

CREATIVE BRIEF FOR PROJECT ARTIST

Project:	Chiltern Railways Community Investment Fund 2024-25: a project between the Roald Dahl Museum and The Misbourne School to create an artwork for Great Missenden railway station
Role:	Project Artist
Term:	October 2024 until 31 March 2025
Date:	8 October 2024

Project role:

The Roald Dahl Museum and Story Centre is seeking to appoint a Project Artist to design, resource and deliver a programme of engagement activities with sixth form students, leading to the fabrication and installation of a 2-dimensional public artwork at Great Missenden railway station, before 31 March 2025. The artwork will be displayed outdoors for a minimum of 12 months.

Background to the Museum:

In 2023-24 Roald Dahl Museum and Story Centre welcomed almost 60,000 family visitors and school children through our doors to discover the stories behind the creation of Roald Dahl's stories. The museum is targeted at children aged 6-12 years old and their families and offers an award-winning schools' programme. We look after the archive of Roald Dahl and aim to share 'the stories behind the stories' through our interactive galleries and an inspiring public programme.

Museum statement of purpose:

That everyone who experiences the Roald Dahl Museum and Story Centre understands how the work of Roald Dahl – what he wrote and how he wrote it – can be a key to unlock the stories we all have inside.

Project information:

The Chiltern Railways Community Investment Fund seeks to revitalise stations along the Chiltern Rail railways lines, partnering with local organisations. The Roald Dahl Museum and Story Centre is one of these partner organisations. With Chiltern Railways support, the Museum will be working with an artist and a local school to collaborate on a piece of art for Great Missenden railway station, inspired by the local area, and the work of Roald Dahl. The artwork will be a large 2-dimensional piece suitable to be fixed to the rear of a bike shed, facing out onto the southbound platform and highly visible to all station users.

The project will involve a group of Year 13 students from The Misbourne School, in Great Missenden. The Project Artist will work directly with the students to facilitate

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discussion and development of ideas for the artwork. The Project Artist will fabricate and be instrumental in installing the artwork.



Above: Back of bike storage wall at Great Missenden station
11.2m x 2.84m

Project Team:

The Project Team includes...

Museum Project Manager

Charlotte Halse, Governance & Projects Officer (Roald Dahl Museum and Story Centre)

Museum Learning Lead

Hannah Nielsen, Learning Session Leader (Roald Dahl Museum and Story Centre)

School Lead

Kate Hill, Head of Sixth Form (The Misbourne School)

Project Outline (details may be adjusted through initial planning meetings):

1. Introductory sessions for Misbourne students and the Artist, including a guided walk around the local area (including Great Missenden train station), led by Museum staff, learning and responding to expertise on Dahl's work and its connection to Great Missenden.
2. Two in-school, creative sessions with Misbourne students which will be developed and delivered by the Project Artist, supported by Museum Learning staff and Misbourne teachers, exploring the local area and its connection to the work of Dahl.
 - a. First session to generate initial creative responses that contribute to design ideas
 - b. Second session to review, experiment with and agree final design

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3. The Project Artist will develop the artwork in accordance with feedback and input from the Project Team in between student sessions.
4. Final fabrication of this piece will be completed by the Project Artist (with potential for input from students).
5. Project Artist to lead installation of final output into the identified area within Great Missenden train station, connected to the back of a bike park building adjacent to the Great Missenden southbound platform (image above).
6. Celebratory launch event.

Project Aims:

1. Be WIDE (welcoming, inclusive, diverse, equitable) in all activities.
2. Contribute to revitalisation of Great Missenden railway station with an artwork designed to draw positive interest from those travelling by train and local residents.
3. Increase project management skills of student participants.
4. Develop student awareness of, and interest in, celebrating local community and heritage, with the intention of enhancing the public realm through public art.

Target audiences:

The project audience is primarily train users whose travelling experience may be enhanced by the new artwork. The artwork may entice passing-through travellers to visit Great Missenden, so it should be developed with this in mind. The project also has an audience of local residents for whom the artwork should be a source of local pride, including the school students as well as their wider families.

The Misbourne students should find working with the Project Artist to be beneficial in terms of both developing their skills and experience on a project with an output outside of school, which is intended to enhance the local public realm.

Scope of work:

- The Project Artist will be managed by the Museum's Governance & Projects Officer and will work closely with the Museum's Learning Lead while at The Misbourne School.
- The Project Artist may be asked to link with the Museum's and the School's social media accounts.
- The Project Artist should expect to be in regular contact with the Museum via email, phone or onsite meetings. A detailed schedule will be agreed at a kick-off meeting.
- The Project Artist will be onsite at The Misbourne School for 2 creative sessions.
- The Project Artist will provide all materials needed for the sessions.
- The Project Artist will liaise with the Governance & Projects Officer and via them, Chiltern Railways contacts on planning and delivering the installation of the artwork, including choice of materials and risk assessments.
- The Project Artist will attend a celebration event at the end of the project.

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Project Artist Activity and Design Brief

1. Initiation meeting: the selected Project Artist will be invited to the Museum for an Archive Tour and/or a village walk to get to know the local area, the nature of the project within a local context, and be expected to familiarise themselves with the works and life of Roald Dahl.
2. The in-school sessions will involve developing plans for an artwork to be situated at Great Missenden railway station. Working alongside the students, the Project Artist will develop a plan and a design for the artwork and its installation. Plans will take into account weather resistance of the installed piece, local engagement, and logistical risks/challenges, as well as the creative design process.
3. The Artist will submit an activity outline within 2 weeks of the initiation meeting. This will be the beginning of a process of discussion and agreement of project activity between the Project Artist, the Museum and the School.
4. The Artist will provide a final draft activity plan for the first creative session, including resources, at least 2 weeks before the delivery of the school session.
5. The Museum Learning Lead and the School project leads will confirm the final activity plan and resources at least one week before the sessions.
6. Following the first creative session, the Project Artist will draft an activity outline for the second creative session. This will follow a similar process of feedback and negotiation, resourcing and finalising before the session is delivered.
7. Following the two in-school sessions, the Project Artist will fabricate the final, collaborative output, including any agreed off-site finishing. Updates plus review and feedback sessions with the Museum Project Manager, plus potential final reviews and feedback from students, must be taken into consideration.
8. Materials for installation will be subject to approval from Chiltern Rail and the Museum's Project Management Board and must be agreed before artwork fabrication begins.
9. The final design will be subject to approval from Chiltern Rail and the Museum's Project Management Board.
10. With regards to the artwork installation, the Project Artist will be expected to liaise with the Museum Project Manager, and via them Chiltern Railways contacts on producing a Risk Assessment Method Statement for

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installation.

11. The Project Artist will be expected to support the installation of the final piece. It is TBC whether the Project Artist is directly responsible for installation or whether this requires a contractor.
12. The Project Artist will attend a celebratory event at the end of the project.
13. The Project Artist will participate in the project's evaluation measures e.g. photography, interviews, reflective meetings.

This role will suit you if...

- ✓ You are an artist experienced at working with young people and able to communicate with and inspire them.
- ✓ You understand the connections between creativity, community and heritage, and are able to reflect these in exciting and innovative practical sessions.
- ✓ You are adept in how to produce collaborative art pieces.
- ✓ You are experienced in delivering art in public spaces with a track record of producing high quality pieces.
- ✓ You are organised and efficient.
- ✓ You are able to work both as part of a team and independently.

Practical considerations and assumptions:

- i. Roald Dahl Intellectual Property Rights (IPR) and Intellectual Property Rights (IPR) of the Chiltern Railways Community Investment Fund project
 - a. The work of Roald Dahl and Quentin Blake are in copyright and the Museum is obliged to operate with this consideration in mind at all times.
 - b. The IPR of any new work produced for the project – including, but not limited to the final piece – shall be assigned to The Roald Dahl Museum. The Misbourne School would retain the right to use images and/or copies of the original artwork for promotional or educational purposes.
 - c. The Project Artist will have the right to use images and/or copies of the original artwork in perpetuity for promotional purposes.
 - d. The Project Artist will not have the right to use images and/or copies of the original artwork commercially.
 - e. The Artist will need to credit the Museum and Misbourne School and seek the permission of the Museum before using any images or copies.
- ii. Legacy / maintenance

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- a. The outcome should be easily maintained, transportable and finished so that it can be removed, if necessary, at a later date without further intervention from the Project Artist.
 - b. The outcome must be suitable for outdoors installation in all weather conditions, with suitable material usage and minimal maintenance intervention requirements.
 - c. Any maintenance requirements must be set out in a maintenance manual to be provided to the Museum upon completion.
- iii. Accessibility
- a. Activities and outcomes should be accessible to all users, regardless of barriers such as physical considerations, intellectual considerations, age of users and other characteristics.
- iv. Obligations
- a. The School will provide adult supervision of students throughout the onsite sessions.
 - b. Museum staff will also be present at all student sessions.
 - c. Museum staff will provide adult supervision of students at Artist interviews.
 - d. The Project Artist will be expected to:
 - i. Sign a copy of our safeguarding procedures, indicating that you understand them and will work to these throughout the activity.
 - ii. Share or complete an Enhanced DBS check with us.
 - iii. Share with us proof of any relevant insurances that you have.
 - e. The final design, materials and installation will be subject to approval by the Museum and Chiltern Railways.

Initial deliverables (other deliverables to be agreed as needed during the project, in line with Outline, Scope and Design Brief):

- Attendance at initial kick-off meeting by first week of December 2024.
- Agreed in-school session final draft activity plans by 2 weeks prior to delivery, with final activity plan agreed 1 week prior to delivery.
- Finished artwork to be installed by end of March 2025.

Expected timetable (subject to confirmation from The Misbourne School):

Artist hire – October/November 2024

Artist kick-off meeting – late November/early December 2024

Session planning – early December 2024

In-school session 1 – mid-December 2024

In-school session 2 – January 2025

Installation preparation – February 2025

Artwork installation – March 2025

Artwork launch event – before 31 March 2025

Budget:

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We expect project costs to break down as:

- 1 day of planning and 2 days of delivery time with the school at £500 per day = £1,500
- Up to £4,500 for fabrication of final output, to include the materials and expenses budget
- Inclusive recruitment cost for each shortlisted candidate to prepare for, travel to and attend interview = £500

Recruitment

We are keen that our Project Artist is able to increase the perceived value of cultural activity for the young people through this project. We recognise the potential for the Project Artist to be a role model in this area. This means that we are particularly keen to hear from artists who have a variety of socioeconomic backgrounds and/or who have a proven record of working with projects that aim to increase social mobility.

We intend that our recruitment process is as inclusive as possible, particularly for artists who may face barriers due to socioeconomic background. *For this reason, we have included a monitoring question from the Social Mobility Commission to measure the socioeconomic diversity of our applicants.*

Please complete the attached monitoring questionnaire to aid our work in understanding how we might support a diverse range of artists when offering briefs like this. Results of the Social Mobility Commission question do not have any impact on the role application and exist solely to help the Museum better track our progress to reach a wider range of applicants in our hiring process.

Response to the brief:

Please provide by Monday 4 November:

- An Expression of Interest (maximum 300 words)
- A mini portfolio (up to ten relevant pieces)
- An overview of your relevant experience (maximum 2 sides of A4)

By email to: charlotteh@roalddahlmuseum.org

With subject heading 'Chiltern Rail Artist Application'

Or send to:

Charlotte Halse
The Roald Dahl Museum and Story Centre
81-83 High Street
Great Missenden
Buckinghamshire
HP16 0AL

If you have any questions about the project brief, please feel free to call Charlotte on 07789 915 226

Timeline

Monday 18 November: Recruitment interviews will take place at the Museum.

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If invited, you will be asked to:

- Provide a basic outline of your ideas for the project. Details on the format for this will be given nearer the time.
- Take part in a discussion with Museum staff, School staff and a number of students. Discussion questions will be shared in advance.
- Deliver a short activity with the students. This does not need to be focused on the Chiltern Railways project. Details will be sent in advance.

We expect to invite 3 artists to join us for this stage. Each one can claim up to £500 in order to prepare for and attend this stage of the recruitment process.