

29 May - 6 June 2021

SPRINGFLING 

Virtual Studios | Workshops & Talks | SF Pop-UP

Upland 

SPRING FLING 2021 FAQs

// What is Spring Fling?

Spring Fling is the most successful event of its kind in Scotland. An annual contemporary visual art and craft open studios event that takes place across Dumfries and Galloway, it was set up in 2003 to support and promote the region's professional artists and makers and their businesses. Whilst the event is about opening an individual workspace to visitors, the success of the event involves a team effort with artist and makers, the voluntary Board of Directors, and the wider tourism sector all working together to make Spring Fling a unique experience. **It requires commitment from each individual artist and craft maker to ensure that work is produced to a high quality and that the public enjoy visiting a welcoming and interesting studio where an artist or maker is prepared to talk about his or her practice.** In Autumn 2015, Spring Fling CIC evolved into Upland Arts Development CIC. Upland now provides a year-round creative and professional development programme for its members, with Spring Fling as its annual flagship event.

2019 was our last "normal" year and boasted great visitor numbers (total: 36,333 visits), 93 artists and makers took part and £203,715 was spent in studios. View the 2019 Facts here <https://issuu.com/springfling/docs/factsdoc> 2020 was somewhat different, with COVID-19 hitting 2 months before the event. Instead, the 2020 event was split into two lots of activity: *SF / At Home* in May to keep audiences engaged and participants connected, and then later in October, the main event was delivered with an online event boasting online studios, shop, workshops and more. Here are some key stats from the SF|At Home activity in May and the Rescheduled Event in October:

Website visits: 2,678 May / 2,759 October

Visits to Participants websites = 9,802 visits October

Sales: £6,756 May / £11,391.25 October = £18,147.25 2020

Audiences from UK, Canada, United States, Australia, Germany, Ireland

Attend an online only event? 77% visitors said YES / 23% visitors said MAYBE

Attend a physical event? 85% visitors said YES / 15% visitors said MAYBE

Upland members online exhibition: 25 out of 38 works sold

This 2020 activity acted as a great way to test and develop online programming and content and we will be developing this for the 2021 event.

// What is the 2021 event?

For the first time in 19 years, we will not open any studios as part of the event. The reason for this is that a large number of our participants open studios which are in their homes or part of a domestic property and under the Scottish Government's COVID-19 guidelines, meeting people at or outside a domestic property is either not possible or limited to two households. As the arts and craft development organisation for Dumfries and Galloway, Upland cannot, in good conscience plan such an event with the ongoing uncertainty and encourage people to travel from studio to studio across our vast region.

So, in order to keep the spirit of the event going, support our participants and engage our audiences, Spring Fling 2021 will be different, hopefully for one year only. 2022 will be our 20th year and we hope a return to our much loved open studios.

The 2021 event will take the form of a hybrid event – part online, part physical. It will offer a carefully curated programme of smaller tailored activity across our online platforms with the addition of a physical Pop-Up Shop, bringing the work of SF participants under one roof for the first time. The programme will include virtual studios, a series of talks, workshops and demonstrations, an Upland commission and the chance to buy/sell work at the SF Pop-Up. This format hopes to give event participants a chance to engage with customers and sell work in a safe and beneficial way. We hope audiences will enjoy learning about how work is made, try having a go and learn more about the broad range of artistic practice through our virtual studios and talks and workshops.

// **When is Spring Fling 2021?**

This year, Spring Fling will run for an extended period of the 29 May - 6 June 2021

By adjusting the format, we have extended the dates for the event to give more time for audiences to engage with our online programme, to allow more time to physically exhibit work at the SF Pop-Up.

// **How can I take part?**

In a direct response to the pandemic and our newly developed digital programming, we have introduced a new way to take part. This means that for the 2021 event, artist and makers have the chance to take part in the full programme and also online only.

We understand that for some, full participation is not an option due to a number of reasons, and also, this new digital programming allows anyone who fits the criteria to take part!

You can take part in two ways:

- Full Participation (SF Pop-UP and Online)
- Online Participation only

// **How much does it cost?**

The normal cost of taking part in Spring Fling is £275 (£15 application fee, £30 members fee, £230 participation fee). This year, we have introduced two ways for you to take part in the event and have also reduced the fees:

- Full Participation (Online & Physical Elements)
 - £15 application fee, payable on submitting application
 - £150 Participation fees & £30 Upland Membership, due by **9am on Monday 29th March 2021**
- Online Only
 - Brand new way to take part!
 - £15 application fee, payable on submitting application
 - £60 participation fees & £30 Upland Membership, due by **9am on Monday 29th March 2021**
 - Any artists and makers taking place online only are required to add to our online programming

The Step-Up bursary is available again this year but only to participants who took part in the 2020 event and new applications through the New Graduate Scheme (limited number).

If successful, full payments are due by 9am on Monday 29th March 2021

// **What do I get for my money?**

As events of this kind go, Spring Fling is very reasonably priced. This year, we have reduced the fee and offered a new, more accessible way for artists and makers to take part.

You get lots for your money, so much so we've outlined it below:

<i>Full Participation (£150)</i>	<i>Online Only (£60)</i>
High quality exhibition/shop space @ SF Pop-UP	Virtual studio on Spring Fling website
Work sold and promoted @ SF Pop-UP	Dedicated Staff creation of Virtual Studio
Chance to engage with visitors	Chance to give insight into your practice to limitless audience
Staff support, setup, COVID guidance for SF Pop-UP	Share Artists own digital content as part of online programme
Safe way to sell work	High quality PR campaign with Scottish Festival's PR (Matthew Shelley)
Chance to take part in an online exhibition	Social media promotional campaigns Facebook, Instagram, Twitter, Flickr, Vimeo
Special Promotion of Artists & Work @ SF Pop-UP	Chance to take part in an online exhibition
Virtual studio on Spring Fling website	Upland website promo
Dedicated Staff creation of Virtual Studio	Websites (Spring Fling and Upland)
Chance to give insight into your practice to limitless audience	Advertising in local and national publications
Limited number of PAID opportunities to deliver workshop, demo or take part in talk	Upland membership until August 31 st 2021: member only opportunities, newsletters and more
Share Artists own digital content as part of online programme	Specialist articles in newspapers, magazines, TV and Radio
Income from workshop (if proposal selected)	Promotion from February through till July
Part of longer running online programme	Staff to deliver event and coordinate all the above
High quality PR campaign with Scottish Festival's PR (Matthew Shelley)	
PR photo sessions with PR specialist and press photographer	
Professional photos of studios over the weekend	
Social media promotional campaigns Facebook, Instagram, Twitter, Flickr, Vimeo	
Upland website promo	
Websites (Spring Fling and Upland)	
Advertising in local and national publications	
Listed in Digital Print (Booklet on event & exhibitors)	
Upland membership until August 31 st , 2021: member only opportunities, newsletters and more	

Specialist articles in newspapers, magazines, TV and Radio	
Promotion from February through till July	
Staff to deliver event and coordinate all the above	

Putting the costs into perspective...

If you spent £150 on promoting your career or selling your work elsewhere you might get:

- Small digital advert for a couple of weeks
- A small run of print materials
- £150 wouldn't cover a half day of PR

// How do I apply?

Applications are now open and can be submitted until no later than **Midnight (11.59pm) on Sunday 14th March 2021.**

New applicants must create an account, log in and submit their SF2021 application through the Upland website. Applications in any other format will not be accepted. Please avoid submitting your application in the final days if possible, as due to a high concentration of applicants applying last minute the system may be liable to overload and we want to make sure we have staff on hand to provide support.

If you have applied through this process before, please login. If you have any issues with this, please email hello@weareupland.com

To apply go to - www.weareupland.com/apply/signin

// Why should I apply?

If everything listed above isn't enough...

It is marketed as a unique opportunity for the public to visit artists and makers in their studios, see how they work and buy or commission artwork. As this format has changed for this year, we have made sure that everything that makes Spring Fling special, is echoed in our new activity.

Spring Fling is the most successful event of its kind in Scotland.

In 2019 (our last normal year), participants reported our overall visits and visits per studio at a total: 36,333; per studio: sales maintained in this unsteady economic climate with sales across all studios over the weekend totalling £203,715. The Upland team are committed to operating an effective press and marketing campaign to attract visitors to the region for the Spring Fling weekend and to raise awareness of the event amongst residents.

We have built up a strong audience and sustainable relationships with local, national and international press and media. Coverage for SF2019 included ITV News, BBC Radio Scotland, The Herald, Crafts Magazine, among others. It is anticipated that the Spring Fling 2021 press strategy will include a regional press and media campaign, advertising in specialist arts press and coverage in national and international newspapers and magazines. Not only that, but in 2020 we launched a new digital programme to adapt to the pandemic. This turned out to be a great new way to engage with limitless audiences!

Not only is Spring Fling a great event for you to take part in, but as a not-for-profit art and craft organisation, we rely on people wanting to take part to make it happen! Spring Fling is now 19 and we look forward to celebrating our 20th anniversary next year, but we've got to get there first! Without enough participants this year, then that might not happen. So, in taking part you will support the event and its future!

// What happens with selection?

After the submission deadline, a selection panel meets to go through the applications and curate the event. This selection meeting is scheduled during the week commencing 15th March 2021.

This year, due to COVID-19, the selection panel will assess applications remotely and come together virtually to curate the event. The selection panel will make these decisions based on the application criteria. Upland staff will then inform on their selection.

After the selection panel has met, all applicants will be notified of the outcome of their application by the following week. Successful applicants will receive an email detailing that their application has been successful including information on what is now required. This information will depend on how the applicant has opted to take part. For example, online only participants will be asked for information for their virtual studio, what live or recorded activity they will supply and also submit information for the online exhibition. For full participation, these applicants will be asked to send this same information plus information on work for the SF Pop-UP and submit a proposal for the paid workshops, talks and demos. All applicants will be requested to send digital content and to make payment.

Those who have not been selected will be sent an email stating they have been unsuccessful. The decision of the selection panel is final. Upland will not be giving any feedback to unsuccessful applicants. Any queries you may have regarding the outcome of your application should be addressed to Joanna Macaulay, Upland's Assistant Director (please do not contact members of the Upland Board or selection panel directly). Please note that Upland Board Directors are required to submit as full an application as any other applicant.

// Who will be on the selection panel?

The 2021 selection panel will consist of:

Jo Gallant (Textile Artist/SF Development Group member): Jo has been involved with Spring Fling from its beginning as a participant, and previously as a director - her loyalty to it is strong. As a practitioner, Jo's work is in textiles, but as audience she has a keen interest across the visual arts and craft disciplines. Jo is part of the SF Development Group, a group of regular event participants that advises the board as a subsection of the membership.

Alistair Hamilton (Photographer/SF Development Group member): Alistair is a photographer based at Kirkcudbright. His work is derived from the natural world and most recently, the built environment. Alistair has taken part in Spring Fling for a number of years and has experience with other open studio events in other parts of the UK. Alistair is part of the SF Development Group, a group of regular event participants that advises the board as a subsection of the membership.

Maggie Broadley (Programmes Manager, DG Unlimited): Maggie is a graduate of the Ceramics Department of Glasgow School of Art and former Executive Director of Craft Town Scotland, an award-winning, community-led creative regeneration project based in West Kilbride. Maggie is the Programmes Manager at DG Unlimited, the Dumfries & Galloway Chamber of the Arts. She is particularly interested in enabling local communities, artists and makers to manage and participate in creative and entrepreneurial projects.

Dawn Henderby (Arts Officer, Gracefield Arts Centre): Dawn Henderby is the Arts Officer at Gracefield delivering a programme of local, national and international art and craft and looking after a permanent collection of over 600 artworks. A graduate of Edinburgh College of Art, and the MLitt, Museum and Galleries Studies at St Andrews University, she has worked in the arts for over 26 years.

Upland staff will be on hand to facilitate the process of selection do not have any involvement or input in to the selection made.

// Do I need to be based in Dumfries and Galloway to apply to take part?

No - Although the event is primarily for artists and makers living and working in Dumfries and Galloway, we have three schemes which allow artists based out with the region to take part. And since we have added a new way to take part - online only - this is even more inclusive!

1. Springback Scheme

The Springback scheme is for a limited number of artists and makers (normally 6-8, for 2021 up to 10) who have a connection to either Spring Fling, Upland or to the region. For example, Springback artists may have grown up in D&G, have been a resident artist in D&G or have worked on a project with Spring Fling/Upland.

2. Neighbour Scheme

The Neighbours scheme will allow a limited number of artists (normally 6-8, for 2021 up to 10) from the neighbouring regions of The Borders, Cumbria, South Lanarkshire, East and South Ayrshire and Northern Ireland.

3. New Graduate Scheme

This was brand-new scheme introduced for the 2019 event. It is open to a limited number of newly graduated artists and craft makers (normally 2 spaces, for 2021 up to 10) from anywhere in Scotland. Those who have graduated within the last 2 years (2019-2021) are welcome to apply.

// Must I be a Member of Upland to apply to take part?

You do not need to be an Upland member to apply, but if you are accepted you will be obliged to become an Upland member which will be valid until August 2021 for £30. Once you have been in Spring Fling, you can renew your membership each year and will be eligible for Upland's year-round opportunities and support.

Membership opportunities in 2020/2021 have included online exhibitions, advice sessions, 1:1s, tutorials for making videos, selling your work online and further mentoring, residencies, workshops and creative and professional development opportunities.

// Can two or more artists apply together?

The only circumstance under which two artists can apply together is if they run one business and work exclusively together under one name.

// What criteria are applications assessed on?

Core Criteria

1. A creative and original approach to your art practice
2. Quality of the applicant's work (design and/or concept, technical ability)
3. Clear intention, substance and coherence in work presented
4. Professionalism, based on applicant's CV, artist statement and images

The panel may also take into consideration:

Digital Offering: The panel may also take into consideration the content for your virtual studio. It is important that each participant provides us with enough material to populate your studio pages. We hope that each studio will have a video and consider adding to our online programme with other digital elements. If you are taking part Online Only, we do expect all participants taking part in the event via this route to pay the required participation fee AND present a digital offering. This could be (but is not limited to) a live/recorded studio tour, demonstration, workshop, talk or discussion etc. It is also important that each participant provides us with enough material to populate your studio pages. The panel may take your proposed digital offering into consideration.

Previous Participation (for applicants on the maybe list who do not get through the first selection step): Previous participants will be given a higher priority if they demonstrate a broadening and /or deepening of their practice.

Springback Criteria

If you are applying under the Springback scheme your application will be considered against the core criteria above plus these additional criteria:

1. The applicant demonstrates a strong link with Spring Fling, Upland and/or Dumfries and Galloway.
2. The applicant offers a complementary practice that will enhance the event offering
3. The applicant will actively promote Spring Fling to their existing audiences and networks through web based marketing as well as the distribution of any marketing materials in their home region.

Neighbours Criteria

If you are applying under the Neighbours scheme your application will be considered against the core criteria above plus these additional criteria:

1. The applicant lives and works in one of the following regions: South Ayrshire, East Ayrshire, South Lanarkshire, Scottish Borders, Northern Ireland and Cumbria.
2. The applicant offers a complementary practice that will enhance the event offering
3. The applicant will actively promote Spring Fling to their existing audiences and networks through web based marketing as well as the distribution of any marketing materials in their home region.

New Graduate scheme

1. Applicant lives and works in Scotland
2. Applicant is a new art/craft/design graduate (between 2019 and 2021) and has informed in the application on their specialism/degree, place of education and year of graduation
3. The applicant offers a complementary practice that will enhance the event offering
4. The applicant will actively promote Spring Fling to their existing audiences and networks through web based marketing as well as the distribution of any marketing materials in their home region.

Applicants could decide to apply through the other schemes if they are applicable, in doing so they would be subject to the additional criteria of the other scheme and considered against a larger pool of applicants.

Step-up Bursary Scheme

Normally, this scheme is open to all participants, however, for 2021, the Step-Up Bursary will only be available to artists and makers that took part in the 2020 event and any new participants coming through the New Graduate scheme. It will only be for those applying to take part in the physical and online activity (full participation).

With the Step-Up Bursary, fees will be reduced from £150 to £100. Bursaries are awarded in the form of discounts on the participation fees. If you are applying under the Step-Up Bursary scheme your application will be considered against the core criteria above plus ANY of the additional criteria:

1. You are recent art school graduate who has graduated between 2019 and 2021 (not via New Graduate scheme)
2. You have only started your practice as a professional artist or maker within the past two years (i.e.2019 and 2021)
3. Your work is less commercial, but the quality of work and online experience will be a great addition to Spring Fling
4. You are experiencing financial hardship due to COVID-19

Priority will be given to applicants that haven't received the bursary within the last two years.

// What if I don't have a studio?

Don't worry! For 2021, due to COVID-19, we will not be opening any studios as part of this event. Instead, a physical opportunity to exhibit/sell work and engage directly with customers is being presented in the form of the SF Pop-UP. This is available to artists and makers taking part via the Full Participation option and will be open subject to COVID guidance.

// Are there any terms and conditions of entry or an agreement?

Yes. All applicants will be required to agree to the Terms and Conditions of Participation when submitting their application. By submitting your application, you agree to these terms. These are as follows.

I wish to apply to participate in Spring Fling 2021 and if my application is successful, I understand and agree to the appropriate terms below:

Full Participation:

- I acknowledge that although Upland is seeking insurance for work in the SF Pop-up, that Upland cannot be held responsible for any accidents or damage to work occurring during the SF Pop-up. Therefore, Upland advises that participants exhibiting in the pop-up should have their own insurance for their work.
- Any artist presenting a physical workshop, demonstration or talk is required to have their own Public Liability Insurance
- In addition to Spring Fling's marketing, participants are expected to do their own marketing in any way possible. This includes but is not limited to distributing posters/leaflets, circulating digital brochures/graphics, sharing events/press, promoting the event website and social media etc. This applies to all participants including those from Dumfries & Galloway, Neighbours, Springbacks and New Graduates.
- I understand that any promotion, distribution or activity done for or in connection to the event must comply with the Scottish Governments COVID-19 regulations.
- to comply with all COVID-19 Guidance presented by Upland
- if not already a member, to pay £30 to become an Upland Professional Member by **9am on Monday 29th March 2021**.
- to pay the participation fee of £150 (or £100 if offered the Step-up Bursary) by **9am on Monday 29th March 2021**, unless an agreement is made with Upland to pay in instalments.
- I understand that no refund will be given once I have confirmed my participation and paid my fees.
- to submit the information required for the event digital brochure and virtual studio no later than **9am on Monday 29th March 2021** (a request for information will be sent to successful applicants after opting in and videos will have a later deadline).
- to complete the Spring Fling 2021 participants' evaluation before **12noon on Sunday 4th July 2021** (more information will be sent to successful applicants in May/June 2021).
- To give Upland consent to hold my personal information in relation to the event and for the duration of my Upland membership in accordance with GDPR regulations. I understand this will be used by Upland only and in the promotion, facilitation and delivery of Spring Fling 2021 and Upland projects until the end of my membership.

Online Only Participants:

- to submit the information required for the event digital brochure and virtual studio no later than **9am on Monday 29th March 2021** (a request for information will be sent to successful applicants after opting in and videos will have a later deadline).
- In addition to Spring Fling's marketing, participants are expected to do their own marketing in any way possible. This includes but is not limited to distributing posters/leaflets, circulating digital brochures/graphics, sharing events/press, promoting the event website and social media etc. This applies to all participants including those from Dumfries & Galloway, Neighbours, Springbacks and New Graduates.
- I understand that any promotion, distribution or activity done for or in connection to the event must comply with the Scottish Governments COVID-19 regulations.

- if not already a member, to pay £30 to become an Upland Professional Member by **9am on Monday 29th March 2021**.
- to pay the participation fee of £60 by **9am on Monday 29th March 2021**, unless an agreement is made with Upland to pay in instalments.
- I understand that no refund will be given once I have confirmed my participation and paid my fees.
- to complete the Spring Fling 2021 participants' evaluation before **12noon on Sunday 4th July 2021** (more information will be sent to successful applicants in May/June 2021).
- To give Upland consent to hold my personal information in relation to the event and for the duration of my Upland membership in accordance with GDPR regulations. I understand this will be used by Upland only and in the promotion, facilitation and delivery of Spring Fling 2021 and Upland projects until the end of my membership.

// Do I have to complete an evaluation form after the event?

Yes. It is a condition of taking part that you must submit a post event evaluation within a month of the end of the event. The Spring Fling 2021 participants' evaluation should be submitted before **12noon on Sunday 4th July 2021** (more information will be sent to successful applicants in May/June 2021).

// How can I get help or advice before I apply?

Upland is happy to offer advice to applicants to support their applications. We do this across a range of methods: through our application guidelines and FAQ documents and by encouraging applicants to make contact with any queries.

We are happy to discuss the event, the new format and your participation with you. As we are somewhat behind on planning the event, staff are quite busy getting it all off the ground. Therefore, to make this process easier, we have allotted some appointment dates/time. If you would like to make an appointment to chat, please do so here:

<https://form.jotform.com/203444153001943>

Please note, appointments are only available on Friday 12th, Tuesday 23rd and Wednesday 24th February 2021.

**Out with these times, please email any queries and we will come back to you to joanna@weareupland.com
Please bear in mind, due to COVID-19, Upland staff are working remotely with more flexible hours.**

E: joanna@weareupland.com

T: 07787299487

// What further information will Spring Fling request if I am successful?

If successful, we will inform you that you have been selected within 1 week of the applications closing. We will send all new participants the following:

- a request for payment
- a copy of the Terms and Conditions of Participation
- information on what we need from you and when e.g., online studio, pop-up
- The 'Getting the Most of the Event' toolkit
- Request PR information
- Brief for Workshops, talks and demos

This information, and your fee payment, is due back to us **no later than 9am on Monday 29th March 2021**.

Please contact Joanna Macaulay, Assistant Director with any queries.

T: 07787 299487 or E: joanna@weareupland.com

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