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Description automatically generatedCommon Ground

Lead Artist Commission

# Summary

Norfolk & Norwich Festival are delighted to offer this remarkable opportunity for an artistic company or collective to lead on the design and delivery of youth-led activity for the final year of the Common Ground project. We’re proud to have teamed up with nationally recognised heritage partners across East Anglia to create Common Ground, and can’t wait to see what the last year of this project will bring.

Lead Artist Commission: £34,800

Deadline for proposals: 10am Monday 7th February 2022.

# About Common Ground

Common Ground is ambitious and radical. We’re working to make heritage relevant and meaningful for young people of all backgrounds, challenge stereotypes and make the sector more inclusive. We know the term ‘heritage’ itself can be a bit off-putting to some young people, but really it’s all about stories – challenging existing narratives, and ensuring that going forward, *everyone’s* stories, past and present, are being told.

Young people are involved in every aspect of Common Ground from choosing what creative projects we run, which artists we commission, and of course taking part.

We are a Norfolk & Norwich Festival 250 project supported by The National Lottery Heritage Fund. We are proud to be delivering this project in partnership with [Colchester + Ipswich Museums](https://cimuseums.org.uk/), [Norfolk Wildlife Trust](https://www.norfolkwildlifetrust.org.uk/home), [National Trust](https://www.nationaltrust.org.uk/), [Prince’s Trust](https://www.princes-trust.org.uk/), [SHARE Museums East](http://www.sharemuseumseast.org.uk/), and [Suffolk Wildlife Trust](https://www.suffolkwildlifetrust.org/).

Find out more about Common Ground and the exciting projects delivered so far at [www.nnfcommonground.org.uk](http://www.nnfcommonground.org.uk).

# Youth-led

In Common Ground, we work with young people to create projects which make new heritage interpretation and inspire them to relate heritage to their own lives. This means young people will play a central role in the creation of the outcomes of Common Ground, from beginning to end. Staying open to and inviting young people’s ideas through the whole process will be key to achieving this successfully. We are looking for an artist who understands that their job is to help the young people make their ideas come to life and value them as collaborators. The young people involved should feel a clear sense of ownership and pride in what they make.

# The Brief

The Lead Artist will be an artistic company or collective who are skilled, knowledgeable and experienced in using their artistic practice for action research and community engagement. The Lead Artist will mentor and oversee a group of four local young Community Artists, appointed by Norfolk & Norwich Festival, to deliver youth-focused heritage activity.

There will be four Common Ground projects, one in each of the following locations:

* Carlton Marshes, Lowestoft (Suffolk Wildlife Trust)
* Flag Fen Archaeological Park, Peterborough (City Culture Peterborough)
* Roydon Common, King’s Lynn & West Norfolk (Norfolk Wildlife Trust)
* Peckover House & Gardens, Wisbech (The National Trust)

In each location the Lead Artist and two of the Community Artists will deliver a

* 1 day Heritage Hack Lab
* 1 week-long Place-Based Project

# Timeline

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Peterborough | Wisbech | Lowestoft | Kings Lynn |
|  | Flag Fen | Peckover House & Gardens | Carlton Marshes | Roydon Common / Holme Dunes |
| Feb | Lead Artist and 4 Community Artists Hired | | | |
| Mar | Plan Heritage Hack Labs | | | |
| Apr |  |  |  |  |
| May | Heritage Hack Lab at Flag Fen | Heritage Hack Lab at Peckover House | Heritage Hack Lab at Carlton Marshes | Heritage Hack Lab at Roydon Common |
| Jun | Write project brief | Write project brief | Write project brief | Write project brief |
| Jul | Place-Based Project | Place-Based Project | Place-Based Project | Place-Based Project |
| Aug |
| Sep | Regional Celebration Event curated by Leaders | | | |
| Oct | Common Ground Evaluation | | | |
| Nov |
| Dec |

## Heritage Hack Labs

Together the Lead Artist and two Community Artists will deliver each of four Heritage Hack Labs. Each Lab will take place at the heritage sites, drawing inspiration directly from its environment and cultural history. The Lead Artist should design an artistic experience which is the same or similar for each site, and which provokes a creative conversation with young people. The experience should be something which is a ‘selling point’ for young people to take part, engage them from day one, inspire them to generate ideas, and get young people at a point where they’re excited to take part/sign up to full project. Activities should be informative, active, artistic and creative. The Lead Artist will use the ideas generated in these Labs to inform the design of the Place-Based Projects and write a bespoke project brief that outlines how the activity will be delivered at each site.

The Heritage Hack Labs will be outwardly labelled as a ‘taster session’. They will provide a chance for young people to explore the site and meet some of the team you’re working with there, be introduced to the artists, and decide if it’s the right project for them. Our target is always to reach young people who otherwise would not visit a heritage site, and use creative tasks to gather their opinions so we can plan a project we know they’ll enjoy.

## Place-Based Projects

We don’t have a set agenda for how each week-long Place-Based Project should be delivered and it will be the role of the Lead Artist to outline in the project briefs how they would highlight the importance and uniqueness of the heritage site whilst letting young people lead the way.

The briefs might take into consideration:

* How to help young people discover the unique aspects of the site for themselves.
* How to teach young people creative skills and inspire their creativity.
* How to support the young people in leading what they would like to create and which stories they would like to tell.

All Common Ground activities should:

* Be accessible so that everyone is able to quickly take part.
* Encourage young people to stay and continue their involvement with the project.
* Be designed to be sensitive to the heritage site and offer a new way for young people to enjoy heritage.

During the Place-Based Projects the Lead Artist and Community Artists will run a series of workshops which provide young people with the skills to realise their ideas. We would expect the outcomes of the week to be a collection of small artistic interpretations created by the young people that they can feel a clear sense of ownership over. The final day of the Place-Based Project should celebrate what the young people have made and discuss their experience of taking part.

## Regional Celebration Event

Common Ground has a group called Common Ground Leaders, who are young professionals that volunteer their time to advise on Common Ground, make events happen, and take part in training and development opportunities. This group will be tasked with designing a regional event which celebrates all the great work that young people have done in Common Ground. This group is managed by the Common Ground staff, but we would like the Lead Artist and the Community Artists to facilitate a meeting with the Common Ground Leaders which helps them generate ideas, and make a collective decision on the event. The event will be in September and the Lead Artist will be expected to attend. The previous participants will also be invited to this, and the Leaders will need to consider how we can facilitate conversations between the groups.

## Mentorship, Planning and Training

The Lead Artist will bring together a team of four Community Artists that have been selected by the Common Ground team and young people. These will be local young artists, aged 18-25 years, with great potential to inspire other young people. The Lead Artist and these four Community Artists will form the creative team that deliver this year’s project activity. You will work together to establish a shared understanding of how to foster a safe space for youth voice and plan the activity for Heritage Hack Labs and Place-Based Projects. The Community Artists will be divided into pairs that work on two of the projects together.

The Lead Artist will provide any training and mentorship to the Community Artists which will enable them to confidently deliver elements of the project themselves and lead one day of the Place-Based Projects. They will involve the Community Artists in collaborative project planning and plan the Place-Based Project in collaboration with the Community Artists, Common Ground team and heritage partners. Each project will be defined by what the young people are most interested in and what their combined creativity can be inspired to make.

# Responsibilities

* The Lead Artist will work with two of the four Community Artists at each site to deliver one Heritage Hack Lab for 20 young people and one week-long project for 15 young people. They will be given additional support from Common Ground and the Heritage Partner to plan and deliver these.
* The Lead Artist will support the Community Artists to deliver elements of the project themselves, building up to the Community Artists running a whole day. The Lead Artist, Common Ground and Heritage Partner will support and add expertise to this.
* The Lead Artist will coordinate meetings and training with the Community Artists.
* Common Ground will work with the Lead Artist and Heritage partners to agree clear and achievable expectations for the projects including understanding of roles and responsibilities.
* The Lead Artist will work with young people to create small artistic interpretations that they can feel a clear sense of ownership over. Outputs should promote young people’s voice and highlight their perspective and interests in the heritage of the place.
* The Lead Artist will work in partnership with Common Ground, team partners, stakeholders and specifically the Evaluation Consultant to review project activity, ensure that we deliver high-quality artistic engagement in heritage and collect the appropriate data from participants. They will adapt and shape the project activity throughout the course of the contract in response to this evaluation.
* The Lead Artist will collaborate with the project partners on the production and sharing of content.
* The Lead Artist will facilitate a meeting with the Common Ground Leaders to support them to generate ideas for a Regional Celebration event which celebrates what young people have achieved through taking part in Common Ground.
* The Lead Artist will attend the Common Ground Regional Celebration Event.

# Timeline

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
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| Jul | Place-Based Project | Place-Based Project | Place-Based Project | Place-Based Project |
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| Oct | Common Ground Evaluation | | | |
| Nov |
| Dec |

# Budget

Total Fee: £34,800 plus VAT (if applicable)

Inclusive of:

* All artist fees for planning, design, delivery, and evaluation of Common Ground project activities.
* All equipment required to deliver the activities
* All artist travel and accommodation costs
* Administrative costs to the Lead Artist.

There is a small additional budget for basic materials such as stationary or art supplies, and we may be able to help source additional equipment, but our expectation is that Lead Artist provides the equipment required for their practice. Activities will take place onsite wherever possible, or at another partner venue as organised by Common Ground. Norfolk & Norwich Festival will provide logistical support and work with the Common Ground partners to recruit young people. Common Ground will provide food and transport for participants, as well as provision for any access needs they may have.

# Working with COVID-19

As regulations around Covid-19 change Norfolk & Norwich Festival will work with you to ensure the delivery remains safe for you, the participants and anyone else who comes into contact with the project. Through the planning of the activity we will work with you to identify contingencies which allow us to adapt delivery should restrictions tighten (such as another lockdown).

We reserve the right to take any action we think necessary to comply with Health & Safety legislation and current government guidelines about Covid-19. We will provide Covid-19 codes of conduct and risk assessments which you will be expected to abide by at all times. You will also be required to abide by any regulations set out by the heritage partners or their licence, including Covid-19 regulations.

# Who are we looking for?

We think the scale of this position requires an artistic company or collective rather than a single application.

The Lead Artist will need to have:

* High quality, relevant artistic practice
* An excellent track record of delivering inspiring, creative sessions that excite and engage young people aged 13-25 years
* Experience of mentoring young people aged 18 and above
* A strong collaborative attitude to your work, to create youth-led experiences and work with partners.
* A track record of working to highest standards of health and safety, equal opportunities, and safeguarding procedures relating to work with young and vulnerable people. The role will be subject to an Enhanced DBS check.

If you are experienced in supporting youth led practice and young people’s personal development and participation programmes, we would love to hear from you. Experience in working with young people from disadvantaged backgrounds and disabled young people is also desirable.

This is the ideal position for an organised, friendly artistic company or collective with experience of youth work practices in nurturing and artistic environments. We are looking for the artistic team to work in a collaborative way with a diverse group of young people. You should have a genuine passion for supporting young people and inspiring them to develop themselves.

Common Ground welcomes applicants from a wide mix of people because we want to work with people from a diverse range of backgrounds. This includes people who identify as disabled and people from diverse cultural backgrounds. Please note due to the geographical spread of the partner sites extensive travel will be a part of this role and not all of the sites are accessible via public transport. Some of the project sites may not be fully accessible to all, and we are really happy to discuss this in more detail. Please contact us via [commonground@nnfestival.org.uk](mailto:commonground@nnfestival.org.uk) if you have any queries on this.

We can’t wait to see what young people will do when an artist like you inspires them.

# Common Ground is about ‘Finding Out What Works’

Common Ground projects work through a continual process of exploration and learning. Being part of a Common Ground project is about contributing to this learning. To achieve long-term impact through the project we listen carefully to those involved, from participants to the partnership board, and refine the approach so we can share what we learn with our project partners and the heritage sector at large. Our evaluation has been designed to support experimentation, creativity and development of sustainable outcomes. To achieve our aims it requires all who are involved in the project to be open to this approach. As such, we want to work with artists who share this commitment to learning, have excellent listening and collaborative skills and demonstrate a desire to make an impact.

# More About Norfolk & Norwich Festival

Norfolk & Norwich Festival shares exceptional arts experiences across East England. We lead and support celebration, creativity and curiosity in our community to make our part of the world a great place to live, work and play.

Norfolk & Norwich Festival takes place in Norwich and around Norfolk for 17 days each May. The Festival programme encompasses many different artforms, it is contemporary, international and for everybody. The Festival is distinctive because we collaborate with artists – from down the road and around the world – to explore the unique physical and cultural identities of our place and to make art which is meaningful to the lives of our audiences.

Year-round Norfolk & Norwich Festival undertakes projects and initiatives – including Festival Bridge, Common Ground and Norfolk Open Studios – which extend our reach and influence across East England.

Our festival spirit, which guides the ways we work, is to be:

Creative We champion artistic excellence and value creativity in everyone.

Curious We explore and reflect the changing social and physical contexts in which we live.

Inclusive We are respectful of the diversity and difference of people and their views and values.

Collaborative We work with artists, communities, peers, partners and stakeholders to achieve common goals.

Strategic We balance artistic and social ambition with a sustainable business.

www.nnfestival.org.uk

# Application Form

If you think you’re the right company to lead this project, please complete the application form below. If you would prefer to submit your answers to the questions as a video you’re welcome to do so. Please send this alongside a completed Equal Opportunities Monitoring Form, to [**commonground@nnfestival.org.uk**](mailto:commonground@nnfestival.org.uk)with the subject line ‘Common Ground Lead Artist Proposal’. We must receive your proposal by 10am Monday 7th February 2022.

If you require the brief in large print or would like to submit in an alternative format please contact us at **commonground@nnfestival.org.uk** or call 01603 877750 to discuss your access requirements.

If you have a question about the commission or application process please don’t hesitate to email [**commonground@nnfestival.org.uk**](mailto:commonground@nnfestival.org.uk)

The information provided in this application will be treated in accordance with Norfolk & Norwich Festival’s Data Protection Policy.

## Interviews

We anticipate that interviews will take place on Wednesday 16th February 2022. Please advise us if you are unavailable on this date.

Applicants will be notified if they have been shortlisted for interview by 5pm on Friday 11th February. If you have not heard from us by this date, please assume that your application has been unsuccessful.

Section 1 - Artist Details

|  |  |
| --- | --- |
| Company Name |  |
| Lead contact & (optional) pronouns |  |
| Phone number |  |
| Email address |  |
| Address |  |
| Please provide up to 3 weblinks with examples of your work, each with a short description of how it relates to this commission. We are particularly interested in examples of your artistic work, previous work with young people, and any previous work with heritage you may have. | |
| Example 1 |  |
| Example 2 |  |
| Example 3 |  |
| What platforms do you use? Please provide your links and handles. | |
| Website |  |
| Facebook |  |
| Instagram |  |
| Twitter |  |
| TikTok |  |
| YouTube/Vimeo |  |
| Other Channels |  |
|  | |
| Please describe your company or collective (max 200 words) |  |

Section 2 – Proposal.

Please keep descriptions succinct and in clear and accessible language.

|  |
| --- |
| Briefly outline your practice and how you feel it relates to Common Ground? (500 words max) |
| What it is about the heritage sites and facilitating work with young people that interests you, and what previous experience do you have in this? (500 words max) |
| How do you approach working collaboratively with young people and how has this been shown to be effective? Please also discuss what you see as the typical challenges in working with 13-25 year olds, and how you overcome these? (500 words max) |
| What experience do you have in mentoring and training? (400 words max) |
| Please outline your initial ideas for the Heritage Hack Labs and what artistic experience you will include to engage with young people. Please also consider what creative tasks you might include to collect young people’s opinions on the heritage site and what their interests are. (500 words max) |
| What training and experience do you have in keeping young people safe e.g. first aid, safeguarding, risk assessment? (350 words max) |
| Please provide a short breakdown of how you intend to spend the budget. |