

Community Artists Brief: Celebration in Silk

Summary

The Cranborne Chase and Chalke Valley (Chase and Chalke) Landscape Partnership (CCLP) is an exciting National Lottery Heritage Fund (HF) scheme that will enable a wide range of people to engage with the historic, natural and cultural heritage of the area. The scheme will deliver a suite of projects that will increase the conservation value and enjoyment of the area and tackle the key threats to its character. Started in late 2019, it will run until Spring 2024: www.ccwwdaonb.org.uk

A number of creative arts projects have been incorporated into the cultural heritage element of this work. We are currently seeking to engage community artists/a community arts company to develop and lead on a project to engage schools and community groups in the production of vibrant silk flags that reflect the heritage, landscape, biodiversity, people and stories of the CCLP area. These flags will then be used throughout the life of the Landscape Partnership scheme at a range of activities and events, and beyond the end of the scheme by schools and communities. A crucial element of this work is to train local artists in the techniques used to make the flags.

Those wishing to undertake this work should be aware that there is an indicative budget for this work of no more than £16,650 (excluding VAT). Please note this includes artists' fees, artists' travel, and all materials.

Specific details about the role of the community artist can be found in Section 2 of this brief. **Please note the deadline for receipt of tenders is 23rd March 2020.**

1 Introduction

1.1 Cranborne Chase Landscape Partnership

Landscape Partnerships are a National Lottery Heritage Fund (HF) grant programme for the conservation and enjoyment of areas of distinctive landscape character. Cranborne Chase Area of Outstanding Natural Beauty (AONB) as lead partner was successful in its bid to the HF for the Chase and Chalke Landscape Partnership scheme.

Funding has been secured to help deliver an exciting suite of 20 projects that will improve the conservation value and enjoyment of the area and tackle the key threats to its character, running from late 2019 to spring 2024.

In addition to making actual improvements to the landscape and the built heritage features of the scheme area, our bid is focused on reinforcing the emotional and physical connection of local people with the landscape of the Cranborne Chase and the Chalke Valley, engaging with the many people and communities that live within and around the chalk downland and chalk river valley. The aim is that as a result of this scheme, more people will be able to enjoy this special landscape and become actively involved in its conservation and its future management.

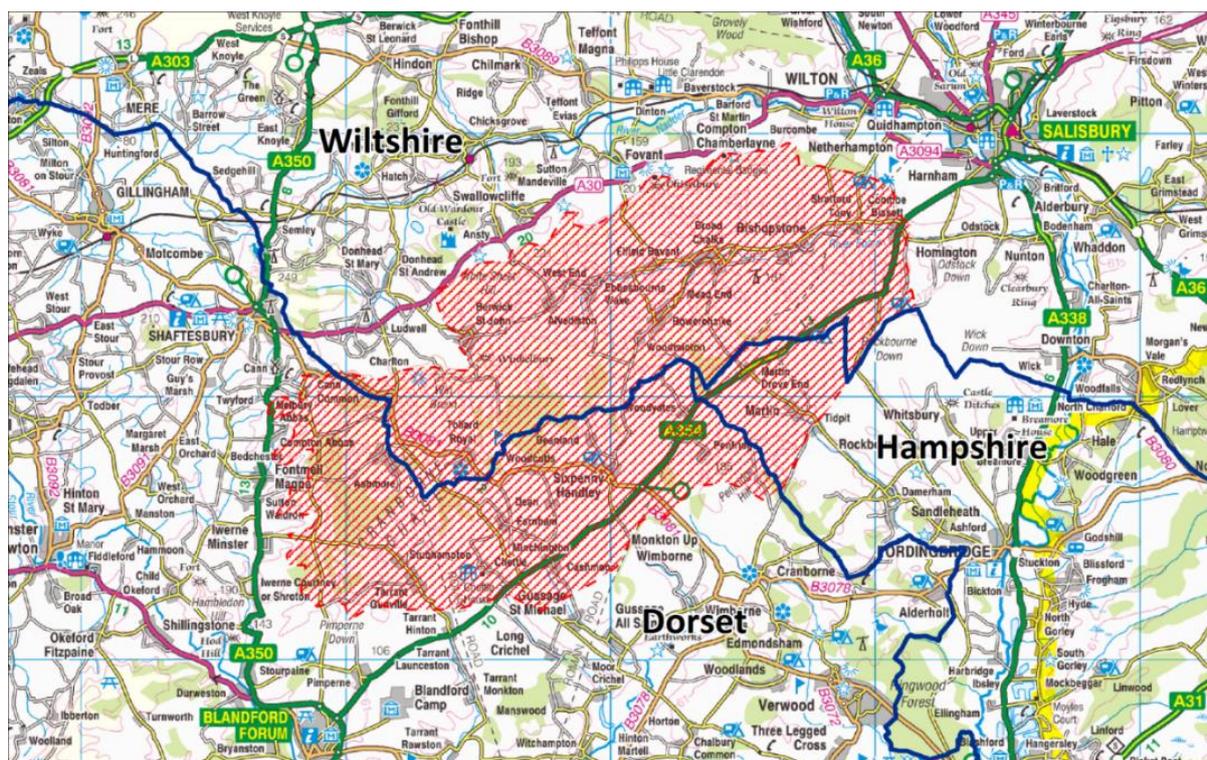
1.2 The Cranborne Chase Landscape Partnership Area

Celebrated by artists, archaeologists, scholars and writers, the name 'Cranborne Chase' evokes an ancient landscape with a rich patina of stunning, interrelated natural, built and

cultural assets. The Cranborne Chase has retained a specific, identifiable and unique landscape founded on its historic origins.

The Chase and Chalke Landscape Partnership scheme focuses on the traditional heart of the Cranborne Chase, the Medieval royal hunting ground and the chalk river valley to the north of it known locally as the Chalke Valley. There have always been historical, natural and social links between the Chalke Valley and the downland of the Chase which the LP scheme will explore and reinforce. Historic Medieval parishes in this area provided a slice of river bottom, valley sides and open downland grazing beyond. People have traditionally worked and travelled across the valley onto the downland areas as well as along the valley bottoms, a story which continues today.

This historic borderland, where the ancient shire boundaries of Dorset, Hampshire and Wiltshire coincide was protected by special hunting laws which were not dissolved until 1829. This has led to the high level of survival of Medieval land use patterns, woodland archaeology and a wealth of archaeological sites including important Prehistoric, Roman and Saxon features in addition to key habitats, noticeably ancient woodland, chalk streams and lowland calcareous grassland. Located in southwest England, the LP area lies within the extensive chalk landscapes that stretch north-eastwards from the Dorset coast to Salisbury. It is dominated by four distinct but interrelated chalk landscape character types: the unusual wooded chalk downland of the Cranborne Chase; dramatic chalk escarpments; open chalk downland and a charming chalk river valley.



Location of Cranborne Chase Landscape Partnership

1.3 Landscape Partnership - Lead Body and Partners

A partnership was formed to help develop the HF bid and it will now help to deliver the CCLP scheme. The process has already brought together organisations and groups that do not normally work together and we are happy to develop this further to achieve our aspirations and provide a long-term legacy for this landscape. The Cranborne Chase Area of Outstanding Natural Beauty (AONB) is the leader partner.

1.4 Timescale

The Community Artists appointed to complete the individual strategies and plans will be required to develop a programme of work using the timescale framework indicated in the table below. The timetable will be subject to confirmation at an inception meeting with appointed Artists.

Table 1: Draft Activity Plan

Activity	Start	End	Who will lead
Send out Community Artists brief	28 th February 2020	23 th March 2020	LP staff
Appoint Community Artists	6 th April 2020		LP staff
Project planning with Artists	April 2020	20 th May 2020	LP staff/Community Artists
Mentoring of local artists	April 2020	30 th May 2020	Community Artist
Induction and design workshops with community	1 st June 2020	31 st July 2020	Community Artist
Final design and preparation	1 st August 2020	Sept 2020	Community Artist/volunteer artists
Community flag painting workshops	6 th June 2020	4 th Sept 2020	Community Artist
Flags completed and ready for use	7 th Sept 2020 16 th October	(3 flags) (7 flags)	Community Artist
Evaluation	30 th Oct 2020		Community Artist/LP staff

2 Community Artists brief

2.1 Background

The Cultural Heritage programme forms one element of the CCLP scheme, the other elements being the Natural Heritage and Historic Heritage programmes. The creative arts projects within it will offer new, high quality opportunities to engage in visual arts, music, writing and poetry, craft and performance to creatively explore the heritage of the LP area. Creative outcomes and learning will be presented through large and small-scale events and performances, festivals and exhibitions and shared widely online through a linked marketing strategy.

To ensure a creative legacy beyond the life of the project, the creative arts projects aims to work with local artists and arts organisations, and where possible, include mentoring and training opportunities. Artists and arts organisations have been consulted in the creation of this programme and the Cranborne Chase AONB is keen to build networks and relations with local providers throughout the life of the scheme. Volunteer opportunities are built in to projects.

Other creative arts projects that form part of the Cultural Heritage programme include:

- Walking Festival
- Artists Residencies
- Words of the Landscape
- Voices in the Landscape
- Celebration of the Dorset Cursus
- Oral Histories
- Cranborne Chase Characters
- End of Scheme Celebration

The creative arts projects will add value to other strands within the LP programme and link to many of the other projects within the scheme.

The aims of the cultural heritage programme are to:

- Raise awareness, explore and celebrate the richness and significance of the area's physical, natural and cultural heritage to support the management, enjoyment and protection of the CCLPS into the future.
- Build aspirations and connections for the future through delivering an ambitious, high quality, multi-artform, connected programme that will appeal to a wide audience.
- Increase the numbers of people positively engaging with the area, whether as audiences, participants or volunteers, through delivering a full and varied programme of accessible, participatory opportunities for communities, developing personal and creative skills, and increasing awareness of the areas heritage significance.

2.2 Scope of brief

The Silk Flags Projects forms one element of an ambitious Cultural Heritage programme within the LP scheme.

Local communities and schools will work with a Community Artist or Community Arts Company to design and make ten large silk batik flags. Five local artists will be mentored through the project. This will not only support the artists' professional development but will provide the means to deliver similar projects in the future.

The project will start with mentoring days for the local artists and introductory workshops will be held with members of community groups and schools to tell them about the project and explain its approach. The workshop will start to

generate ideas and content for the flags through story-sharing and identifying what makes the area and the landscape special. Drawings and stories from this phase will then be worked up in to ten flag designs by the chosen Community Artist and the local artists.

The silk batik process is participatory from start to finish. The design process will be followed by the waxing and painting of the designs on to the flags which will be done in local venues. Participants contribute fully throughout the process and as a result they will gain ownership and pride in their flags.

The flags will professionally steamed, cleaned and sewn ready for the Walking Festival and other Chase and Chalke events.

As part of the 2020 Walking Festival, 18th - 22nd September, ten walks will be curated. It is anticipated that at least five of the ten flags will be completed ready for the Walking Festival, which will include a gathering of the flags in a selected location, bringing together the artworks and those involved in their creation.

2.3 Objectives of brief

This project should aim to meet the following CCLP scheme outcomes:

- People, communities and businesses currently disconnected from the landscape supported to build a relationship and value it more highly
- People having a stronger sense of place, better experiences, they understand and value the landscape, together with the benefits it provides
- People have gained key skills & knowledge relevant to our landscape & heritage
- People actively participating in initiatives, acting as advocates for the importance of this landscape, playing a positive role in caring and valuing it

2.4 Outputs

- Successful delivery of workshops to create ideas and paint the silk flags x 10 community/school groups
- Local artists/group x 5 leaders mentored
- 10 x large (4m) silk flags representing the heritage, landscape, biodiversity, people and stories of the CCLP area
- 5 of these flags to be completed ready for the 2020 Walking Festival (18-22nd September) and the remainder by mid-October for use at future Scheme events.

2.5 Project Constraints

A number of constraints to the development have been identified:

- Set project budget
- Timetabled at the beginning of the LP scheme so that the resulting flags can be used throughout for other projects
- No sub-contracting of work without express permission of the CCLP Programme Manager, the AONB Director or her authorised officer

2.6 Target Audience

It has been recognised that the delivery of a Landscape Partnership Scheme will present significant opportunities to engage with different audiences especially the urban populations of Salisbury, Shaftesbury, Blandford Forum, Tisbury and Wimborne. There is also an overall desire for this scheme to be focussed on people and communities who do not yet benefit from the range of opportunities that exist through their physical proximity to an AONB.

The focus will be on raising awareness, interest, engagement and ultimately a strong personal connection with the Chase and Chalke LP area. Participants and audiences will want to share their experiences with their families, friends and networks thus encouraging a greater appreciation and understanding of the CCLP area through local advocacy.

Responding to the findings of the Audience Development Plan, the creative projects aim to turn 'neighbours that don't know' in to 'neighbours that know' and 'visitors by chance' in to 'visitors by design' and 'locals not engaged' in to 'locals engaged'.

The programme aims to provide opportunities for all sections of the community to participate, from school children to adults.

Wider audiences will be reached through a linked Marketing Strategy and the creative processes and outcomes and opportunities will be shared widely through a range of online platforms, as well as through articles in local and specialist publications.

2.7 Project evaluation and monitoring

The client for this work is Chase and Chalke Landscape Partnership scheme (CCLP), which is hosted by Wiltshire Council. The CCLP Community Engagement Officers will manage this project and be the day-to-day contact for the successful applicant.

The successful applicant will agree a work programme with dates, deadlines and evaluation plan with the Project Officer. Payments will be made on completion of milestones. Reviews will be built in to ensure the work is on track and, if not, to make adjustments as required. CCLP has an external evaluator in place: the successful applicant will need to evaluate their work in keeping with our evaluation plan.

The successful applicant, if they are a group, will state a named person/team who will deliver the contract. The successful applicant will provide timely progress reports to the Project Officer via email or other appropriate channel of communication. They will attend meetings as necessary with CCLP project staff and any associated individuals or groups. Communications with CCLP need to be clear and regular.

3 Budget

Those wishing to bid for this work should be aware that there is an indicative budget for this work of no more than £16,650 (excluding VAT). This is based on a practical judgement that the work will include artists' fees (research and development, mentoring artists, community consultation and design workshops, design finalisation), materials (fabric, processing and finishing materials, poles) and artists' travel.

The decision to award the contract will be based on our assessment of the most economically advantageous tender. Tenders will be evaluated upon the following criteria:

Award Criteria Weighting

Price	30%
Technical specification/expertise. Outline of methodology and approach including engagement with others	55%
Past experience and contacts	10%
Understanding the Cranborne Chase LP area	5%
Total	100%

4 Tender Process and Next Steps

Activity	Due By
Send out to tender	28 th February 2020
Deadline for receipt of tender returns (17:00)	23rd March 2020
Review tenders, select contractor	Monday 30 th March 2020
Let Contract	Monday 6 th April 2020
Contractor Meeting	W/B 20 th April 2020

The tender return should include the following:

- Artists Statement, outlining experience and previous project examples with up to five images
- CVs for all proposed personnel carrying out the commission indicating relevant experience
- A Project Plan, describing how you would approach and respond to the Brief, including methods and how you will engage and inspire participants
- An explanation of each person's responsibilities and any sub-contracting parts of the work
- A fixed fee proposal, providing a cost breakdown together with details of what is included in the tender for basic expenses
- Details of staged payments
- The daily rate for the project staff
- The contact details of two professional references

- Insurance details: Minimum limit of Professional Indemnity Insurance is £1,000,000 and Public Liability Insurance is £5,000,000. Persons providing quotations who do not hold the required level of insurance cover may indicate the cost of obtaining this additional cover and this will be added to the total cost of the quoted price for comparison purposes

The tender documentation should be sent to the AONB Office no later than 5pm on **23rd March 2020**. Any documentation arriving after this time will not be accepted.

5 Programme Management and Contacts

Questions or requests for site visits

Please send all questions or requests for site visits to:

Chase and Chalke Community Engagement Officer

Tel: 01725 517417

Email: charlottemoreton@cranbornechase.org.uk

Tender documents

Tender documents should be sent:

By email to charlottemoreton@cranbornechase.org.uk

By post to Cranborne Chase AONB, Rushmore Farm, Tinkley Bottom, Tollard Royal, Wiltshire, SP5 5QA

Please mark all tender documents **Community Artists: Silk Flags Project**

6 Copyright and Confidentiality

While the copyright remains with the Community Artist, by participating in the project, the Artist agrees that Cranborne Chase AONB and the Chase and Chalke Landscape Partnership are free to use the images for publicity and marketing purposes. The Community Artist must clear the copyright for any images, illustrations or other material used.

The Community Artist may not distribute any information produced as part of the tender without prior consent from the Cranborne Chase AONB.