



## **Raising Awareness and Understanding of the Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty**

### **1. Summary of Project**

Community artists such as writers/illustrators/photographers are needed to work closely with a number of community groups and members of the Area of Outstanding Natural Beauty (AONB) team to produce a range of texts and illustrations which will be used to bring a statutory document to life.

The community artist/s engaged will hopefully draw out and capture people's creative responses to the elements that make up the natural beauty of our special area, through participatory work.

### **2. Context & Background**

#### ***Introduction to Areas of Outstanding Natural Beauty***

An Area of Outstanding Natural Beauty (AONB) is exactly what it says it is: an outstanding landscape whose distinctive character and natural beauty are so precious that it is in the nation's interest to safeguard them.

There are 46 AONBs in Britain (33 wholly in England, four wholly in Wales, one which straddles the English/Welsh border and eight in Northern Ireland) and they cover 18% of our countryside.

AONBs are designated in recognition of their nationally important landscapes and to ensure that their character and qualities are protected for all to enjoy. They are living, working landscapes, much loved and valued by all who enjoy them. They are powerful symbols of our national pride.

The primary purpose of AONB designation is the conservation and enhancement of natural beauty now and for future generations. Natural beauty includes wildlife, scenic and cultural heritage, in relation to their landscape characteristics and quality. National Parks and AONBs are equally important aspects of the nation's heritage and environmental capital. The designation allows for the development of communities and economic activity. However, development is only permitted in ways that conserve and enhance the landscape character of the AONB.

Four common objectives that all AONBs work to are:

- Conserve and enhance the natural and cultural heritage, ensuring they can meet the challenges of the future
- Support the economic and social well-being of local communities in ways which contribute to the conservation and enhancement of natural beauty
- Promote public understanding and enjoyment of the nature and culture of AONBs and encourage people to take action for their conservation
- Value, sustain and promote the benefits that AONBs provide for society, including clean air and water, food, carbon storage and other services vital to the nation's health and well-being

### ***Introduction to Cranborne Chase and West Wiltshire Downs AONB***

The Cranborne Chase and West Wiltshire Downs AONB covers 380 sq miles of countryside overlapping the boundaries of Wiltshire, Dorset, Hampshire and Somerset.

The special characteristics of the area include:

- A diverse landscape of rolling chalk grassland, ancient woodlands, chalk escarpments, downland hillsides and chalk river valleys each with a distinct and recognisable character
- Wide expansive skies and panoramic views
- A living working agricultural landscape
- Sparsely populated, peaceful, tranquil, deeply rural area with dark night skies
- A landscape etched with the imprint of the past – visible historic features including prehistoric earthworks, hill forts, field systems and water meadows together with the special landscapes associated with the former royal hunting grounds
- Rich in nationally rare habitats such as chalk downland, rivers and ancient woodlands
- A huge diversity of plant, insect and animal species
- An intense sense of place and local distinctiveness
- A strong tangible community spirit in many settlements

#### The AONB Partnership

The AONB Partnership is open to everyone who lives and works in the area. The Partnership Panel is chaired by an independent person and acts as the governing body for the AONB Team. It guides the implementation of the Management Plan and oversees the specialist Topic Groups that work on the annual Delivery Plan. A Steering Group provides advice and support to the AONB Team, whose task it is to ensure targets in the Management Plan are met. Once each year the Partnership holds an open forum that brings together the widest range of interested people to discuss and debate topical issues.

### The AONB Management Plan

The AONB Management Plan guides the work of the AONB Partnership and in particular the AONB team. The current Plan runs until end of March 2014 and a new five year Plan will take effect from 1<sup>st</sup> April 2014.

The draft of the new Management Plan is currently out for consultation until November of this year as a simple word document without any images or diagrams etc. There has been much community consultation on the content of the Plan; it very much encompasses the ideas and ambitions of local people. To ensure the Plan continues to reflect the aspirations of local communities, is attractive, user friendly and inspiring, we would like to engage several arts professionals to work with community groups to produce a range of creative contributions that could be incorporated into the Plan.

## **2. The Commission**

It is envisaged that this will be a collaborative commission between two or three community artists e.g. writer/illustrator/photographer who will work closely with a number of community groups and members of the AONB team to produce a range of texts and illustrations which will be used to bring a statutory document to life.

The community artist/s engaged will hopefully draw out and capture people's creative responses to the elements that make up the natural beauty of our special area, through participatory work.

### Outputs

There are three elements to this commission:

1. Artist/s to produce a 'Statement of Significance' or 'what makes this area special' in conjunction with the AONB team (one – two A4 page/s, mainly prose).
2. Artists working with community groups to produce creative material that will form an introduction to each section of the Plan (2 A4 pages for each section - 10 in total). Chapter headings are as follows: landscape, natural environment (wildlife and natural resources), historic environment, rural land management, rural economy, planning and transport, viable rural communities, awareness and understanding, involvement and learning, access and wellbeing.
3. An exhibition of all work produced to help significantly raise the profile and awareness and understanding of the AONB and to help 'launch' the new Management Plan in May/June 2014. The team proposes a 'rustic feel' for the exhibition regarding venue, setting and display of contributions.

In addition:

- All creative material produced must be carefully collated so that it can be easily accessed and available for future AONB purposes.

- The artist/s will be required to produce a short project evaluation report.

### Workshops

A number of workshops (up to 6) will be arranged at village halls or other suitable venues across the AONB. The exact nature of the workshops and the types of venues will be determined in conjunction with the artists - outdoor venues or a combination of outdoor and indoor locations may be appropriate. The workshops will be held over a range of days, evenings and weekends to allow wide participation. A number of the events may be targeted at a specific group such as the older population.

The AONB team in consultation with the artists engaged will arrange and book the workshop and exhibition venues and publicise the events. These will be widely promoted through the AONB website, social media channels and contacts.

### When

It is envisaged that the workshops will take place in October/November 2013. **Note: It is important that the creative outputs are carefully collated and that those to go into the Plan are agreed by the end of December 2013. This will give the necessary time for them to be included in the Plan design stage, prior to publication.**

### Audience

We hope to reach a wide number of people and to target different groups including young people, older people.

## 4. Schedule for project

Task	Details	Dates
Start date		W/B 7 <sup>th</sup> Oct 2013
Familiarisation	<ul style="list-style-type: none"> <li>• Meet the AONB team</li> <li>• Familiarisation with the area, AONB objectives, the Management Plan</li> <li>• Agree how creative material produced can best be used</li> <li>• Meet with designer of the publication</li> <li>• Agree workshop format/s and locations for up to 6 workshops</li> </ul>	7 <sup>th</sup> Oct–11 <sup>th</sup> Oct 2013
Workshops	Run workshops	Mon 28 <sup>th</sup> Oct – Sun 17 <sup>th</sup> Nov 2013
Collation	Collation of output from	W/B 18 <sup>th</sup> Nov 2013

	workshops	
Meeting with AONB team	Determine what goes into the Management Plan	W/B 25 <sup>th</sup> Nov 2013
Draft of 'What makes this area special'		2 <sup>nd</sup> Dec 2013
Final of 'What makes this area special'		16 <sup>th</sup> Dec 2013
Exhibition	Organisation of the exhibition in conjunction with the AONB Team	May/June 2014 at a date to be determined in conjunction with the artist/s
Project evaluation report		2 weeks following the exhibition

## 5. Fees and payment

A fee of £4,000 is available for this commission. This includes the artists time, travel and expenses. An additional £500 is available to cover materials and £500 to cover the expenses of staging the exhibition.

## 6. Health and Safety requirements

Artists will need to have:

- A minimum Public Liability Insurance of £2 million
- A Disclosure and Barring Service check (previously CRB) where relevant e.g. workshops with children\*

\*Note: Wiltshire Council can process these for a cost of £54

## 7. Copyright and Moral Rights

- The copyright of all work/s for this project is retained by the artist.
- The artist guarantees that the concepts will be original to the project and will not be reproduced subsequently elsewhere.
- The artist agrees that he/she will not make or authorise any copies of the work/s without the prior written consent of the AONB.
- The AONB will be entitled to record the work/s and to include or authorise the inclusion of this record in any publication, film, internet or television broadcast, all without payment to the artist and in so doing, the AONB will acknowledge the artist/s.

- The artist will be entitled to make a record of the work/s and to use such records in order to promote his/her business and will acknowledge the AONB in so doing.
- The AONB will negotiated a fee with the artist/s if any images of the works are required to produce a product to sell e.g. photos/illustrations on a set of postcards.

#### **8. Schedule for recruitment**

Deadline for applications is **Wednesday 25<sup>th</sup> September 2013**.  
**Interviews will be held w/b 30<sup>th</sup> September 2013**. Start and finish dates are as Schedule for project above.

#### **9. How to apply**

Please provide an up to date CV's, examples of recent and relevant work, and two references. In addition we would like two sides of A4 on your approach to delivering this project, how the artists will work together and a budget breakdown outlining artist/s fees and days.

#### **10. Useful information**

**AONB Website:** <http://www.ccwwdaonb.org.uk/> There is a link to the current AONB Management Plan on the home page.

**The National Association of AONBs** website gives more information about AONBs. <http://www.landscapesforlife.org.uk/>

**For further information** please contact: Linda Nunn, CCWWD AONB Director

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