



BEEE CREATIVE

Dance connections in Herts & Beds

PERFORM TRANSFORM ARTIST/PRACTITIONER COMMISSION BRIEF

January 2023 to July 2024

BEEE Creative exists to connect communities to cultural opportunities. We are looking for five enthusiastic dance artists/practitioners and five practitioners of different arts/disciplines, experienced in co-producing work and leading workshops for diverse community groups, to join us in a new heritage project that uncovers stories of local people.

We are keen to forge meaningful and lasting links with practitioners from a range of disciplines (including but not limited to dance, film, music, visual arts, digital arts or technology) locally in Watford, Stevenage, Hitchin, Letchworth and Royston and surrounding areas, who are interested in cross-discipline collaboration and how this creative exploration is a tool to engage local communities with heritage. This particular opportunity is about connecting with people who specialise in outreach, learning and participation, to support the delivery of our *PERFORM TRANSFORM* project – collaborating with community groups and museums. Selected practitioners/artists will work alongside the organisation, developing ideas for the new project that leads to a series of outreach residencies, open workshops and a final commissioned piece of work.

We are seeking proposals from artists/practitioners to work on this project.

Overview

PERFORM TRANSFORM will be a programme of heritage, arts and technology activities in Watford, Stevenage, Hitchin, Letchworth and Royston museums uncovering and sharing stories of local residents with two years of events, residencies and exhibitions in the community, museums and on new digital platforms.

PERFORM TRANSFORM offers an opportunity to bring together artists, our local museums and local communities to challenge the relationship between heritage and a sense of place and belonging. The mission of this project is to challenge inequality to cultural access and support members of our communities who experience disadvantage to overcome barriers to engagement and offer a programme with tangible skills development and improved sense of wellbeing.

We are looking to commission ten artists/practitioners - two artists working together at each of the five museums involved. Each collaborative team will make new exhibits, with communities, for the museum that reflect the stories of local people and will be responsible for shaping artist-run engagement programmes filling community and museum spaces with storytelling and creativity.

We are open to proposals from artists/practitioners who work in any medium but are interested in collaboration with dance, mixed disciplines and heritage. It is essential to demonstrate expertise in engagement with communities. We are open to applications from individual practitioners/artists who are happy to be paired up or, to receive a collaborative application (one dance artist and one artist/practitioner from another discipline).

Across the five museums and commissions, together we aim to engage 800 people in participation events plus an audience/visitors of 3,500 people from across Hertfordshire in heritage, 75% of whom will be new to the museums.



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Methodology

PERFORM TRANSFORM will explore the theme of 'transformation' from 2012 - 2022 bringing to life the rapid changes in our local towns (Watford, Stevenage, Hitchin, Letchworth, Royston) and the impact on people who live in them, how they interact with their museum/local heritage and with each other. It is a theme that gives local people a starting point for exploring museum collections and history of place and making comparison with their own lived experiences and memories. The project will question relevance of collections and museums spaces by giving space to gather stories of local individuals – events that made a meaningful changes in their life that is linked to the place or an object in the museum.

The framework of the project creates a collaborative and accountable space to engage communities in heritage by:

- Using arts, storytelling and technology activities as the toolkit to enthuse engagement and interpretation of heritage themes
- Encouraging tactile engagement with objects, to stimulate discussion and encourage individual responses to the theme to that individuals feel they have ownership of resulting outputs
- Using a new app as a way to celebrate communities' stories, museum collections and interpretations of heritage to the wider general public

We want to hear from artists/practitioners their proposed ideas for working with diverse and intergenerational communities using their artform and storytelling, plus any ideas for interdisciplinary work they would like to explore.

At this stage your proposal does not need to be finalised. We are more interested in hearing your initial ideas and how you would plan to develop and explore them with community groups. This can include new approaches you would like to try but must have evidence of experience or research and development. We will invite short listed artists/practitioners to discuss their ideas in more detail.

Selected artists/practitioner must:

- be flexible to work to evenings, weekends, during term-time and school holidays.
- be responsible for keeping all direct project costs for *PERFORM TRANSFORM* within the limits of an agreed budget.
- Insure all equipment in their possession and provide BEEE Creative copies of public liability and professional indemnity insurance, DBS status and unique tax paye reference/company legal status.
- At all times be committed to the BEEE Creative Safeguarding policy and hold an Enhanced DBS Certificate
- Adhere to all policies and procedures relating to Health and Safety in the workplace

Equipment: The successful applicant will be expected to provide their own equipment e.g. computers, electrical tools, cameras, artist tools and materials. You will be welcome to work in the museum and with agreement, to access objects in the collections.

Intellectual Property Rights: Artists will retain all rights to their artwork. Artists will need to agree with BEEE Creative to use the artworks for display and promotion at the museum and online and to promote the project.



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Deliverables

Co-creation should be the focus of the work. It should be intergenerational, have hybrid live/online delivery format and combines arts, storytelling and digital as tools to engage with and interpret heritage.

The roles include practical delivery of heritage, dance and cross-discipline work in local communities and museum settings, working with children, young people, families and adults.

Project Delivery

- Plan and deliver, in collaboration with BEEE Creative and one of the five museums (Watford, Letchworth, Stevenage, Royston and North Herts):
 - 3 storytelling workshops (supported by storyteller)
 - 2 outreach residencies with local community groups (5 sessions per group)
 - Create an activity resource for individuals to access from home
 - Lead 2 Mini Makes Workshops/Meet the Maker workshops (1 online/1 in person at museum)
 - Lead 2 online Open Make Workshops – supporting participants create their own work in response to the heritage theme/stories collected
 - Lead a 5-day residency with community groups at the museum to create an exhibit based on community stories
 - Produce and curate an exhibit at the museum that references and explores connection between museum collections and stories collected from local residents. This will be supported by BEEE Creative, a storyteller and museum teams.
- Use artistic skill and judgement in the final production and set up of the exhibit to be presented at 5 museums in a format suitable for the setting and in a format that can be presented on two new digital platforms with support from BEEE Creative and technology partner.
- Lead sessions that are suitable to the level of those taking part, being at all times inclusive and of sufficient quality to inspire and challenge the participants

Evaluation

- Fully participate in feedback and the evaluation process
- To undertake monitoring and evaluation of project work in accordance with the evaluation framework.
- To contribute to the marketing and publicity of the project through proactive social media activity.
- To attend meetings with the team as laid out in the schedule, relating to the planning, delivery and production of the project activities.
- Such other duties and responsibilities as required as appropriate to the post.

Participate in required training:

- Storytelling facilitation training
- Access training: EDI, audio description, Deaf awareness, intro to BSL, subtitling training



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Contract Management

Post:	Freelance Artist/Practitioner – <i>PERFORM TRANSFORM</i>
Company:	BEEE Creative CIO
Reporting to:	Director – BEEE Creative
Contract:	Freelance
Schedule:	January 2023 to July 2024
Fee:	Fees calculated on an individual practitioner basis depending on hours confirmed (guide: £30 per hour / £200 per day / approximately £4,000 per artist/practitioner). Accessibility needs can be arranged in addition to this award. The fee will be payable in monthly instalments, on receipt of an invoice and final payment on successful completion of all work and evaluation.
Hours:	Freelance
Location:	Either - Hitchin, Letchworth, Watford, Royston and Stevenage

Applicants for this role must be eligible to work legally in the United Kingdom. If you do not have the necessary permissions to do so, unfortunately we are unable to consider your application.

You will work at your own premises with some access to facilities at the museum. Some travel within Hertfordshire may be required in order to participate in key meetings and events.

Award Criteria

Proposals submitted will be reviewed by BEEE Creative and the five museums. The following criteria will be used when assessing the proposals:

1. Response to the brief - Artistic practice (40%)

To what the extent the proposal demonstrates the quality of previous work and experience of co-creation with communities

To what extent the methodologies proposed are appropriate to the requirements of the project

2. Engagement of audiences (25%)

The level of experience demonstrated for engaging with diverse audiences and proposed ideas for facilitating participation activity. Commitment to working locally in Hertfordshire.

3. Ability to work within a collaborative team (15%)

To what extent the proposal demonstrates experience of working in collaboration with others including: CV, experience, creativity and commitment. Also, how your proposal may align and work with others received.

4. Clarification Meeting (20%)

The meeting will clarify your ideas and approaches for the proposal.



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Submission of Proposal Process

Proposals (not exceeding 2 sides of A4) are invited from artists/practitioners for undertaking the work in which you:

- Introduce your practice in museums, galleries and other community spaces
- Describe three projects, works of art or events that you have produced within the last three years, which demonstrate your ability to engage audiences/visitors. Please provide digital links to these projects.
- Explain how you will ensure that the relationship between you or your company, the museum, the museum's partners and the audience thrives, to deliver a successful outcome to the project
- Introduce who is working alongside you (if relevant), and your expertise to deliver areas of the work you are responsible for.

In addition to your proposal, please provide or attach a CV for each team member which demonstrates their experience in working with a wide variety of partners.

The timeline is:

Proposal return deadline: 12 noon, Friday 25 November 2022

Clarification Meetings: week commencing 5 December 2022

BEEE Creative will notify applicants by email of our decision week commencing: 19 December 2022

Please send your proposal, supporting documents and links via email to Carrie Washington:

carrie@beee-creative.co.uk

Information on BEEE Creation CIO

BEEE Creative CIO supports projects that give people access to arts opportunities. That is:

- Strategic development of arts activities; setting up and managing courses and events that respond to community need – connecting people to new opportunities to get involved.
- Providing expertise to schools, organisations, cultural venues and community groups; advice, guidance and consultation that results in engagement of people in community arts activities.
- Advocacy of the benefits of arts in schools and communities by working with partners and wider arts infrastructures to bring arts activities to a broad range of communities.

BEEE Creative CIO delivers community arts projects. That is:

- Teaching and leading community arts projects that deliver a high quality learning experience; gaining new skills.
- Arts provision that leads to physical, social, intellectual and emotional wellbeing.
- Arts development; working with professionals across the sector to deliver varied opportunities.