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Project Filmmaker

Freelance contract for NLHF Rebuilding the Foundations: Gloucestershire's Museums

Contract Value: £2,500 inclusive of all expenses and excluding Valued Added Tax (VAT)

Contract Duration: September 2021 – mid-March 2022

Contract Management: South West Museum Development, Bristol Cultural and Creative Industries, Bristol City Council

Reporting To: The project team (lead contact: Anna Bryant, Project and Partnerships Coordinator)

In Brief

Rebuilding the Foundations: Gloucestershire's Museums focuses on securing a future for museums that is engaged, relevant and sustainable. It is a development journey for ten participant museums to critically examine and improve their approaches to audience development and volunteer involvement.

This tender is for a freelance filmmaker to record elements of this NLHF-funded project as a legacy resource for sharing learning and impact.

The project page for Rebuilding the Foundations: Gloucestershire's Museums provides a full overview of the project. We advise tenderers to read this before applying. southwestmuseums.org.uk/what-we-do/projects/rebuilding-the-foundations/

Client Background

South West Museum Development is one of nine Arts Council England regional Museum Development providers in England. South West Museum Development supports over 200 museums in, and working towards, the national Arts Council Accreditation scheme to be sustainable, focused and resilient organisations. We work in partnership with museums across the region to secure increased investment for the development and delivery of museum services through skills, training, projects, grants and in-depth advice and support. We operate via a network of county-level Museum Development Officers and regionally-working Thematic Officers who provide specialist support in audience development, collections care, digital engagement and sustainable volunteering.

About the Project

Rebuilding the Foundations: Gloucestershire's Museums focuses on securing a future for museums that is engaged, relevant and sustainable. It is a development journey to empower ten participant museums to build capacity, skills and confidence. These museums face fundamental challenges to their resilience which have been exacerbated and accelerated by Covid-19. Lack of audience diversity, over-reliance on an older volunteer workforce, dependence on the tourism market and a lack of fit-for-purpose systems to enable genuine widening of their audience and volunteering offers, have resulted in an increased distance between museums and their communities. This project will aid their recovery and increase their resilience by:

- developing the capacity of the volunteer workforce

- engaging with a broader audience who find themselves better reflected in the voluntary workforce,
- building expertise and confidence
- promoting the museums as unique parts of Gloucestershire's cultural landscape
- boosting successful cultural recovery by supporting the development of new practices in volunteering and audience development
- engaging with each other through peer networking, training and joint problem-solving

Participant Museums

Participant museums include large Local Authority, Independent, and small Town Council museums, with a range of paid or voluntary workforces, reflecting the distribution of these challenges across Gloucestershire's museum ecology.

Project Team Structure

The filmmaker's lead contact will be the Partnerships and Projects Coordinator. They will also liaise closely with the specialist consultants (audiences and volunteering) and SWMD officers (audiences and volunteering) in setting up filming opportunities.

Filming Timetable

Filming will begin in September 2021 and be completed by February 2022 at a final project meeting. The film should be complete by mid-March 2022.

- 23 September 2021 – filming at Peer Meeting of museums at Museum in the Park, Stroud.
- As required 1x filming session to capture online activity element of project. Details to be determined at the initial concept meeting.
- February 2022 – filming at final museums meeting of project, venue TBC in Gloucestershire
- Mid-January-Mid March 2022 – editing and incorporation of key graphics/animation from evaluation results.
- Mid-March 2022 - final review and production of film.

Contract Objectives

The following activities are required to be undertaken to support delivery of this contract:

- 1, Undertaking 1:1 interviews on the subject of the Key Messages with participants at September's Peer Meeting in Stroud, as well as general group networking shots and contextual museum B roll.
2. Filming celebrations of success at the final museums meeting of the project in February (venue in Gloucestershire). Interviews with individuals relevant to narrative.
3. Incorporation of key evaluation graphics/animations into the final film (graphics provided from designed end of project resource).
4. Creation of stills for use in other project communications.

Contract Outputs

A 3-4 minute film for South West Museum Development's website, hosting it on Vimeo as well as one or two shorter versions (c.45 seconds) for use on social media. We also require the film to be subtitled, therefore appropriate files will need to be supplied as part of the outputs. We would like c.10 stills to use in other project communications.

We are keen that this film communicates the Key Messages (see below) but is also engaging and interesting to watch for the target audience. Creative responses to the brief would be greatly appreciated, to ensure that the films are watched and shared with peers.

Key Messages to be Communicated

1. Ten museums understand their potential visitors and users and have prepared internally to focus outwards towards new audiences, partners and potential volunteers - this is the impact of Rebuilding the Foundations: Gloucestershire's museums.

Narrative arc demonstrating the project process that led to this (diagnosis; expert input; new thinking; new thinking leads to changed or improved working practices AND commitment to action to develop audience and volunteer involvement). The exact 'story' will be agreed at the first meeting with the commissioned film maker, but is likely to either:

follow one museum's journey through these stages

or

highlighting one theme (e.g. new ideas emerging for developing partnerships) through a focus on individual reflection and group discussion.

2. Value/impact of this process - evaluation 'headlines' - incorporated as graphic/vox pop soundbites/animation.

3. Briefly reference the role of SWMD - funding, commissioning, co-ordinating.

4. Briefly link to locality priorities - e.g., role of culture and heritage in wellbeing; 5 ways to wellbeing; developing a sense of connection to place.

Overall film narrative should help to reinforce the message that the project is boosting museum resilience and recovery through a focus on audiences and volunteering.

Target Audience

Museum sector funders and bodies, people working and volunteering in museums, Gloucestershire partners and stakeholders.

Brand

In addition to SWMD logo and branding guidance to be followed (to be supplied to the appointed contractor) this publicly funded project will require the inclusion of our funders' logos.

Reference Films

Here are links to other SWMD films, to give an idea of how others have approached capturing project work on film:

<https://southwestmuseums.org.uk/what-we-do/projects/young-devon-museum-volunteers/>

<https://southwestmuseums.org.uk/what-we-do/projects/swans/>

<https://southwestmuseums.org.uk/what-we-do/projects/raising-the-standard/>

Application Process and Fee

The contract is for 7 months from September 2021. The fee, including travel and expenses (excluding VAT), is **£2,500**. The appointed contractor is responsible for paying their own income tax and National Insurance contributions.

Proposals are invited from individuals or consultancies with:

Essential criteria

- A proven track record of professional filmmaking for sharing learning and impact
- A proven track record of interviewing a range of people on film
- A minimum of two examples of work of a similar scale

Desirable criteria

- Experience of filmmaking in a cultural heritage environment
- Ability to shape questions for interviewing that elicit the best response

Tenderers should submit a fully costed proposal by email **FAO Rebuilding the Foundations Project Team**, at museum.development@bristol.gov.uk no later than **5pm on Wednesday 11th August**.

Proposals should include:

- Evidence of relevant experience
- An outline of your proposed approach to this commission (max. 1000 words)
- A full fee breakdown including day rates of all personnel involved, travel and other expenses
- Referees
- Evidence of Professional Indemnity and Public Liability insurance up to £1m

We will shortlist against the published criteria by 5pm on Friday 13th August, **interview between 16th and 19th August or 23rd August (TBC)** and all applicants will be notified of the outcome of their application on Monday 23rd August.

An initial one hour online meeting between the project team and the appointed filmmaker is currently scheduled for Monday September 6th at time tbc (within 11am - 3pm).

We welcome any pre-response conversations that help you respond to the brief. Please contact the Project Team at museum.development@bristol.gov.uk