paper.

Elaine Arkell, Mature fine art student

When you get drawing, you're young again.

Stan Foot, Pensioner, aged 80

3e. Keep in Touch

Do you have a story to tell?

If you think your event might be of national interest, please let us know as soon as possible!

Contact us on **020 8351 1719** or **admin@campaignfordrawing.org**

Keep a Record / Win an Award

Finally! Remember to keep a record of all the press / media coverage you receive. This can be used to support your application for a Drawing Inspiration Award. **Remember to document your event comprehensively if you intend to apply.**

Take a look at the **Evaluation & Documentation pdf** for more advice.

Send your completed application to:

The Campaign For Drawing

7 Gentleman's Row

Enfield EN2 6PT

Tel/Fax: 020 8351 1719

Application forms are downloadable from the Big Draw Resources page of the website.