



Moments on Mendip Project – Information and Brief for Interested Photographers

Overview of the Project

The Mendip Hills AONB Service, supported by Seed Sedgemoor (Arts Council England Creative People and Places funded project), are working with partner organisations and local photographers to deliver a creative community engagement project in the Cheddar / Axbridge area. We are seeking a fine art photographer to support us with this project.

The Brief

The aim is for the selected fine art photographer to take a series of images that capture and celebrate the special qualities of the local landscape in a way not seen before and to inspire others to do the same. A selection of images will then be used to:

- feature on the AONB and partners' websites and social media; and
- transform Cheddar Gorge into a temporary digital gallery through outdoor projections (sensitive to wildlife) onto rock faces to celebrate and showcase the local landscape and local talent. The event will take place in October 2023.

The commissioned photographer would need to consider the requirements of projecting onto the surfaces we are proposing, which lend themselves to either black and white work or highly saturated images. The total number of images to be produced is open to discussion, but a minimum of twelve will be required.

We also require the photographer to work with the local community to provide people with photography skills and inspiration so that they can take and submit photos for possible inclusion in the digital gallery and projections. They will achieve this by leading two public workshops.

Key Themes

- Raising awareness of the designation of the Mendip Hills as an AONB (and its change of name from the Mendip Hills AONB to the Mendip Hills National Landscape).
- Raising awareness of the climate and ecological emergencies on our doorstep.
- Looking back and looking forward over time (archive imagery will be available with a link to the AONB's 50th Anniversary of designation in 2022), including celebrating cultural heritage.
- Showcasing the AONB's [12 special qualities](#) should be a key theme running through the series of photos.
- Leading to a greater understanding of the Mendip Hills for local people, visitors and non-users / missing audiences and art/nature deprived urban communities near to the hills – and better engagement with these audiences.

We would like the commissioned photographer to lead at least two public workshops exploring approaches to landscape photography, including practical activities to capture images inspired by the themes above and to provide tips to developing photography skills amongst participants.

The final work will be shown alongside images submitted by the public. We would like at least one image per season / special quality to be provided by the commissioned photographer, at appropriate intervals throughout the project, to inspire ongoing public submissions.

The aim of the outdoor gallery will be to better connect visitors and residents to their local landscape and its natural and cultural heritage, provoking pro-environmental and social behaviours that lead to improved understanding, care, and inclusivity.

Timescale

See the end of this document for the timescale and deadlines for recruitment. We hope to appoint a photographer by April 2023 with a site visit as soon as possible after appointment. The contract will take place between April and November 2023.

Fee

The total value of the commission is £2,500 (exclusive of any VAT). The artist's fee is to be budgeted at £200 per day for 10.5 days. This is broken down as follows but is open to negotiation and further discussion:

Area of work	Cost £	Number of days
Location visit	200	1 day
General planning	300	1.5 days
Community workshop	400	2 days
Photographic shoot and postproduction - Winter / Spring	400	2 days
Photographic shoot and postproduction - Summer	400	2 days
Photographic shoot and postproduction - early Autumn and final exhibition	400	2 days
Materials	100	e.g. portable drive, consumables
Travel and subsistence	300	£30 per day for travel (public transport is limited)
Total	£2,500	

Artist Responsibilities

The artist will take responsibility for the following:

- Work with the Mendip Hills AONB Service and identified partners closely to produce the images and to deliver the outcomes of the project.
- Keep diary notes and photos documenting the development of the work during the project.
- Attend meetings with the project team when required.
- Contribute to the PR, marketing, and social media, acknowledging funders (Seed Sedgemoor / Arts Council England) and named partners as appropriate throughout.
- Provide an end of project report and contribute to monitoring and evaluation.
- All appointed artists will be self-employed and will be responsible for their own tax and N.I. payments.
- Enhanced DBS and Public Liability Insurance of £5m will be required and Risk Assessments will need to be carried out and followed.
- To comply with the Mendip Hills AONB Service, partners and funder's organisational policies including artist's code of conduct, child safeguarding, adults at risk of harm safeguarding, and anti-bullying and harassment.



The Project Partners

Seed is the Arts Council Creative People and Places Project for Sedgemoor putting people at the centre of the design and creation of art in our communities. This project is part of Seed's Axbridge, Cheddar and Polden Hills commissions.

Somerset Film have over 25 years' experience delivering high quality community engagement projects. They will be helping to co-ordinate the public workshops, encourage public submissions and projecting during the final event. The Mendip Society and the Windrose Rural Media Trust are working on a local archive film project and have access to old photos and film. An aspect of the final projections will be to include archive images sourced through them.

The Mendip Hills AONB Service is supported by a wide range of organisations and local representatives through the AONB Partnership and has working relationships with land managers and organisations in the local area including Somerset Wildlife Trust, National Trust, Longleat (Cheddar Gorge & Caves), Cheddar Parish Council, Cheddar Walking, and Cheddar Visitor Information Centre.

Equal Opportunities

The appointment procedures for the commission will be carried out in accordance with the Mendip Hills AONB Service c/o Somerset County Council's equalities and diversity policies.

Terms and Conditions

The project is administered by the Mendip Hills AONB Service.

- All appointed artists will be self- employed and will be responsible for their own tax and N.I. payments.
- Enhanced DBS and Public Liability Insurance of £5m will be required.
- Risk Assessments will be carried out by the photographer working with the Mendip Hills AONB Service.
- All intellectual property created by the photographer during this commission remains their property, who in turn grants an unrestricted and non-exclusive license to Mendip Hills AONB Service, selected partners, and funders (Seed Sedgemoor and Arts Council England) to use the work created. The Partners will be responsible for holding and exhibiting the work with the help of the photographer, as appropriate.

To Apply

Please submit a proposal considering the following:

1. Why are you interested in this project?
2. How would you approach this project?
3. Your practice and experience in working with groups and communities.

Applications should be no more than 2 pages long; please include three examples of your work and/or provide links to project websites and images.

Applications will only be accepted by email, please send to tim@mendiphillsaonb.org.uk
Max total email size is 5MB.

Deadline for applications: Sunday 5th March 2023 (11pm)

Shortlisted candidates will be notified by: Friday 10th March 2023

Interviews will be held on: Tuesday 21st March 2023 (afternoon)

Contract to start: April 2023