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COMMISSION BRIEF for - 2 x Creative Community Engagement Artists & 1 x Filmmaker

North East Lincolnshire Creativity Strategy: 'Creativity is Here: Sharing Our Stories'

OVERVIEW

Do you have a passion for arts, culture and heritage in Grimsby, Cleethorpes, Immingham and the surrounding area, with a desire to help shape the future of creativity in the area?

Are you an artist or filmmaker who loves working with communities and enabling people to have a say through creative activities?

Are you based in or do you have strong connections to North East Lincolnshire through work or family? If so, one of these opportunities could be perfect for you!

These commissions are part of the engagement and development of a 'Creativity Strategy' for North East Lincolnshire. They will be a way for local communities to engage with the strategy and in particular its key themes and ideas. The commissions will also be a way of testing some of the suggested approaches to demonstrate the impact creativity can have.

There are three separate roles available:

- **2 x Artists** specialising in creative community engagement
- **1 x Creative filmmaker** with a strong interest in working with artists and communities
- We are looking to commission artists to engage with communities across the area, please state in your application where you would like to focus your activity (e.g. Grimsby, Immingham, Cleethorpes, the wolds) and indicate if there are particular groups you would like to work with.

Fees:

- **Each ‘Artist specialising in creative community engagement’ fee is £2350 + VAT if applicable**
(Expected budget breakdown 7 days at c.£250 day rate + up to £600 materials and expenses budget).
- **Creative filmmaker fee is £1800 + VAT if applicable**
(Expected budget breakdown 6 days at £300 to include provision of equipment and all fees and expenses for filming and editing).

Timescale:

- Artist call out launched: Thursday 17th March
- **Deadline for responses: Monday 11th April, 12pm (noon)**
- Commission delivery period: May - June 2022

Contact: For any queries please contact frances@beam.uk.net, 07718 564 376

CONTEXT

Creativity Strategy:

North East Lincolnshire (NEL) Council appointed Beam in autumn 2021, to collaborate with stakeholders to shape a new vision for culture, arts and heritage across the borough, creating a five year Creativity Strategy which was approved by NELC in March 2022.

Following the announcement in 2021 of North East Lincolnshire as a Priority Place for Arts Council England investment, it was agreed that the current Cultural Strategy (2017) needed updating to reflect the significant strides that have been made in the borough in relation to culture, arts, heritage and creativity.

Since 2017, significant amounts of government and National Lottery money has been awarded for programmes such as Grimsby Creates Cultural Development Fund (CDF) programme, Heritage Action Zone, Cleethorpes Townscape Heritage Programme and Towns Fund programme. NEL is also an Area of Focus for the National Lottery Heritage Fund.

From detailed consultation with stakeholders a new ‘Creativity Strategy’ has been approved which will underpin the resurgence in creativity in the area. Beam is a cultural development organisation beam.uk.net. This work is funded by North East Lincolnshire Council, Arts Council England and the National Lottery Heritage Fund.

The new strategy explores: How to build leadership to champion the role of creativity across the borough; How to engage young people; How to celebrate North East Lincolnshire’s rich and varied heritage with a wider range of audiences.

In summary it's about bringing creativity into the lives of everyone in some form or another.

A new Creativity Board is currently being established to support the Council and guide the delivery of the Strategy by developing an Action Plan. We envisage that this newly appointed group will engage and offer support to the selected Artists as an early action of the new group.

What We Mean By Creativity:

When you ask people about creativity they have different views. It could be about: performances, carnivals, events, galleries, exhibitions, museums, historic buildings, workshops, classes, lessons, reading, writing, podcasts, filmmaking, television, crafts, food, drink, historic buildings, traditional skills, sport or many other things.

For the Creativity Strategy we consider it to be all these things and more. Creativity has the potential to be part of everyone's lives. It isn't something that should be separate or different, but a part of how we live our lives, how we approach our work, how we find enjoyment, earn a living, learn, express ourselves, enhance wellbeing, find solutions to problems, look at our past, build a sense of community, tell our stories, interact with others or grow as individuals.

THE COMMISSIONS

There are three commissions in total, two focusing on creative community engagement and one for creative filmmaking.

Creative Community Engagement:

The delivery of two, separate, artist-led creative engagement projects is an important step in engaging local people in a meaningful way with the Creativity Strategy. This should be in a creative and fun way, in order to help shape and test its key themes and direction before the development of an Action Plan in summer 2022.

Two separate artists or artist teams will be commissioned to deliver creative engagement activities with communities in different geographical areas (e.g. Grimsby, Cleethorpes, Immingham, the wolds), we will take an artist led approach and are *looking for artists to suggest areas and communities that they would like to work with in their application*. A key focus of each commission will be to explore what creativity means to people in the area.

Artists should have experience of successfully engaging with communities and may be working in a range of disciplines for example: visual arts, photography, sound, print, textiles, digital, illustration, installation, craft, multimedia etc. Artists should provide opportunities

for participatory activity for residents through these commissions as a stimulus for wider conversation and dialogue about creativity.

Aims:

- To creatively engage local people in a dialogue about creativity in North East Lincolnshire - raising awareness of the Creativity Strategy
- To integrate creative skills development and participation opportunities for local people into the process of the engagement activity
- To draw out the voice and opinions of the communities to feed into a collaborative film (*NB the film itself is produced as part of a separate commission*)

Outputs:

- In consultation with the steering group develop an engagement plan (to be signed off by the steering group prior to delivery commencing). The engagement plan should include who you will engage with, detail of the creative activity, venue, dates/ timings, how activity will be promoted (support for promotion can be offered by NEL Council Communications Team and Grimsby Creates), health and safety and risk assessment of activity (including any covid mitigation plans as required)
- Engage with a broad cross section of the community through delivery of drop in style creative activity (Approx. 3 days of engagement activity to be delivered). The activity should be delivered in line with current government guidance re Covid 19
- Creatively capture and record responses and provide content and reflections for the Creative filmmaker (a separate commission)
- Where possible links between the three appointed creatives and the communities with which they work will be facilitated by Beam to ensure a joined up approach

Creative Filmmaker:

A filmmaker will be commissioned to creatively document the process of each commission and record the feedback and observations coming directly from the community. They will also capture the artist's thoughts and reflections on their interactions with the community and help tell the story of creativity in North East Lincolnshire.

The outcomes of the engagement work will be recorded on film and shared to support the launch of the Creativity Strategy in summer 2022.

The work of the creative filmmaker is very much seen as a creative commission in its own right and we welcome applications from filmmakers who offer a creative approach.

Aims:

- To document the work of x2 Artists who will deliver creative engagement projects with communities. The work of the communities involved must be front and centre of the film and include both process and any outcomes of the commissions

- To draw out the voice of as broad a range of local people as possible in a dialogue about Creativity in North East Lincolnshire
- To work collaboratively with the appointed Artists and selected communities to show their shared experience of their projects

Outputs:

- The final film will be approx. 1.5/ 2 minutes (though longer if deemed appropriate) and will showcase both commissions.
 - In addition to the above film we would like 2 social media edits/ teasers (approx. 30 seconds each) about the work happening on each commission
 - A selection of stills photographs from each commission for use on web, social media and in print
 - The film will be shared with the participating communities and will be used on the NEL Council website, Grimsby Creates website, social media channels and will also be used as part of formal presentations given about Creativity in NEL to stakeholders
 - The final film will need subtitles and inclusion of key logos.
 - Locations and filming timings are to be agreed with the appointed film maker and artists/ participants when known.
 - We expect the appointed filmmaker to advise us on approaches to gaining the relevant permissions from subjects featured in the film and manage this process to ensure the appropriate consents are in place.
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PROCESS & TIMELINE

- A project steering group will guide these commissions and adopt a central role in artist selection, project development and in supporting delivery.
- They will take a strategic view of how the commissions come together as a wider body of work to support the development of the Creativity Strategy.
- We particularly welcome applications from Creatives who are based within the North East Lincolnshire area or who have a strong connection to, and understanding of, the area.

Activity	Date
Artist/ Film brief promoted	Thursday 17th March 2022
Deadline for applications	Monday 11th April 2022, 12pm (noon)
Shortlisted artist/ filmmaker interviews/ phone/ video calls as required	w/c 18 April 2022
Artists/ Filmmaker appointed and contracted	w/c 25 April 2022
Artists/ Filmmaker joint briefing	w/c 25 April 2022
Individual Artist/ Filmmaker planning meetings	w/c 2 May 2022
Artist/ Filmmaker project proposals developed and signed off by steering group	w/c 2 May 2022 - w/c 16 May 2022
Public announcement of appointed Artists	w/c 9 May 2022
Artist Commission delivery phase begins	w/c 30 May 2022 (half term)
Artist Commission delivery phase ends	by 17 June 2022
Documentation by filmmaker	Throughout May & June delivery period
Final film and social media edits signed off	w/c 20 June 2022
Evaluation meeting and completion	w/c 20 June 2022
Creativity Strategy launched and outcomes of commissions shared	Late June/ July 2022 TBC

FEES

- **Each ‘Artist specialising in creative community engagement’ fee is £2350 + VAT if applicable**
(Expected budget breakdown 7 days at £250 day rate + up to £600 materials and expenses budget).
 - **Creative filmmaker fee is £1800 + VAT if applicable**
(Expected budget breakdown 6 days at £300 to include provision of equipment and all fees and expenses).
 - *Payments to artists will be scheduled to align with specific milestones being achieved.*
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PERMISSIONS

All relevant Beam and North East Lincolnshire Council policies and procedures will apply to this commission and any related work. All work will be subject to relevant permissions prior to implementation.

HEALTH & SAFETY / CHILD PROTECTION

Beam's Health & Safety and Safeguarding Policies will be applied to this project as appropriate.

INSURANCE

The artist will be required to provide details of Public Liability and other relevant insurances as requested by the Project Steering Group on appointment.

COPYRIGHT

Copyright in the designs and work will be retained by the Artist in accordance with The Copyright Designs and Patents Act 1988.

OWNERSHIP

The ownership of any artwork produced by participants during the residency will remain with them, any artwork produced by the artist during the residency will be retained by North East Lincolnshire Council.

EQUAL OPPORTUNITIES

Beam and North East Lincolnshire Council is committed to building an organisation that makes full use of the talents, skills, experience, and different cultural perspectives available in a diverse society. The aim of our policy is to ensure that at all stages of the recruitment, selection and employment process (including artist selection processes) we consider all applicants in a fair and considered manner so that the most appropriate person is selected, regardless of age, ethnicity, disability, gender, marital or family status, religious belief or sexual orientation.

Beam and North East Lincolnshire Council Equal Opportunities Policies will be applied to this commission.

CREATIVITY STRATEGY

The appointed artists / filmmakers will be provided with a copy of the draft Creativity Strategy and given a full briefing. This will provide further context to the approach to be taken in North East Lincolnshire, the ambitions, priorities and opportunities for creativity.

HOW TO APPLY

Deadline for applications: Monday 11th April 2022, 12pm, noon

Your proposal should be made by email to frances@beam.uk.net and include all of the following:

- **Contact details:** Name, email, phone, web, social media accounts if applicable
- **Role applying for:** Please indicate if you are applying for one of the artist commission roles or the filmmaker role
- **A short written (max 2 sides of A4) or audio/ filmed statement (max 5 minutes) detailing:**
 - Why you are interested in this opportunity;
 - Reference your relevant experience;
 - Creatively outline your initial response to the brief.
 - Tell us about your connection to the area and if you have a location preference/ any groups you would particularly like to work with.
 - Provide a rough budget breakdown and indicate if you are planning to subcontract the work or apply in collaboration with another creative (if applicable).
- **Up to 3 relevant examples** of your work, either weblinks or images with descriptions
- **X2 Referee contact details** (References will only be sought for the selected candidates before contracting)
- Completion of anonymous **Equality and Diversity Monitoring form** (this is not compulsory) via this link:
<https://docs.google.com/forms/d/1dzyorwfhfU4n2Dmr7vlyeWB0DA788jDr6BqPkh7b0/edit>

Access: Please contact us to discuss if you have specific access needs which mean that an alternative method of application is required.

Proposals will be appraised on the following:

- Quality of proposed approach & potential for engaging communities
- Artistic quality of previous work
- Ability to demonstrate previous relevant experience (*these may be transferable skills from previous work or education*)
- Ability to demonstrate relevant experience of delivering projects to brief, time and budget

CONTACT DETAILS

For all enquiries please contact –

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