



# Hi! CULTURE



**LIVE  
MUSIC  
NOW**

## 'ROUND HERE

Live Music Now commissioned by Historic England

High Streets Heritage Action Zones National Music Commission

### NATIONAL DIGITAL CREATIVE BRIEF

'Round Here is an album of six compositions, created by communities in six [High Streets Heritage Action Zones](#) working with Live Music Now musicians and local emerging musicians. The project aims to strengthen connections with local areas through musical reflections of local heritage. Working together, the musicians and communities will draw out thoughts, experiences, and memories of local people to create beautiful and unique musical compositions. These will be performed in a live musical moment across all six sites and produced into a series of music videos in partnership with local young creatives, to be shared in a press and marketing campaign celebrating the secrets of the heritage in our high streets.

#### Working with Live Music Now

Are you a digital creative with serious video skills living in or near one of our six sites who would like to make a career in the arts? (Barrow-in-Furness, Brierley Hill, Chatham Intra, Huddersfield, Tottenham, Weston-super-Mare)

We are seeking a National Digital Creative aged 18-25, to help deliver 'Round Here. You will take the creative and production lead in developing the six music videos and assist with the development of social media content and marketing.

You will work alongside the Senior Producer, and the local cultural consortia to successfully deliver these films, enabling participants and other musical creatives to share their work in a public forum and celebrate their high street.

You'll be supported in working with us by wrap-around training and mentoring and by videographers working in the industry.

We are open to all applicants and are particularly interested in working with people who see themselves as underrepresented in the music industry, especially those who think they will enter the profession via a non-formal route and those who identify as Disabled.

### **What will I need to do?**

As the National Digital Creative you will:

- **Creatively lead and produce six music videos. One for each of the songs created by our participants and musicians.**
- Participate and contribute in the training and planning programme
- Assist with the logistics in order to record the songs and create the music videos
- Direct our emerging musicians and producers to capture video footage to make the music videos. You may also want to capture some of that footage yourself.
- Support with social media content and 'takeover' days
- Support with the evaluation of the project
- Be available for and attend sessions agreed in advance. This is a paid opportunity.
- Be aware of and comply with Live Music Now's safeguarding policies and regulations

### **What kind of a person are you looking for?**

We are looking for a Digital Creative who is:

- Based in or from the areas we are working in
- Interested in community-led work
- **Has experience of producing high-quality videos and digital content**
- **Has access to and is confident in using editing software and equipment** (licensing fees will be covered by the project)
- Collaborative and open to new ideas
- Flexible and able to work with others
- Willing to learn, and try things out in a supportive environment
- Reliable, organised, and professional
- Able to talk to others and enjoy working with new people
- There will be some amount of travel in this role, so an ability to drive would be useful but is not essential

### **What will actually happen in the project?**

Running from March to September 2022 Live Music Now will:

- Identify and engage participants with local cultural consortiums
- Run a series of eight workshops with local participants. Through those sessions creative material, experiences, memories and feelings about the high street will be captured, and specific links to sites on the high street will be drawn out.
- Create, rehearse and record six new compositions
- Capture video and photo footage of the High Street and local people
- Ensure appropriate consent is agreed for use of footage
- Create six accompanying music videos (led by the Digital Creative)
- Celebrate our local High Streets with a live performance on the High Street
- Workshops will take place either in the places our participants already attend, or we will work with local libraries and community hubs to facilitate sessions. We will need venue support from the cultural consortium or local authority for this.
- Training and mentoring will take place online to develop a national cohort of young people who are all participating in this project together, facilitating wider social bonds and interest in other places and projects

### **How much will I be paid?**

This project is paid at a day rate of £110/day (excluding VAT), and we anticipate the work will cover 15 days in the period May-September. You must be available between the 8-17<sup>th</sup> July 2022 as this is when the live performances are. Most of the work will be required in late July/August

creating and editing the videos ready for launch in September. You will not need to be at all the live performances but will need to direct the local teams in what footage you would like captured.

If you are successful in joining our team, you will receive a contract that details how many days you will be working and the total fee. We will also cover your travel expenses.

### How do I let you know I'm interested?

Please [complete our online application form](#) before the **9am, 5 May 2022** deadline.

<https://www.surveymonkey.com/r/roundherejobs>

Questions included on form are below:

- Why you would like to work with us
- What your video and digital content creation experience is and how you developed it
- **Links to your portfolio or work you have made before**
- Any experience in working in communities or with participants
- What your career hopes are in the arts
- What you love about your local area
- Contact details (email, phone number and address) for two references from people who've worked with you before and can comment on your ability to create digital content and your suitability to take part in a community project. If you've been employed, one of these should be from a previous employer, the other can be from a teacher, collaborator or someone who knows you well but is not related to you. Please state how they know your work.

\*If you require help completing the form, or if you would like to submit your responses in a different format, please email [jobs@livemusicnow.org.uk](mailto:jobs@livemusicnow.org.uk) or call **0151 222 0018**.

### Anything else?

We'll be holding interviews via zoom with those people who have been shortlisted the week of the 9<sup>th</sup> of May 2022.

Unfortunately, we won't be able to offer feedback to anyone who doesn't make the shortlist, but we will tell you if you have or have not made it to interview.

### Anticipated Timeline

April
<ul style="list-style-type: none"><li>• Logistics for live performances</li><li>• Finalising participating partners for workshops and agreeing dates/venues of workshops</li></ul>
May
<ul style="list-style-type: none"><li>• Launch of 'Round Here after the pre-election period</li><li>• Training programme and planning for musicians and creatives</li><li>• Logistics and production management for live performances and filming</li></ul>
June
<ul style="list-style-type: none"><li>• Workshops in communities</li><li>• Lyrics reviewed and signed off</li><li>• Final songs arranged</li><li>• Recording of songs</li><li>• <b>Video briefs developed</b></li><li>• <b>Video footage captured</b></li><li>• Final production management for live performances</li></ul>
July
<ul style="list-style-type: none"><li>• Workshops in communities</li></ul>

<ul style="list-style-type: none"> <li>• Recording of songs</li> <li>• Live Celebration performances (expected between 9-17<sup>th</sup> of July)</li> <li>• <b>Video footage captured</b></li> </ul>
August
<ul style="list-style-type: none"> <li>• <b>Music videos created</b></li> </ul>
September
<ul style="list-style-type: none"> <li>• <b>Album and video launch</b></li> <li>• Evaluation of project</li> </ul>

### **'Round Here Sites**

- Barrow-in-Furness
- Brierley Hill
- Huddersfield
- Chatham Intra
- Tottenham
- Weston-super-Mare

### **About Live Music Now**

Music is a declared human right, a shared, instinctive, and universally understood language. It is a foundation of human relationships and community and yet for many people experiencing social exclusion, isolation, or disadvantage there is limited access to meaningful musical engagement.

Live Music Now is a charity working and campaigning to create inclusive, measurable social impact through music. By harnessing the power of music, and evaluating its impact, we advance musical practice and change how we understand and support underrepresented and vulnerable people in our society. Our work is evidenced as enhancing health and well-being, building skills and confidence, and increasing engagement and equity of opportunity by recognising the potential of every individual.

We connect professional musicians with older people (many living with dementia); children and young people facing disabling barriers; families living through challenges and carers and key workers supporting others. Through engaging experiences our musicians inspire and support people to live musical lives and to find happiness in liberating musical encounters creating life-affirming memories.

Live Music Now was founded by musician Yehudi Menuhin and philanthropist Sir Ian Stoutzker with a belief that everyone has a right to have access to music. Today Live Music Now's work is underpinned by research, cross-sector partnerships, advocacy, and the professional development of musicians across England, Wales, Northern Ireland and overseas.

### **About Historic England**

We are Historic England the public body that helps people care for, enjoy and celebrate England's spectacular historic environment, from beaches and battlefields to parks and pie shops. We protect, champion and save the places that define who we are and where we've come from as a nation. We care passionately about the stories they tell, the ideas they represent and the people who live, work and play among them. Working with communities and specialists we share our passion, knowledge and skills to inspire interest, care and conservation, so everyone can keep enjoying and looking after the history that surrounds us all.