

# Words in the Landscape: Community Poet Brief

## Summary

The **Cranborne Chase and Chalke Valley Landscape Partnership Scheme** (Chase & Chalke LPS) is an exciting programme funded by the National Lottery Heritage Fund (NLHF) that will enable a wide range of people to engage with the natural, historic and cultural heritage of the area. The Scheme will deliver a programme of 20 projects which will increase the conservation and enjoyment of the area and tackle the key threats to its character. It runs from early 2020 –2024. More information can be found on the Landscape Partnership website <https://cranbornechase.org.uk/chaseandchalke/>

The Chase & Chalke LPS aims to create and strengthen connections between the landscape, history and culture of Cranborne Chase, and the communities living within, nearby and visiting the area. A number of creative arts projects have been incorporated into the 'Cultural Landscapes' element of the scheme.

As part of the 'Words in the Landscape' project we are currently seeking to engage a community poet/creative writer to help communities, groups and individuals capture their responses to the landscape and heritage of Cranborne Chase and the Chalke Valley. The person appointed will have the opportunity to create new works of their own and will also be required to assist the Chase and Chalke team to plan the Creative Writing Competition and a 'Festival of Words' (2023).

This residency follows on from the Poetry Boxes element of the project. Poetry boxes are being placed in significant locations around the Chase & Chalke LPS area over the spring and summer months of 2021 to 2023, for people to contribute their words and thoughts on the landscape.

An outline of the Words in the Landscape project can be found on our website <https://cranbornechase.org.uk/chaseandchalke/words-in-the-landscape/>

Those wishing to bid for this work should be aware that there is an indicative budget for this work of no more than **£3,750 (excluding VAT)**. Please note this includes all fees and travel expenses of the applicant.

An additional sum has been set aside for venue hire, transportation costs for schools and the digital reproduction of all work produced which will be administered by the Chase & Chalke LPS team.

Specific details about the role of the community poet can be found in Section 2 of this brief. Please note the deadline for receipt of tenders is **5pm on Monday, 28<sup>th</sup> March 2022 (extended deadline)**.

## 1. Introduction to the Chase and Chalke Landscape Partnership

Landscape Partnerships are a **National Lottery Heritage Fund (NLHF)** grant programme for the conservation and enjoyment of areas of distinctive landscape character. **Cranborne Chase Area of Outstanding Natural Beauty (AONB)** as lead partner was successful in its

bid to the NLHF for the **Chase and Chalke Landscape Partnership Scheme**.

The **Chase and Chalke Landscape Partnership Scheme** will deliver a suite of projects that will increase the conservation and enjoyment of the area and tackle the key threats to its character. The scheme is running from Spring 2021 – Spring 2024 and will enable a wide range of people to engage with the historic, natural and cultural heritage of this unique area.

The Chase and Chalke Landscape Partnership area focuses on the traditional heart of the Cranborne Chase, the Medieval royal hunting ground and the chalk river valley to the north of it known locally as the Chalke Valley. There have always been historical, natural and social links between the Chalke Valley and the downland of the Chase; a story which continues today.

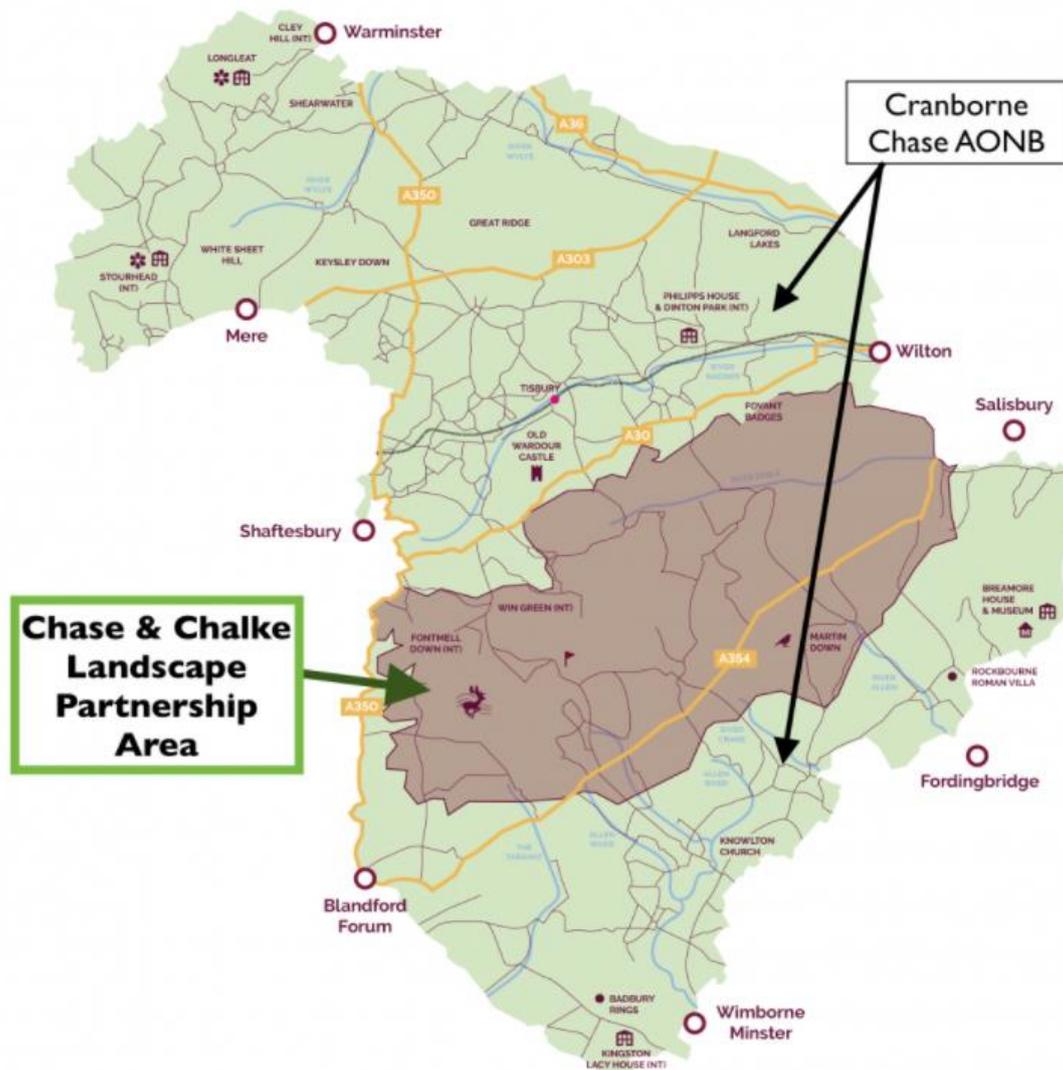
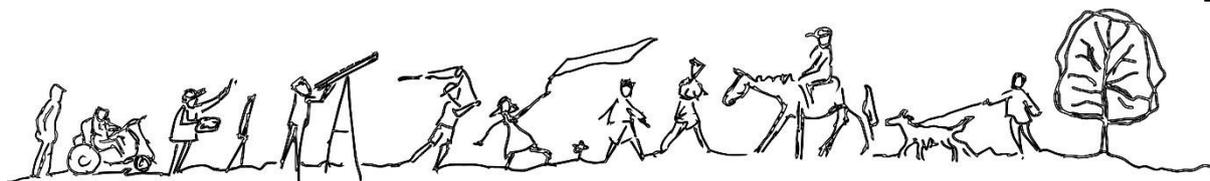


Figure 1: Location of Chase & Chalke LPS area

The Scheme aims, in part, to provide opportunities for all sections of our society to participate, focusing on engaging new and diverse audiences from both rural and urban communities.

The 'Cultural Landscape' programme forms one element of the Scheme, the other elements being the 'Natural Landscape' and 'Historic Landscape' programmes. It is envisaged that this programme will add value and links to other projects within the Scheme. The aims of the



Cultural Heritage programme of projects aims to:

- **Raise awareness**, explore and celebrate the richness and significance of the area’s physical, natural and cultural heritage to support the management, enjoyment and protection of the Chase and Chalke LPA area into the future
- **Build aspirations and connections** for the future through delivering an ambitious, high quality, multi-artform, connected programme that will appeal to a wide audience.
- **Increase the numbers of people positively engaging with the area**, whether as audiences, participants or volunteers, through delivering a full and varied programme of accessible, participatory opportunities for communities, developing personal and creative skills, and increasing awareness of the area’s heritage significance.

## 1.4 Timescale

The timetable below will be subject to confirmation at an inception meeting with the appointed successful applicant.

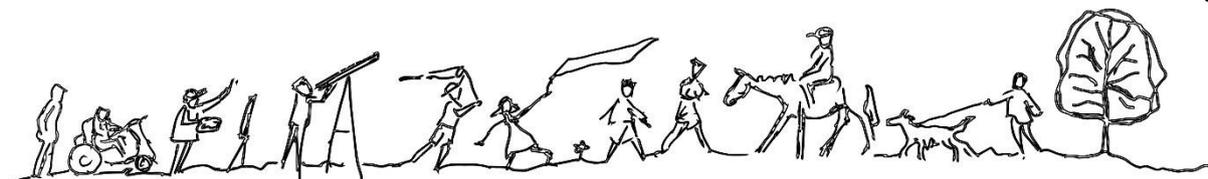
Activity	Start	End	Who will lead
Send out Community Poet brief	28 <sup>th</sup> February 2022	28 <sup>th</sup> March 2022	Chase and Chalke LPS team
Appoint Community Poet	30 <sup>th</sup> March 2022		Chase and Chalke LPS team
Inception meeting	W/B 4 <sup>th</sup> April 2022		Chase and Chalke LPS team/Community Poet
Identification of participant groups	February 2022	April 2022	Chase and Chalke LPS team
Community Poet creates new work in response to the landscape	April 2022	May 2022	Community Poet
Community and school workshops delivered	April 2022	Sept 2022	Community Poet
Creative writing competition devised	TBC	TBC	Chase and Chalke / Community Poet
Festival of Words designed and programmed	Sept 2022	March 2023	Chase and Chalke team/Community Poet
Evaluation	Oct 2023		Chase and Chalke team/Community Poet

Table 1: Draft Activity Plan

## Words in the Landscape: Community Poet Brief

### 2.1 Aims and outcomes

The Community Poetry Programme will deliver a minimum of 15 days of professionally led poetry-based activity with schools and community groups, with the successful applicant providing themed, creative, participatory engagement opportunities with our target audiences.



The successful applicant will work closely with schools and communities in community settings to inspire and capture people's responses to the landscape.

The community workshops will target communities from the surrounding towns and villages and people from those communities that are harder to reach groups. School workshops engaging children will take place in a location within the Chase & Chalke LPS area, to enable children to visit the area, perhaps for some, for the first time.

## 2.2 Scope of brief

We are currently seeking to engage a Community Poet/ Creative Writer to help communities, groups and individuals capture their responses to landscape and heritage of the Cranborne Chase and Chalke Valley Landscape Partnership area through a series of workshops in community settings. The successful applicant will inspire adults and children to write about the landscape.

The successful applicant will have the opportunity to create new works of their own and will also be required to assist the Chase and Chalke team to plan and deliver the Creative Writing Competition and a 'Festival of Words' (scheduled for 2023).

## 2.3 Objectives of brief

This project should aim to meet the following Chase and Chalke LPS outcomes:

- People, communities and businesses currently disconnected from the landscape supported to build a relationship and value it more highly
- People having a stronger sense of place, better experiences, they understand and value the landscape, together with the benefits it provides
- People have gained key skills & knowledge relevant to our landscape & heritage
- People actively participating in initiatives, acting as advocates for the importance of this landscape, playing a positive role in caring and valuing it

## 2.4 Outputs

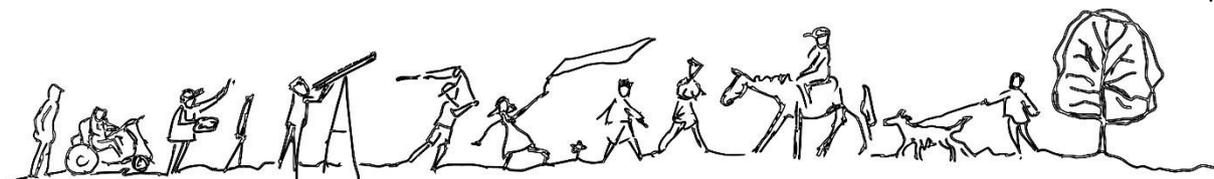
The minimum outputs for this project are as follows:

- 5 new poetic works created by the successful applicant
- 10 workshops in community settings
- 25 adults inspired to write about the landscape
- 5 workshops with schools
- 50 children inspired to write about the landscape
- A Creative Writing Competition designed
- 'Festival of Words' designed and programmed

## 2.5 Project Constraints

A number of constraints have been identified:

- Set project budget
- Covid 19 impacts
- Sub-contracting of work is only permitted with the express permission of the Chase and Chalke LPS Programme Manager, the AONB Director or their authorised officer.



## 2.6 Target Audience

This project aims to engage the diverse community of children and adults living near the Chase and Chalke LPS area and Cranborne Chase AONB who do not at the moment engage with and benefit from its rich heritage, especially the urban populations of Salisbury, Shaftesbury, Blandford Forum, Tisbury and Wimborne.

The school workshops will target schools from within the area and surrounding towns and villages, whose pupils are less likely to have spent time in the Cranborne Chase and Chalke Valley area.

Applicants may want to explore cross-curricular learning by partnering with other organisations in the area to work collaboratively in the delivery of workshops. Wider audiences will be reached through sharing directly and via linked marketing.

## 2.7 Project evaluation and monitoring

The client for this work is Cranborne Chase Area of Outstanding Natural Beauty (AONB), on behalf of the Chase & Chalke LPS Board. The AONB and Chase & Chalke LPS Team are hosted by Wiltshire Council. The Chase and Chalke Landscape Partnership Community Engagement Officer will act as the 'Project Lead' for the Chase and Chalke Landscape Partnership, acting as manager for this project and be the day-to-day contact for the successful applicant.

The successful applicant will agree a work programme with dates, deadlines and evaluation plan with the Scheme Manager and Community Engagement Officer. Payments will be made on completion of milestones. Reviews will be built in to ensure the work is on track and, to make adjustments as required. The Chase and Chalke Landscape Partnership has an external evaluator in place; the successful applicant will need to evaluate their work in keeping with our evaluation plan.

The successful applicant, if they are a group, will state a named person/team who will deliver the contract. They will provide timely progress reports to the Project Lead via email or other appropriate channel of communication. They will attend meetings as necessary with Chase and Chalke project staff and any associated individuals or groups. Communications with Chase and Chalke need to be clear and regular.

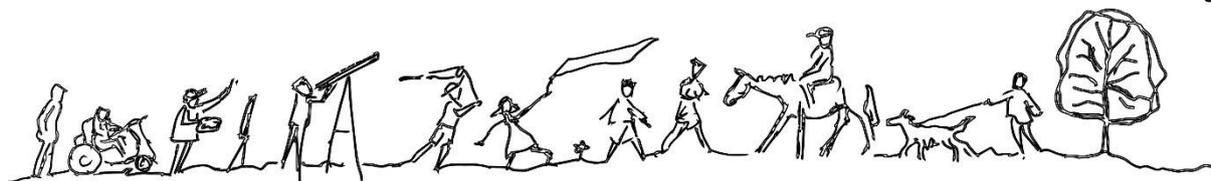
## 3.0 Budget

Those wishing to bid for this work should be aware that there is an indicative budget for this work of no more than **£3,750 (excluding VAT)**. Please note this includes all fees and travel expenses of the applicant. An additional sum has been set aside for venue hire, transportations costs for schools and the digital reproduction of all work produced.

The decision to award the contract will be based on our assessment of the most economically advantageous tender that fit best with Chase and Chalke LPS desired outcomes. Tenders will be evaluated upon the following criteria:

- Price
- Technical specification/expertise
- Outline of methodology and approach including engagement with others
- Past experience and contacts
- Understanding the Cranborne Chase and Chalke area

## 4.0 How to Apply



Your application should include the following:

- A title and short summary of your project
- A detailed proposal including the methodology and timetables
- A summary of how the proposal fits with Chase and Chalke priorities and outcomes, examples of similar projects undertaken and examples of your own work with website links if appropriate.
- CVs for all proposed personnel carrying out the commission.
- An explanation of each person's responsibilities and any sub-contracting parts of the work.
- Details of relevant experience and how they show us that you can deliver high quality work.
- A project timeline.
- A fixed fee proposal, providing a cost breakdown together with details of what is included in the tender for basic expenses.
- Details of staged payments.
- The contact details for two referees.
- Insurance details. (Minimum limit of Professional Indemnity Insurance and public liability insurance is £1,000,000. Persons providing quotations who do not hold the required level of insurance cover may indicate the cost of obtaining this additional cover and this will be added to the total cost of the quoted price for comparison purposes).

The tender documentation should be sent to the AONB Office no later than 5pm on **28<sup>th</sup> March, 2022**. Any documentation arriving after this time will not be accepted.

Please mark all tender documents '**Words in the Landscape: Community Poet**'

Tender documents should be sent:

By email to [jonathanmonteith@cranbornechase.org.uk](mailto:jonathanmonteith@cranbornechase.org.uk)

By post to Jonathan Monteith, Chase & Chalke Landscape Partnership, Cranborne Chase AONB, Rushmore Farm, Tinkley Bottom, Tollard Royal, SP5 5QA.

## 5.0 Questions

Please send all questions to Charlotte Moreton, Heritage and Community Engagement Officer. Email: [charlottesmoreton@cranbornechase.org.uk](mailto:charlottesmoreton@cranbornechase.org.uk)

## 6.0 Copyright and Confidentiality

The successful applicant will assign the copyright of all outputs to the Cranborne Chase AONB for use in connection with the Landscape Partnership. The successful applicant must clear the copyright for any images, illustrations or other material used.

The successful applicant may not distribute any information produced as part of the tender without prior consent from the Cranborne Chase AONB.

