



Capability Brown Festival Brief for Appointment of A Film Consultant/Consultancy





Film Consultant/Consultancy: Capability Brown Festival

Contract delivery timeframe: November 2015– February 2016

1. Background

2016 marks the 300th anniversary of the birth of Capability Brown, a designer who changed the national landscape and created a style which has shaped people's picture of the quintessential English countryside. As the first ever celebration of Brown's extensive works, the Festival brings together a huge range of events, openings and exhibitions. New research and a full listing of his sites will help build knowledge about Brown and fix him at the forefront of modern thinking on design and management of the natural environment. Brown's sites will be made accessible for families, adults and urban audiences, and volunteers supported to increase their skills in site interpretation, guiding and writing. Artist, inventor, genius; Brown's work has already influenced many at home and abroad. The Festival will inspire new generations of visitors, participants and experts to leave a legacy of new information, skills and enthusiasm for landscape.

Full details of the project can be found at www.capabilitybrown.org

About the Capability Brown Festival

The Capability Brown Festival is a nationwide celebration of the 300th anniversary of the birth of Lancelot 'Capability' Brown in 2016. The Festival unites 20 partner organisations, in the UK's largest festival of its kind to date. It is funded with a grant from the Heritage Lottery Fund, and is managed by the Landscape Institute. The project has two key strands. The first will increase public access to the sites Brown created and advised on. The second strand is dedicated to discovering more about Brown's work.

Partners

Founding partners: English Heritage Trust, National Trust, Historic England, Natural England, Parks & Gardens UK, VisitEngland, VisitBritain, National Garden Scheme, The Historic Houses Association, The Gardens Trust, Kolab, National Association of Decorative & Fine Arts Societies

Festival partners: Blenheim Palace, Royal Horticultural Society, Bridgeman Images, The Embroiderers' Guild, The Georgian Group, Heritage Open Days.

The Landscape Institute

The Landscape Institute is the royal chartered body for landscape architects. It represents professionals in the UK working across planning, design and the management of urban and rural landscape. The Landscape Institute campaigns to protect conserve and enhance the natural and built environment for public benefit. Through its advocacy programmes it champions landscape, and the landscape profession, in order to inspire great places where people want to live, work and visit.

www.landscapeinstitute.org

The Capability Brown Festival received a Stage Two Heritage Lottery grant of £911,100 earlier this year to run the Festival.

The Project is run by the Landscape Institute with guidance from the Capability Brown Festival Project Management Board.

A full pack of information will be made available for candidates interested in tendering for the Film Consultant contract. These documents will spell out the agreed Festival aims and objectives and will include the Festival timescales and HLF objectives. Please contact Lindsay McPherson (Lindsay.McPherson@capabilitybrown.org) to receive a full information pack.

The successful consultant/consultancy will report to the Deputy Director Audience Development and Volunteer Programmes and will be provided with additional papers pertaining to the Festival.

2. Role profile

The Capability Brown Festival is seeking a Consultant/Consultancy with proven experience of creating content which appeals to a wide ranging and diverse audience, with a particular focus on people who are new to the landscape and heritage sector. The Consultant/Consultancy should also have experience in creating film based introductory material that will appeal to families, their children and younger, non-traditional heritage visitors.

Many people have heard the name 'Capability Brown' but few people outside of the landscape profession know much about his work or understand the huge impact and influence it had on changing the national landscape. There is very little accessible material about Brown and his work easily available beyond Wikipedia and the Festival website. As part of the Festival, we want to rectify that by creating a short, high quality, introductory film, available for free, to watch, and download online or in hard copy. The film should aim to inform not patronise the audience. It will primarily be made available through the Capability Brown Festival website, partners' websites and YouTube. The film will be a free resource for Capability Brown sites and connected organisations to be shared and spread as widely as possible and may also be used as the introduction to talks or training seminars.

3. Aim

The overall aim of the film will be the same as that of the Festival:

- To be an accessible and engaging short introduction to Brown his work and his legacy

4. Audience

The target audience will be very broad. The film should appeal to anyone who hears about Capability Brown through the Festival or related events and is interested in gaining an introductory understanding of why Brown is being celebrated, and how to identify features common in Brown landscapes through images, literature or visits to sites. This could include:

- Regular heritage visitors who want a concise introduction on Brown and landscape design.
- Teachers – primary, secondary or further education, who want a better understanding for themselves and their students, either before or to follow up a site visit, allowing lesson plan to be built on an creative introduction
- The local community – who may have heard about the opening of a local site and are interested in visiting.
- Volunteers, either already working within heritage or new to heritage, who want to know more.

The film will act as introduction to Brown and therefore needs to be relatively short in duration with a maximum running time of 5 minutes. The film will provide a taster or a springboard from which audiences will gain a basic understanding of Brown and be encouraged to go outside to explore the landscapes. The film should reference the Festival in 2016 but still be relevant and useable in future years by Brown sites and partner organisations.

The project team will provide all the necessary research material for the script and will advise on the key elements we wish to communicate. The project team will also provide access to researchers and experts in landscape, the eighteenth century and Brown and his work.

5. Interpretation themes to explore:

In developing the content for the film the Consultant/Consultancy will need to consider the following points:-

- What appear to be very ‘naturalistic’ landscapes were actually very carefully designed. We would like to illustrate a ‘before and after’ of some of his greatest landscapes.
- We would like to convey the drama of commissioning and creating these bold new landscapes and cutting edge design.
- We would like to promote Brown to the same prominence as the likes of Turner and Constable.
- Brown’s designs operated on a vast scale – he created hills and lakes, moved hundreds of mature trees and managed distant views.
- Brown was involved in landscaping over 200 estates. He was the big name of his time although he has not always been universally well received. He is criticised for destroying the formal gardens of earlier periods to create his landscapes. Was he a visionary or a vandal.
- To implement Brown’s designs required vast amounts of money, large teams of people, and time to create and mature.
- His work, now considered to be quintessentially English, was a globally influenced. He was inspired by French painters, which in turn drew on Italian landscapes. His work was created in some cases by Irish labourers and the UK economy was supported through the slave trade. In turn, his English Landscape Style was adopted and re-interpreted in gardens across Europe and the World.

- Brown the man. He came from humble beginnings, but through hard work, a shrewd business sense and artistic flair he became the man we celebrate today.
- Design and management of the natural environment. His designs were created as practical, working landscapes.

6. Key tasks required

- Devise the initial creative approach and the outline format or formats recommended to deliver the information required in the most accessible and engaging way.
- Writing/Editing support to work with the project team to develop the script and agree content.
- Create a “Making of the Film” blog.
- A range of sites have their own archival material includes stills and moving footage which may be available subject to negotiation.
- Limited location filming could be included, venues would be sourced free of charge by project team.
- The finished film will be the intellectual property of the Capability Brown Festival.

7. Requirements for this tender

Your proposal should include:

- An approach to the project methodology.
- Up to date CV(s).
- Proven track record including visual examples of previous projects
- Two client references.
- A fixed fee showing rates, including all fees and expenses.
- A projected timetable based on the Festival GANNT chart (to be provided in the full information pack).

8. Experience and skills

- Proven experience of creating engaging introductory films for diverse audiences
- Proven experience of creating introductory material that will appeal to families, their children and non-traditional heritage visitors
- Experience of working with restrictive budgets to create high quality films
- Experience of working on HLF or similarly funded heritage projects.
- Ability to account for expenditure following HLF guidelines.
- Ability to engage and work with Festival partners with varying degrees of experience in opening to the public and volunteers.
- Excellent organisational skills.
- Ability to ensure key milestones are achieved and a tight timetable followed.
- An interest in landscape, gardens, architectural or heritage.

9. Contract

It is envisaged that the appointee would be contracted from late November/ early December 2015 with expectation completion by end of February 2016, undertaking specific pieces of work within that time frame.

10. Fee

Budgets are very limited, so we are looking for high production values with minimal cost. **Tenders invited in the region of up to £10,000 (including VAT) for the film.**

11. Timescale

A response to this brief is required by **Tuesday 24th November at midnight (12am)**. The interview date is planned for Wednesday 2nd December 2015.

The submission should be emailed to:

Lindsay McPherson,

lindsay.mcpherson@capabilitybrown.org with "CBFILM" in the subject line

or posted to:

Lindsay McPherson, Festival Administrator
Capability Brown Festival
Landscape Institute
107 Grays Inn Road
WC1X 8TZ

Please mark postal submissions with "CBFILM"

12. Terms and Conditions

We will require Professional Indemnity Insurance Cover.

13. Contact

For further information, please contact Melissa Tettey, Deputy Director, Audience Development and Volunteer Programme, 020 7685 2663, or email Melissa.Tettey@capabilitybrown.org

Landscape Institute

November 2015