



SPRING FLING 2022 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 and 2021 were somewhat different, with COVID-19 splitting 2020 activity in response to the pandemic and 2021 activity maintaining our links with visitors and artists and makers alike. Both years aimed to continue to support our participants through the challenging period.

Find out how our 2020 and 2021 activity went by viewing our events Facts documents:

Spring Fling 2020 Facts: <https://issuu.com/springfling/docs/factsdoc2020>

Spring Fling 2021 Facts: <https://issuu.com/springfling/docs/factsdoc2021>

// What is an open studios event?

An open studios event is when artists and makers open their studios to the public. Visitors get to see where work is made, how it is made, what tools are used, what materials are used, works in different stages of completion and some finished work too. This is the core of Spring Fling.

Please think about this when applying for Spring Fling, especially if some applicants are not using their own studio. As the event puts emphasis on the studio feel, this is what participants need to recreate if using a different venue, rather than just an exhibition of work.

// What is the 2022 event?

Spring Fling 2022 will be our 20th event!

The event aims to celebrate this milestone with a return to our much loved open studios format and it will do so in line with the Queen's Platinum Jubilee weekend which will make Spring Fling 2022 a 4 day event rather than the normal 3 days.

The 2022 event will focus heavily on the open studios and we will explore different ways to promote them and for visitors to travel to/from/around the studios and enhance their studio experience. This includes but is not limited to the launch of the Spring Fling App and new accessible routes. The programme will also include virtual studios for all participants on the Spring Fling website, two exhibitions, the Upland commissions and more, all designed to bring added value to the event for participants, visitors and attract media attention.

// When is Spring Fling 2022?

This year, Spring Fling will run from the 2 – 5 June 2022.

The event always falls on the late Bank Holiday weekend in May but since this has moved back a week into June for the Queen's Platinum Jubilee, the event has followed suit. This Bank Holiday is a 4-day weekend (Thursday, Friday, Saturday and Sunday) and all studios taking part will be open for those 4 days, 10.30am till 5.30pm.

We do also offer late night openings, this is optional. Participants can choose to be open on any or all evenings on Thursday, Friday and Saturday evenings (not the evening of the last day).

// How can I take part?

Participation in the event involves opening a studio and being present for the duration of the event. This is standard. In 2021, we offered online only participation, however, as we are returning to our open studios format, we are ceasing the online only option.

However, we are open to discussing this and do not want this to be a barrier to taking part in the event. If you want to discuss this further, please contact Joanna Jones - joanna@weareupland.com

// How much does it cost?

The cost of taking part in Spring Fling is £295 (£15 application fee, £30 members fee, £250 participation fee).

We have increased the participation fee from £230 to £250 as this has not be increased since 2015 while the cost of delivering the event has increased each year. Since the 2022 event will be a 4-day rather than a 3-day event, this increase in fees will also support this extra work.

If applying for the Step-Up Bursary (or the New Graduates scheme), and successful, participants will pay the reduced amount of £225 (£15 application fee, £30 members fee, £180 participation fee). On applying, all applicants will be required to make a payment of £15 (included in the overall fees).

If successful, full payments are due by Sunday 28th November 2021.

What do I get for my £295?

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

- Advertising in local and national publications
- Print Materials (15 – 18,000 brochures, flyers, posters, Friends cards, stickers)
- Brochure collectable item with long shelf-life
- Websites (Spring Fling and Upland)
- SF website (whole)
- SF website virtual studio (launched Jan/Feb)
- Upland website promo
- Social media promotional campaigns
- Studio feature countdown (e.g. Studio 93 on day 93 before the event) feature on social media

- Route feature on social media
- Discipline feature on social media
- Facebook, Instagram, Twitter, Flickr, Vimeo
- Paid distribution of print materials
- Paid manpower in Glasgow, Edinburgh and other areas
- Posting of brochures to Friends of Spring Fling
- Posting of brochures via website orders
- Delivery across council drop points
- Artists, staff and friends manpower distribution of brochures and flyers
- Signs to point to your studio
- Ordering new signage (if necessary) due to loss, damage or not returned
- PR photo sessions with PR specialist and press photographer (not all studios)
- Professional photos of studios over the weekend (not all studios)
- Specialist articles in newspapers, magazines, TV and Radio
- Promotion from December through till June
- Staff to deliver event and coordinate all the above
- Upland membership until August 31st 2022: member only opportunities, newsletters and more

Putting the costs into perspective...

If you spent £295 on promoting your career or selling your work elsewhere you might get an 1/8-page advert in one month of a magazine or pay for a small run of print materials. So, it is worth putting the Spring Fling participation fee in context to truly appreciate what great value for money it is (especially for new participants).

// How do I apply?

Applications are now open and can be submitted until no later than **Midnight (11.59pm) on Sunday 24th October 2021**.

This must be done via the SF application site: www.weareupland.com/apply/signin

Returning applicants can use their existing login. New applicants must create an account.

Applications in any other format will not be accepted however, we don't want this method to be a barrier to taking part. If you have accessibility concerns, please contact us.

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.

// Why should I apply?

If everything listed above isn't enough...

Spring Fling is the most successful event of its kind in Scotland and 2022 will be our 20th year!

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. In 2019, the last year that studios opened (since then hindered by COVID-19), 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 the event regularly includes ITV News, BBC Radio Scotland, The Herald, Crafts Magazine, among others. It is anticipated that the Spring Fling 2022 press strategy will include a regional press and media campaign, advertising in specialist arts press and coverage in national and international newspapers and magazines with a long lead up in preparation for the 20th anniversary year.

The marketing campaign in 2022 will aim to include:

- 15-18k brochures printed in March 2022 and distributed to 'Friends of Spring Fling', to postage paid requests through the website and through tourist information centres, libraries, museums, galleries, recommended venues and accommodation providers.
- 15-18k flyers distributed among relevant outlets across Scotland, the North of England and further afield in the UK and appropriate arts mailings outside the region.
- Virtual studio page for each Spring Fling Artist launched ahead of the event (running for 5 months)
- A social media marketing campaign using primarily Facebook, Twitter (@spring_fling) & Instagram (@springfling). This is regularly linked up with the Spring Fling website, individual artists' websites and artist social network profiles.
- Press coverage locally and nationally – regular coverage includes features in places such as The Times, Reporting Scotland, ITV Border Life, The Scotsman, The Herald, ITV News, Scotland on Sunday, Dumfries and Galloway Life magazine, Homes and Interiors Scotland and Ireland and we were also featured on many industry blogs.
- Exhibition advertising/print/promotion for exhibition in Newcastle

// 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 25th October 2021.

This year, due to COVID-19, the selection panel will assess applications remotely and come together virtually to curate the event as a whole. The selection panel will make these decisions based on the application criteria and the information you have submitted. 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.

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 normally try to give feedback to unsuccessful applicants if the applicant requests it. This, however, is generally given by email and Upland staff request time to give this. Any queries you may have regarding the outcome of your application should be addressed to Joanna Jones, 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 2022 selection panel will consist of:

Clare Hanna (Craft Panel): Clare worked in the arts sector for 18 years, with varying roles in artist led gallery and studio spaces, managing an independent craft shop to crafts development for Dumfries & Galloway Council and then Scottish Arts Council and as a Creative Industries Officer at Creative Scotland before a short spell as Director of Upland and then with DG Unlimited.

Clare currently works as a Grants Officer for The Holywood Trust, who support young people in Dumfries & Galloway.

Tonia Lu (Craft Panel): Tonia Lu is a curator and producer currently working in Cornwall as an advisor for the visual art & craft sector as part of the EU-funded Cultivator programme (<https://cultivatorcornwall.org.uk/>), where she provides support to over 300 art organisations, collectives and individual artists and makers. Prior to joining Cultivator, she has worked with largely rural-based organisations and projects in both Scotland and England, including Upland Arts Development, Fife Contemporary, Environmental Art Festival Scotland and Elements Festival. As well as supporting artists, she developed exhibitions, events and commissioning opportunities for artists and makers. She completed her PhD on arts development in rural places at the University of Glasgow in 2015.

Lynne Atkinson (Visual Art Panel): Lynne is the manager and curator of The Whitehouse Gallery in Kirkcudbright, one of the region's leading gallery spaces. The gallery prides itself on covering a wide range of disciplines, from paintings and sculpture, to ceramics, textiles, jewellery, glass and so much more. During her fourteen years at the gallery, Lynne has built up a vast network and knowledge of local and national artists and makers.

Tina Fiske (Visual Art Panel): Tina lives in Penpont in Dumfries and Galloway. Until April 2016, she was a Lecturer in Contemporary Art and Curating in the History of Art department at the University of Glasgow. Prior to leaving, she oversaw the development of the new MLitt in Curatorial Practice (Contemporary Art), offered jointly by the University and the Glasgow School of Art. Between 2007 and 2015 Tina was funded by Creative Scotland as Research Associate for the National Collecting Scheme Scotland. Since 2016, she has worked at CAMPLE LINE, an independent visual arts organisation and public gallery based at Cample Mill outside Thornhill.

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

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

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:

1. Springback Scheme

The Springback scheme is for a limited number of artists and makers (6-8) 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. Upland will support these artists in finding venues.

2. Neighbour Scheme

The Neighbours scheme will allow a limited number of artists (6-8) from the neighbouring regions of The Borders, Cumbria, South Lanarkshire, East and South Ayrshire and Northern Ireland to take part in Spring Fling just across the border (e.g., Cumbrian and Borders artists would set up an open studio in the east of D&G, South Ayrshire artists would set up an open studio in the west of D&G etc.). Upland will support these artists in finding venues.

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 (2 spaces) from anywhere in Scotland. Those who have graduated within the last 2 years (2019-2021) are welcome to apply. Successful applicants will be automatically awarded one of our Step-Up Bursaries which reduces the total fee from £250 to £180. Upland will support these artists in finding venues within the region.

// 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 2022 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 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.

Generally, artists must apply individually, and each pay full fees and membership to participate in Spring Fling. Artists can share studio but must apply individually. 'Guest exhibitors' (or any sharing of studio space with other artists) are not sanctioned unless each artist at that location has completed an application and been selected to participate. This is to ensure that all those who participate meet the Spring Fling criteria and to keep the process fair for all.

// 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:

- Proposed visitor experience - Visitors expect to see a working environment and to talk to the artist about his or her practice. Good visitor experience is key. For those who are unable to show their work in their studios, the panel expects to see efforts made to recreate the studio atmosphere and show their creative process.
- Previous participation (for applicants who do not get through the core criteria immediately) - 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 and/or Dumfries and Galloway.
2. The applicant offers a complementary practice that will enhance the Spring Fling open studio trail and will use the space (allocated or chosen) to re-create a studio atmosphere.
3. The applicant will actively promote Spring Fling to their existing audiences and networks through web-based marketing as well as the distribution of print marketing 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 Spring Fling open studio trail and will use the space (allocated or chosen) to re-create a studio atmosphere.
4. The applicant will actively promote Spring Fling to their existing audiences and networks through web-based marketing as well as the distribution of print marketing in their home region.

New Graduate scheme

1. Applicant lives and works in Scotland
2. The Applicant is embarking on a career in their chosen creative practice
3. Applicant is a new art/craft/design graduate (between 2019 and 2021) and has noted in the application their specialism/degree, place of education and year of graduation
4. The applicant offers a complementary practice that will enhance the Spring Fling open studio trail and will use the space (allocated or chosen) to re-create a studio atmosphere.

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

We started the Step-up Bursary in 2014 to help artists in need of financial aid to take part in Spring Fling. The bursaries will be 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. You are based in a remote area of Dumfries & Galloway where fewer visitors will be visiting, but believe the quality of your work will be a great addition to Spring Fling
4. Your work is less commercial, but the quality of work and what visitors can experience in your studio will be a great addition to Spring Fling
5. You are participating as a Springback or Neighbour artist or maker, but will need the relief on the fee to justify the additional cost for transportation, travel and accommodation

Priority will be given to new applicants and those who haven't taken part in the last 2 years or haven't received the bursary within the last two years.

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

Spring Fling is an Open Studios event, so all applicants are expected to apply with a space in mind. If you cannot use your own studio, you must give a very good reason as to why you cannot open your own studio and what space you plan to use instead.

If you do not have a studio Upland will support you in finding a studio. In the first instance, we will try to match artists without studios with other artists who have the space and are willing to pair up. We also have a bank of venues in the region that are willing to host artists for the weekend. The types of venues that we have used in the past include Gracefield Arts Centre, The CatStrand, Threave Visitor Centre, The Print Room and The Mill on the Fleet. If you want to arrange your own studio that is fine, however, Upland will want to make sure it is suitable. If you have concerns about what makes a studio suitable, please contact us for a chat.

// Are there any extra events or projects planned?

This year we are delighted to present two exhibitions – one anniversary exhibition at Gracefield Arts Centre in Dumfries and another open to anyone who has taken part in Spring Fling before (including 2022 participants) at the Biscuit Factory in Newcastle. Both exhibitions open in May 2022 and will run beyond the event.

In the application form you will be asked if you are interested in taking part in either/both these exhibitions. After the open studios selection is made, Upland will send out more information to those interested and will curate these exhibitions with the gallery partners. Being selected for Spring Fling does not mean you will automatically be selected for the exhibition you have shown interest in however, these will be curated based on their brief.

// What planning is in place to mitigate COVID-19 and will refund be given?

Upland is developing contingency planning as well as looking into event insurance for the 2022 event. Decisions on this will be made in line with our Event Cancellation Policy and Framework 2022. This is available to view on the Spring Fling page on the Upland website. If you have any queries about this, please contact Joanna Jones – joanna@weareupland.com

The following is an extract from this policy and refers to events insurance and refunds:

The Government are currently working on making event insurance available and Upland will seek to take out a policy for Spring Fling 2022, once it becomes available. This may mean that full or partial refunds may be available should the event need to be cancelled due to Government restrictions. However, Upland must stress that currently, no refunds of participation fees will be given once paid. This is due to the fact that the funds will be committed to all other Spring Fling contracts, for example marketing, website, brochures and staff time. Participants paying fees do so in the understanding that fees cannot be refunded in the event of cancellation or changes to the event. Participants are encouraged to have their own event insurance to cover their participation in the event.

// 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 taking part in the event when submitting their application. By submitting your application, you agree to these terms. These are as follows.

In order to submit their application, all applicants must tick that they have read, understood and agree to the terms outlined below.

- to take part in Spring Fling Open Studios 2022. Once my application has been selected, I understand I have committed to the event. Only under special circumstances will the participation fee be waived if I pull out after this point.
- I acknowledge that although Upland is seeking insurance for Spring Fling 2022, that this is not guaranteed. Therefore, in submitting my application I do so knowing the event may not be covered and should the event be cancelled due to COVID-19, I may not receive a refund.
- to be present, whether as sole occupant or sharing a studio/workshop/temporary Spring Fling space, during the weekend opening times (10.30–5.30) at all times (the public come to meet you as much as to see your work).
- to have Public Liability Insurance for the duration of Spring Fling 2-5 June 2022 and acknowledge that Upland cannot be held responsible for any accidents occurring on your premises during the event.
- 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 brochures, digital 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 any Scottish Governments COVID-19 regulations relevant at the time.

- to comply with any and all COVID-19 Guidance presented by Upland, should this be necessary.
- if not already a member, to pay £30 to become an Upland Professional Member by Midnight (11.59pm) on Sunday 28th November 2021.
- to pay the participation fee of £250 (or £180 if offered the Step-up Bursary) by Midnight (11.59pm) on Sunday 28th November 2021, unless an agreement is made with Upland to pay in instalments.
- to submit the information required for the event brochure and virtual studio no later than Midnight (11.59pm) on Sunday 28th November 2021 (a request for information will be sent to successful applicants after selection).
- to complete the Spring Fling 2022 participants' evaluation by Midnight (11.59pm) on Sunday 3rd July 2022 (more information will be sent to successful applicants in May/June 2022).
- 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 2022 and Upland projects until the end of my membership.

If successful, all participants will be required to sign an electronic version of this (Participants Agreement) by Midnight (11.59pm) on Sunday 28th November 2021.

// How much does it cost to apply and take part?

Each application must be accompanied with a £15 non-refundable application fee. This will be paid electronically when you submit your application.

If your application is successful, you will be required to become a member of Upland which costs £30.00 per year by Sunday 28th November 2021.

For D&G Artists / Makers, Neighbours, Springbacks - The participation fee will be £250. Total fee including Membership and application fee is £295.

Please note, if you are applying as a Neighbour or Springback and need a venue, Spring Fling will help you in arranging your venues. Although in most cases the venues will be available for free, e.g. sharing a local artist's studio etc., if there is a cost, you will be obliged to pay for this.

For Step Up Bursary Artists (and successful New Graduates) - The participation fee will be £180. Total fee including Membership and application fee is £225.

All participants must pay their participation fee and membership fee by Sunday 28th November 2021. In special circumstances, participants may pay the fee in two instalments - 50% fee and membership by Sunday 28th November 2021 and 50% before Monday 31st January 2022. This must be agreed in writing with a member of staff at Upland before the end of November 2021.

// Are there any reduced fees?

Supported by the Barfil Charitable Trust, Spring Fling will offer a limited number of **bursaries to reduce the standard participation fee** (£250 reduced to £180) for artists and makers who are in need of financial aid due to them just starting out, because of geographical reasons, or due to the nature of their work. Priority will be given to

new applicants and those who have not taken part in the last two years. Criteria for applicants in this category can be found in 'What criteria are applications assessed on?' section above.

// 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.

This form will be sent to you before SF2022 and is due to be completed no later than Sunday 2nd July 2022.

// 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, by offering advice sessions and by encouraging applicants to make contact with any queries.

Advice Sessions

Each year we present advice sessions for Upland members and potential new members to come and discuss any projects, funding, support they need, Spring Fling application advice etc. This year, these will be done remotely via Zoom. Sessions will be 30 minutes in duration and will be booked in advance. More information on this will be put out soon. If you want to express interest in booking a slot, contact Joanna on the email address below.

You can also contact Joanna Jones for anything to do with Spring Fling Open Studios.

Please note, Joanna will not be available between from 8-17 October so please make sure you contact Joanna with any questions before this period and do not leave it till the last week of applications being open.

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. We will then follow this with a further information and request that you give us your information for the Spring Fling brochure and your virtual studio. This information, and your fee payment, is due back to us **no later than Sunday 28th November 2021**.

This will be in the form of an online form. You will be requested the following information (we have detailed it here so selected applicants can be prepared):

- Spring Fling Brochure
 - Brochure statement
 - Directions to studio
 - Recommendations (e.g. places to eat and local sites of interest)
 - Friends offers
 - Facilities on offer
 - Marketing information – numbers of brochures / signage required

- Virtual Studio
 - Images of your studio, work in progress, tools and materials
 - Information on how you make your work, what tools you use
 - A video of you and your work (if you have one – should be on your own Vimeo/YouTube and link should be provided)

- Signed Participants agreement
- Total participation fee and Upland membership fee (unless paying in agreed instalments)

Please contact Joanna Jones, Assistant Director with any queries.
T: 07787 299487 or E: joanna@weareupland.com