

COASTArts

Policy for the Control and Monitoring of Private Benefits

This policy should be read in conjunction with CASALF's Constitution dated 12th July 2012. Its purpose is to ensure that any private benefits (to Artists and Trustees) that may arise from the activities of CASALF (hereafter known as "the Charity") will not outweigh, and are legitimately incidental to, its charitable objects:

- (1) To advance the education of the public in the subject of visual and performance art in all its forms including literature, film, theatre, music, sculpture, dance, painting, printmaking, photography, craft.
- (2) To promote art for the benefit of the public by the establishment and maintenance of an arts festival.

This policy is required because, in fulfilment of its objects, the Charity's work additionally:

1. Provides a platform for Artists to exhibit/perform their own work
2. Employs Artists to facilitate workshops and/or perform at events
3. Promotes the work of Artists
4. Engages the services of its Trustees and Co-opted Members

The following procedures are in place to control and monitor private benefits when the Charity:

1. Provides a platform for Artists to exhibit/perform their own work

- i) Artists wishing to exhibit/perform their own work will be required to complete the Call for Submissions (the "Call") and pay a handling fee, with NO exceptions.
- ii) The terms and conditions of the Call will be reviewed annually by the Charity's Trustees; as will the deadline and handling fee.
- iii) The terms and conditions will clearly state that:
 - No submission will be considered outside the deadline, without payment of the handling fee, or where funding from the Charity is requested.
 - Artists are required to take FULL responsibility for all aspects of their exhibition including: booking venues, insurance, security and stewarding, health & safety/ risk assessments, delivery and installation, provision of materials, publicity & promotion, and signage.
 - Artists are required to invigilate exhibitions and talk to the public about their work and creative processes.
 - The Charity will, where appropriate, provide a pack containing CASALF promo items which are expected to be displayed by the Artist at exhibitions/events.
- iv) All submissions will be considered first by the Charity's Programming Group. This will comprise a minimum of 4 members (including at least 2 Trustees) who, as practising local artists and/or specialists in education and community outreach/ development, are deemed qualified by the Charity to make informed decisions.
- v) The Programming Group will assess submissions against the objects and consider:
 - **Artistic Merit:** by reviewing work to date (from visuals/recordings, professional recommendation/s, and CVs etc).

- **Educational Merit:** by assessing the applicants' potential for facilitating inclusion, encouraging participation, and providing broad public benefit (in terms of subject matter, access, local relevance/interest, affordability, etc).

vi) The Programming Group will make recommendations to the Charity's Trustees, who will ratify decisions in order to represent best creative practice and achieve a balanced cultural programme with the widest possible public benefit.

2. Employs Artists to facilitate workshops and/or perform at events

- The Charity may elect to employ/pay Artists to facilitate workshops and/or perform at its events, where the Artists' involvement furthers the Charity's objects.
- Payments to Artists will not exceed recommendations or rates advised by e.g. Arts Council England, PRS, and/or other industry specialists available at the time.
- Wherever possible, the Charity will seek an agreement based on a favourable percentage of box office/ticket sales.
- In all cases, the Charity will assess invitees against its objects and consider artistic and educational merit to be paramount – see 1 v) above.

3. Promotes the work of Artists

By exhibiting or performing at the Charity's events, Artists may incidentally benefit economically from increased exposure and/or sales. Although the Charity will endeavour to promote the event, this will be in furtherance of its objects, and is not intended to provide an audience/customers for the Artist. In order to ensure that these ancillary benefits do not outweigh the Charity's objects, the Charity expects all Artists to:

- Submit an evaluation which documents visitor numbers and all sales.
- Pay the Charity a commission on sales to be reviewed annually by the Charity's Trustees.
- Invigilate exhibitions and talk to the public about their work and creative processes.

The Charity may not in any other way provide direct financial support or private benefits to Artists.

4. Engages the services of its Trustees and Co-opted Members

The Charity has no paid staff and relies entirely on the voluntary contributions of its Trustees and Co-opted Members. The Charity may however elect to engage the services of its Trustees and Co-opted Members provided:

- The services are entirely necessary for the Charity to meet its objects.
- The services required go above and beyond any that could be reasonably expected of a voluntary Trustee or Co-opted Member because they require a very large time commitment and/or specialist skills e.g. financial management, fundraising, marketing and website development.
- The Trustee or Co-opted Member is the most appropriate person to provide the services by virtue of qualifications, knowledge, experience, skills, and track record.
- The Trustees have adequately considered the pros and cons of engaging someone who is not a Trustee or Co-opted Member to provide services.

Where Trustees or Co-opted Members are engaged to provide services, the Charity will:

- Evaluate payment terms and conditions on an annual basis.
- Issue a letters of engagement which clearly state expectations and responsibilities, and provide all parties with a point of reference to enable impartial review by the Trustees.
- Require the Trustee or Co-opted Member in question to absent him/herself from the discussion and abstain from the vote.