

Project Brief

Kingston RPM; Records, People and Music

Role: Project Film Maker

Length: May – December 2017.

Fee: £2,500 flat fee, supported by Heritage Lottery Fund

Managed by: Creative Youth

Interviews: 9th May 2017

Position start date: w/c 15th May 2017

Key Project Dates:

Exhibition: 16th June – 9th September 2017

Schools Singing Festival: 19th – 22nd June 2017

Gig day and Marching Band Event: 8th July 2017

Record fair, live music and album launch: September 2017

Specification: Seeking applications from individuals or organisations to work with Creative Youth and their partner organisations; Kingston Music Service, Royal Borough of Kingston upon Thames, Kingston History Centre, Kingston University, Rose Theatre and Kingston Museum to deliver the Heritage Lottery Fund, Arts Council England and Royal Borough of Kingston supported *Kingston RPM; Records, People and Music* project. The post-holder will:

- Create the following:
 - One project film, which encompasses all stages of the project, including all events and the activity leading up to the events (a list of key days can be found at the top of this document)
 - Three project teaser films to use across our social media outlets and online to encourage continued engagement with the project.
- Work closely with the project manager and Heritage team to structure the documentation and creation of the films.
- Deliver the films to Creative Youth, fully edited and finalised, in the correct format for use on the charity's website and social media channels.
- Provide Creative Youth with a copy of all raw footage documented throughout the project.
- Assist with any monitoring or reporting for the project partners and funders, where applicable.



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Project overview:

- Exploring and recording Kingston's rich and varied music heritage, allowing it to be identified, recorded and accessed in a range of interactive, sustainable ways.
- Led by Creative Youth but delivered in partnership with Kingston Music Service, Royal Borough of Kingston upon Thames, Kingston History Centre, Kingston University, Rose Theatre and Kingston Museum.
- Three unifying themes have been identified and will be explored, these are; the record industry, musicians/venues and the American Army's influence.
- These will be presented and recorded through a heritage inspired gig day, the creation of a music and oral history album, a record fair, a schools heritage singing and composition project, a marching band event, a free exhibition at the Rose theatre and an online toolkit of the heritage interpreted.
- All of the above will showcase at the International Youth Arts Festival 2017, Creative Youth's annual flagship event.

CREATIVE BRIEF

Whole Project Film:

The purpose of the whole project film is to give the viewer an overview of the entire project.

Kingston RPM is a multifaceted project with many different elements so it would be the responsibility of the film maker to cover all of these elements. This film should include:

- Documentation of the key events that make up Kingston RPM
- Documentation of volunteer upskilling, training and testimonial about the project
- Documentation of the capturing of oral histories and the uncovering of memorabilia and objects.
- Interviews/testimonial of key members of staff, partners and the general public engaging with the activity.
- Film Length: 5 – 7 minutes

Three Teaser Films:

The purpose of these shorter teaser films is to act as a continued platform of engagement in the midst of the project, documenting what is happening and enticing people to get involved with the next event or stage. These films will go out onto our social media and online networks after each cluster of events and the purpose is to create great visual content to engage throughout. These films should be created as follows:

- One short film of the exhibition research, design, install and launch – This film should essentially encompass the exhibition and can be put out on our networks to encourage



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people to go and visit it. This film should include documentation of the above things but also testimonial from the heritage team working on it, the partners and the general public response.

- One short film of the gig day and marching band events – This film should encompass this set of events, which will be a combination of outdoor events, with the marching band coming over Kingston Bridge and then playing on the Market Square and then indoor events at the Rose Theatre, with the gig in the evening. Again, testimonial from the general public should be interspersed.
- One short film of the Record Fair, live music and album launch event – This film should encompass these events and again, be something that continues the public's engagement with the project. This film could include some of the planning stages such as the press of the album etc.
- Each of these films should be between 1 -3 minutes in length.

Location:

The majority of the *Kingston RPM* activity will take place in Kingston borough, however, there may be the odd occasion where filming will happen outside of this location. All communication regarding location will be done through the project manager and well in advance of the shoot times.

Please provide a CV and short proposal (800 words) outlining your response to the Creative Brief (below) and how your experience will effectively support this delivery.

Deadline: Friday 5th May, 5pm

Applications should be sent to Molly Freeman (Creative Youth Project Manager) at molly@creativeyouthcharity.org

Project Detail & Heritage Themes:

This project is a response to a huge appetite to better understand and access the borough's rich and varied music heritage. It will enable heritage that may be lost forever to be identified, recorded and accessed in a range of interactive, sustainable ways. The project is structured around three themes; the record industry, musicians/venues and the American Army's influence. Key elements of the project include; an oral history engagement programme, a heritage-inspired gig day, the creation of a music and oral history album, a schools heritage singing and composition project, a marching band event to recreate the American Army band marching and playing over Kingston Bridge, free exhibition at the Rose Theatre to share the heritage uncovered and to animate it with audio, talks and live music and an online toolkit of the heritage interpreted. The project will have a long lasting impact on knowledge and understanding of the borough's rich music heritage in the community. This heritage is mainly unknown and whilst Kingston has a strong arts and creative industries scene,



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the music heritage that is so extensive can finally share the spotlight it deserves and enrich our community and local identity. The project will specifically focus on three themes:

Music Industry; Decca Records was based in Kingston from 1929 until the late 1970's and was at its most prosperous in the boom years of the 50's and 60's, at its height producing over 14 million records a year. These included hits by The Rolling Stones and Tom Jones. The factory was located on Shannon Corner in New Malden, a part of the RB of Kingston, and many local people were employed there. In 1957 even Prince Philip paid a visit.

Musicians & Venues; Kingston was famous for its nationally renowned music venues which attracted the very best musicians and included The Kingston Folk Barge, The Jazzboat, The ABC Theatre and The Fighting Cocks. They hosted gigs by Led Zeppelin and Cream amongst others. A combination of the venues, the Decca presence and Kingston Art School producing home grown talent, made Kingston one of the most buzzing music scenes in the UK. Musicians including Eric Clapton, John Renbourn and Sandy Denny all studied at Kingston Art School. We have undertaken a specific call out in relation to performers on the Folk Barge and have received a lot of interest and have been put in touch with musicians who were part of this vibrant scene who are keen to take part in the project and record oral histories.

American Army musical influence; A key contribution to the progressive music scene was fact the American Army were based in Bushy Park. They regularly held dances, which the local population attended, marched their band over the Bridge into Kingston and, significantly, brought with them all the new jazz records from the USA that were previously unheard this side of the Atlantic.



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