



Lewisham
music

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Filming and production brief

Music education charity '**Lewisham Music**' are looking for a dynamic, community-focused individual filmmaker or media organisation to film, produce and edit a series of films to support the online launch event of our new premises above The Fellowship & Star in Bellingham. The content and creative direction will be co-developed with Lewisham Music staff and young people, however the successful individual/organisation will bring all the digital/media expertise and equipment needed to make this a reality and a success.

WHO ARE WE?

Lewisham Music is a music education charity and the Music Education Hub for the London Borough of Lewisham, supported by funding from Arts Council England. We deliver, support and promote a broad range of music education opportunities for thousands of children and young people both within schools and in the community.

BACKGROUND AND CONTEXT

In June 2019 we moved into new premises at The Fellowship & Star in Bellingham, a new cultural centre which includes a cinema and live music, theatre and comedy venue. Situated in an area which is both economically and culturally deprived, this venue will provide a safe, accessible space to offer a vibrant programme of music for the whole community.

**see full context in Appendix 1*

OUTPUTS

MAIN OUTPUT- A highlights 'digital venue tour' video: This is the most important output, allowing people unable to attend physically to get a good sense of the venue and its different rooms, and to feel excited about its potential before, during and after the in-person launch events.

- This will include digital tours of our 6 spaces, involving young people (sourced by Lewisham Music) showing the camera around the space
- The film can expect significant social media (and possibly local and national media) attention, and will also be played during the actual launch events in July
- We anticipate this will require a day of filming in May or June.

The finished product will be:

- **A 10-minute main video comprising digital tours, interviews, live performances, voice over and graphics**
- **Up to 10 social media teaser videos (approx. 30 seconds length)**

ADDITIONAL OUTPUTS- A series of interviews and performances recorded at the Fellowship & Star:

The interviews and performances will be filmed and produced into standalone short videos for Lewisham Music's social media channels.

- Up to 8 interviews (approx. 15 minutes each), involving artists (who have put their names to rooms), local young people, Lewisham Music staff members and Trustees
- The interviews will be conducted by local young people (sourced by Lewisham Music) to ensure a strong 'youth voice' element
- Up to 4 Live performances in different spaces; 1 track per artist/group.

**These videos are predominantly being made so that sections can be included in the main highlights video. Therefore, the full videos will not require significant editing. However, the full films will be made available to Lewisham Music for additional promotional and archive purposes. The exact length and number of these recordings will be confirmed, but it is envisaged that this will be filmed across 2 days in May or early June.*

OUTCOMES

- To support the launch of the space in a safe way at a time when Covid-19 will still be present in the community to some degree
- To create online and press buzz about the premises launch
- To raise awareness of the opportunities available at The Fellowship & Star to the community, young people, and both local and national partner organisations, funders, and individual benefactors
- Generate some much needed 'good news' as the community emerges from Covid-19
- Capture the essence of Lewisham Music's endeavour at the Fellowship & Star at its launch stage, creating a useful resource which can be used in the future to advocate for Lewisham Music's work, apply for funding, evidence impact and more
- Utilise the power of local music industry role models to inspire young musicians
- Ensure that the voice of local young people is heard throughout this process, that local young people can learn new skills in the process and feel a clear sense of ownership & pride in the Fellowship & Star as a community asset

THE INDIVIDUAL/GROUP

We are ideally looking to partner with an individual/organisation who:

- Is local (i.e., within the Borough of Lewisham or neighbouring boroughs) and has a strong sense of community
- Is an expert in media/film
- Works with young people or is eager to share their knowledge with young people identified by Lewisham Music as part of the process to support the development of the next generation of filmmakers
- Is excited by this project, and sees it as a valuable opportunity for them as an organisation or an individual
- We envisage this could be an experienced individual filmmaker; a University film or media student eager to use this as work experience or part of their portfolio; a local arts or media charity, or Community Interest Company

CONDITIONS

Of course, any individual/organisation involved will get full credit in the content itself and any related publicity.

Whilst we absolutely intend to give a strong degree of artistic freedom to the successful applicant, Lewisham Music will retain full editorial control throughout the process.

The finished content will remain the intellectual property of Lewisham Music, and can only be used with Lewisham Music's permission.

TIMESCALES/COVID-10

As the launch event was originally planned for May 2020, Lewisham Music are keen to stick to the timescales in the document.

However, interested parties should note that these timescales may need to change if the Covid-19 situation/guidance makes filming in May or June complicated, for example.

BUDGET

There is a budget of up to £2000 available as a total fee, including expenses.

This total fee will be paid within 2-weeks after an invoice is received at the end of the project, however, if a portion of this fee is needed 'up-front', this will be considered.

This will be paid on as self-employed/freelance basis and successful applicants will be responsible for any tax and National Insurance due on this fee.

SAFEGUARDING

Successful individuals should have an Enhanced DBS check, or be prepared to have one conducted by Lewisham Music.

Successful organisation must have Enhanced DBS checks for all staff involved in the project and submit their Safeguarding Policy.

EXPRESSIONS OF INTEREST

This is not a formal tender process.

If this is of interest, please write a covering letter outlining why you would like to be involved and how you would approach the project, and send this to:

Charly Richardson, CEO of Lewisham Music - charly.richardson@lewishammusic.org

Short CVs and links to previous work would also be welcome.

Informal phone call/ videocall discussions with interested parties are also welcome, please get in touch using the same email address.

The deadline for expressions of interest is 26 February 2021.

BACKGROUND & CONTEXT

BACKGROUND

Lewisham Music is a music education charity and the Music Education Hub for the London Borough of Lewisham, supported by funding from Arts Council England. We deliver, support and promote a broad range of music education opportunities for thousands of children and young people both within schools and in the community.

Our Hub network comprises over 30 partner organisations including The Albany, London Philharmonic Orchestra, London Symphony Orchestra, Lewisham Education Arts Network, Midi Music Company, Phoenix Community Housing and Trinity Laban Conservatoire of Music & Dance. We became an independent charity in 2017, with the support of the local authority, in order to capitalise on new income streams and engage with new learners and communities.

In June 2019 we moved into new premises at The Fellowship & Star in Bellingham, a new cultural centre which includes a cinema and live music, theatre and comedy venue. Our new base gives a fantastic opportunity for us to expand our musical offer and reach new audiences, creating a vibrant hub for music-making in Bellingham and beyond. The Fellowship & Star is situated in the south of the borough in an area which is both economically and culturally deprived, with many community arts opportunities being based in Deptford in the north of the borough.

Our priority is to create an accessible, community-focused creative space for the surrounding areas, giving local people the opportunity to experience all the benefits that music-making can bring in terms of confidence, community spirit, wellbeing and more. Our initial projects will be focused on children and young people (our core funding supports activities for 5-18 year olds), however we are eager to also offer opportunities for early years children, adults and elderly people, especially those who suffer from isolation or mental health challenges.

As well as including storage and offices spaces for Lewisham Music Core Staff, the Lewisham Music part of the building (1st and 2nd floor) includes a number of rooms specifically designed to accommodate musical activity. All these rooms have been named after local Lewisham musical artists, who have given the project their blessing and, we hope, will be involved with the venue launch. In addition, these rooms have been kitted out with instruments and equipment using generous funding from Lewisham's Young Mayor's Team.

- **RAY BLK Room**- Band-style rehearsal room with 'backline' (drum-kit, guitar and bass amps, PA system and microphones, piano). Named after the soul/R&B artist who was born in Nigeria but grew up in Catford.
- **Theon Cross Room**- Band-style rehearsal room with 'backline' (drum-kit, guitar and bass amps, PA system and microphones, piano). Named after the Tuba player and composer and one of the key players in London's thriving young jazz scene. Theon grew up near Bellingham and is a Lewisham Music alumni.
- **The Hannah Kendall Room**- Instrumental tuition/composition break-out room. Named after the contemporary classical composer who is based between Hither Green and New York.
- **The Vocalize Room**- large choir/training/meeting room. Named after the legendary choir based at nearby Sedgemoor School.
- **The Novelist Studio**- Music Production suite. Named after the Grime-MC and producer from Brockley.

We have already received funding for, or are hosting/co-producing a number of projects in the new premises in 2021. These include:

- An **Early Years** project with Beanstalk Arts
- **Fellowship Music Collective:** a cross-genre creative ensemble involving instrumentalists, producers, rappers and songwriters
- **Award's for Young Musicians 'Get Togethers'** for budding young instrumentalists
- A bespoke project with **London Symphony Orchestra**
- **Animate Orchestra** project with Trinity Laban Conservatoire of Music and Dance
- **Rap and Lyricism** project with Kenny Baraka
- **Lewisham Young Producers:** a music tech project exploring the use of Ableton and Charanga VIP Studio Sessions
- **South London Samba** sessions for children and adults.

These projects are being designed or re-designed to take account of the need for social distancing.

LAUNCH EVENT 2021

The launch event for Lewisham Music's part of the Fellowship & Star was originally planned for May 2020 and was cancelled due to the pandemic. This was going to be a more 'traditional' event, with 200-300 people in 'The Space' (a venue run by the pub at the back of the building), with speeches, performances and then guided tours around Lewisham Music's part of the building.

Given the Covid-19 pandemic we are now working on a 'hybrid' event which is part digital, part in-person.

'IN PERSON' EVENT

- Evenings of Tuesday 6 July and Wednesday 7 July 2021 (TBC)
- Due to Covid, we are getting rid of the idea of a mass event in The Space
- 1 event will be for schools/community/parents/carers
- 1 event will be for funders (Arts Council England, Department for Education, Youth Music), other stakeholders, politicians, press, musical artists, Trustees etc. and will have more of a formal launch/presentation feel, with brief speeches and screening of the promotional video
- If social distancing is still in place, people will come in small groups throughout the evening
- There may be performances from young people and artists in each room as people go around
- The evening for schools/community/parents/carers will be more relaxed, without formal speeches etc.

DIGITAL EVENT

Whatever stage the pandemic is at in July 2021, the 'digital launch' element will be very important.

- A 10-minute launch video will be commissioned and completed in advance to support the digital launched, along with short social-media friendly 'teaser' videos.