Lakeland Arts
Support for the learning and engagement programme
Creative practitioner brief 2017

Lakeland Arts is one of the leading Arts organisations in the North West, managing Abbot Hall Art Gallery and the Museums of Lakeland Life & Industry in Kendal, Blackwell, The Arts & Crafts House and is developing the Windermere Jetty- Museum of Boats, Steam and Stories.

Lakeland Arts (LA) is seeking to contract creative practitioners to support the delivery of the learning and engagement programme at Abbot Hall Art Gallery and the Museum of Lakeland Life and Industry (MOLLI), Kendal, in 2017 to develop our family audience. We are seeking proposals from experienced creative practitioners to work in our venues to deliver high quality art activities, primarily for children and families, but also with general visitors.

Lakeland Arts is interested in working with a range of creative practitioners from different disciplines including art, craft, theatre, dance, music, storytelling and digital / creative media who take inspiration from art and museum collections as basis for their work. We also welcome submissions from artists from Protected Characteristic groups. As a creative practitioner, this is your opportunity to work with a world class art collection with work by George Romney, John Ruskin, JMW Turner and Bridget Riley and an exhibition programme that includes art by David Hockney, Julian Cooper, Richard Hamilton and Peter Blake and Pauline Boty.

There are four (4) engagement programmes that we are committed to delivering in 2017. These are numbered and outlined below. As a creative practitioner, you can bid for one or multiple programmes. You must be able to commit to all of the dates and times specified for the programme that you are bidding for as these will be advertised to the public in advance.

Engagement Programme at Abbot Hall

1. Crawl in the Hall

Audience, capacity and booking:
0-5s year olds with parent / guardian. Max 10 children and 10 adults. Booking required (Lakeland Arts will administer the bookings). Adult admission applies; kids free.

Dates (Fridays in term time)
May 5, 12, 19, 26
June 9, 16, 23, 30
July 7, 14
Sept 8, 15, 22, 29
Oct 6, 13, 20
Nov 3, 10, 17, 24
Dec 1, 8, 15

Venue(s): MOLLI (+ Abbot Hall)

Description:
This is a well-established programme that was suspended following the damage that Abbot Hall suffered in the December 2015 floods. We are planning to re-launch this popular programme with soft play-inspired interactives created for MOLLI, inspired by the collection. (Soft plan interactives will be developed by LA in advance of the first session). The sessions
are multi-sensory and encourage expression, exploration, language and movement for under 5s and their parent / guardian.

Timings: 10-11am
Delivery (includes preparation time): 24 half days @ £80 (paid at Lakeland Arts' half day rate to include preparation an delivery time for each session)
Budget: £1920 fee + up to £280 materials (all inclusive of VAT) = £2200
Creative practitioner specification: essential requirement for the creative practitioner significant experience delivering creative and engaging activity for under 5s.

2. Family Art Fun

Audience, capacity and booking:
Families (children with parent/s). Drop-in. Adult admission applies; kids free.

Dates (first Saturday of the month excluding July / August) and exhibitions as follows:
May 6 (exhibition: Julian Cooper; opens 7 April)
June 3 (exhibition: Julian Cooper)
September 2 (exhibition: British Pop Art opens 14 July)
October 7 (exhibition: British Pop Art)
November 4 (exhibition TBC)
December 2 (exhibition TBC)

Venue: Abbot Hall
Timings: 10:30-1:30pm
Delivery (includes preparation time): 6 days @ £150 (includes half-day prep time for each session) + materials.

Budget: £900 delivery + up to £300 materials (all inclusive of VAT) = £1200

Description: each session is inspired by the temporary exhibition on the first floor of Abbot Hall. Sessions are fluid, drop-in activity so practitioner must consider that some families will stay 10 minutes, some might stay for hours in their proposal. Activity occurs in the galleries and will encourage families to explore the art work and be creative together. Materials used must be dry (i.e. no paint).
Creative practitioner specification: essential requirement having experience delivering creative and engaging activity for families in a variety of media, inspired by art.

3. Easter holiday and May half-term

Audience, capacity and booking:
Families (children with parent/s). Drop-in. Adult admission applies; kids free.

Dates:
Saturday 8 April – Saturday 22 April
Saturday 27 May – Saturday 3 June

Timings: 10:30-1:30pm
Delivery (includes preparation time): 23 half days @ £80 + 2 days prep time @ £150.

Budget: £2140 + £360 materials (includes VAT) = £2500

Description:
Inspired by the Julian Cooper exhibition and by the painting methods used by him. Painting with short, medium and long handled paint brushes, the activity will get participants thinking about the artist’s process, controlling the medium and ‘letting go’ to create more expressive
mark making. Sessions are fluid, drop-in activity so practitioner must consider that some families will stay 10 minutes, some might stay for hours within their proposals. Activity takes place in the Lakeland Arts Barn (LAB) building on the Abbot Hall site. Activity to be developed for Easter holiday and repeated for May half-term. Creative practitioner specification: essential requirement having experience delivering creative and engaging activity for families in a variety of media, inspired by art.

4. October half term

Audience, capacity and booking:
Families (children with parent/s). Drop-in. Adult admission applies; kids free.

Dates:
Saturday 21 – Saturday 28 October

Timings: 10:30-1:30pm
Delivery (includes preparation time): 8 half days @ £80 + 1 day prep @ £150

Budget: £800 + £200 materials = £1000

Description:
Inspired by David Hockney’s Rake’s Progress series (which will be on display alongside the British Pop Art Exhibition), we want to inspire visitors to draw and creative narrative, biographical illustrations. Sessions are fluid and drop-in activity so practitioner must consider that some families will stay 10 minutes, some might stay for hours. Activity occurs in the galleries and will encourage families to explore the art work and be creative together. Materials used must be dry (i.e. no paint).

Tendering process

Please submit a proposal outlining the following:
1. Which programme(s) you are tendering to deliver and a commitment to the dates specified.
2. Names of all creative practitioners (if you are submitting a proposal on behalf of more than one contractor).
3. Your relevant experience in delivering creative activity in a museum or gallery setting for relevant audiences.
4. Your ideas, approach and methodology to delivering each programme / activity.
5. Lakeland Arts is committed to delivering learning and engagement activity in line with Arts Council England’s Quality Principles (see appendix 1). Please outline how you will ensure that delivery the programme aligns with our policy statement.
6. Breakdown of costs and day rates
7. Contact details for two referees (for each creative practitioner if you are applying as a collective).

Please submit your proposal by noon on Friday 3 February 2017 to:
Jennie Pitceathly, Head of Learning jpitceathly@lakelandarts.org.uk

Appendix 1:
Learn @ Lakeland Arts

Lakeland Arts’ policy statements for activity targeting families, children, young people and community groups. The policy statements are underpinned by ACE’s Quality Principles. Our activities for these target audiences aim to embody the following:
1 Excellence and innovation
- LA deliver quality creative learning experiences that are site-specific to the art gallery, museum, historic house.
- The level of tuition delivered by staff / creative practitioner, and the materials used, are of a high standard, ensuring LA is recognized for delivering a quality service.
- Activities have clear and identified creative and learning outcomes.
- LA innovates by delivering activity inspired by our collections, exhibitions, buildings, galleries etc.
- LA approach to the interpretation and communication of ideas, art and creativity is innovative.
- Sessions are well organised and clearly communicated to participants.

2 Authentic
- The activity is authentic as it is inspired by and delivered in an art gallery / museum / historic house.
- It relates directly to the collection, exhibitions, buildings, landscape and the stories our art and objects tell.
- Combined with the quality of tuition and materials, activity feels like a real artistic experience.
- Activity is recognized as leading best practice by the museums and education? sectors.

3 Excite, inspire and engage
- Participants experience something new; activity is different from anything they have done before.
- Participants meet different people, learn new skills and gain new insight.
- The activity encourages exploration and enquiry.
- The activity holds the attention, inspires enjoyment and motivates participants.

4 Positive and inclusive
- Everyone is treated (and treats others) as equals; participants can be themselves.
- Participants are encouraged, supported and their contribution and opinion is valued.
- Respect, friendship and team building is fostered; participants learn together.
- Participants can try new things in a comfortable environment to foster confidence building.

5 Children and Young People are actively involved
- Choice and decision making is encouraged through discussion and enquiry-based learning.
- CYP are consulted, they help to shape the activity, and/or lead in sharing knowledge, skills and learning with peers and parents / guardians / other participants.

6 Enabling personal progression
- Participants achieve something that they didn’t know they were capable of.
- Participants develop new skills (eg. artistic, communication, social skills).
- Positive feedback and encouragement is given.
- Participants experience new opportunities, meet new people and develop new skills.
- Participants stretch themselves and are motivated to do more creative things in future.

7 Belonging and ownership
- New Friendships and relationships are made; participants feel close one another.
- Participants feel part of a team and that their contribution matters and ideas are considered
Experimentation is encouraged to develop skill and confidence.