

## **Institute of Contemporary Interdisciplinary Arts (ICIA)**

### **Support of student led arts activities at the University of Bath**

#### **1. Guidelines & Policy**

The Institute of Contemporary Interdisciplinary Arts (ICIA) offers support to student led arts *activities* rather than self-defining arts *societies*. In keeping with the University of Bath's Students' Union (BUSU) policy, this ensures the encouragement of the widest possible participation of members in a broad range of activities and services, and provides opportunities for them to develop their skills and abilities.

In accordance with BUSU policy (Societies Capping and Code of Conduct), any group requesting support from ICIA in the arrangement of arts activities must be affiliated to BUSU.

BUSU societies must agree to act responsibly and abide by the code of conduct and constitution that governs them and by requesting support from ICIA agree to adhere to ICIA's own policies which relate to the University's overall constitution and guidelines.

#### **2. Who is ICIA's support available to?**

ICIA aims to offer practical support and advice to any student society affiliated to BUSU where the central aim of an activity is the encouragement of participation in the arts. This will include areas such as theatre, music, media, movement, dance, creative writing and visual arts; often focused, although not limited to, the organisation of a final performance or exhibition.

ICIA also offers support to larger joint ICIA and BUSU events promoting the overall 'arts on campus' brand and fundraising activity for the University's planned Interdisciplinary Arts Complex.

This definition is not exhaustive. Therefore any BUSU society involved in the organisation of an activity they perceive to be arts-related may approach ICIA stating valid reasons which proves their activity to be arts related. It is then at the discretion of ICIA whether the support detailed below can be made available for that particular activity.

#### **3. Support on Offer**

ICIA will not automatically support societies or activities, even where there has been an actual or perceived past agreement or understanding. No favouritism will be shown. Any society wishing to take advantage of an element of ICIA's support must initially approach ICIA's Student Liaison and Marketing Co-ordinator who, in conjunction with the SU's Vice President for Activities and Development, will subsequently deal with any stated requirements.

ICIA can offer a wide range of advice and support in the following areas:

##### **a) Society Development and Training**

- Setting appropriate artistic aims and objectives for the year;

- Provision of an arts activity workshop budget available via application (available as of 1 Jan 08);
- Advice regarding potential funding sources;
- Training opportunities in conjunction with BUSU's 'Sorted' sessions to society committee members on Marketing & Press, Event Management, Front of House and Health & Safety;
- Support and advice on new projects and ideas;
- Discounts to society members attending professional performances arranged by ICIA;
- Provision of ICIA personnel to support the direction of performance pieces and leadership of workshops where appropriate, or information and advice on alternatives where the activity does not fall within the area of expertise of ICIA personnel;
- Provision of professional tuition at a subsidised rate through ICIA classes and workshops.

#### **b) Event Management**

- Programming of student rehearsals, performances and events into the appropriate ICIA art spaces;
- Advice on performance and rehearsal spaces off campus;
- Advice on choice of productions, repertoire, exhibitions and other events;
- Provision of an alcohol license for events held in the ICIA Arts Theatre;
- Provision of a professional Box Office service for events advertised in the ICIA brochure;
- Provision of a fully trained House Manager for events advertised in the ICIA brochure;
- Payment of the ICIA Arts Theatre Performing Rights Society annual fee.

#### **c) Marketing**

- Proofing of publicity by ICIA and SU Marketing Departments;
- Assisting with the compilation of society information for the ICIA brochure, website and e-bulletin, the University of Bath intranet, campus e-bulletins and external press event listings;
- Provision of design consultation with the ICIA Designer for publicity materials;
- Provision of design time from the ICIA Designer;
- Box office over-printing of publicity materials;
- Advice on the cost and payment of print and other advertising materials;
- Provision of on-campus print distribution to ICIA managed sites
- Provision of other on-campus and city-based distribution lists;
- Advice on other marketing strategies, with particular emphasis on new technologies;
- Advice on the writing and distribution of press releases.