



## Nature Calling Project Creative Brief

### About the Project

‘[Nature Calling](#) is an innovative new art programme inviting artists of all disciplines and spoken and written word writers to have contemporary conversations about our landscapes. Nature Calling asks who feels excluded from our landscapes, how can we address new connections to nature and acknowledge the climate crisis and enjoy new experiences in amazing places.’  
(Nature Calling national website <https://www.naturecalling.org.uk/>)

### In the Shropshire Hills

For the Shropshire Hills National Landscape Team, Nature Calling is an opportunity for us to use the arts as a way of making connections with communities and audiences who may feel excluded from the landscape, or whose enjoyment of it is restricted in some way. The nature of the area is special but faces all kinds of threats. We want to work with excluded communities who feel this is something they are concerned about and have something to say or contribute to its regeneration.

We are especially interested in working with arts practitioners with a track record of working in communities, groups and facilities in the Telford and Wrekin area.

### Under this project

We are not ruling out any form of media, performance or practice, providing it engages people, involves them and creates stronger, more powerful connections to the Shropshire Hills landscape. It's not necessarily about numbers, but it is about quality of engagement. Obviously, the more people involved, engaged and taking part, the better the potential impact.

### Budget & Time

However, we recognise that the scope of the budget (£4,000) and the time available (until September 2025) are in themselves limiting factors. We will endeavour to provide as much support as we can to help off-set some of the challenges.

### What we are looking for

We are interested in talking to artists and arts practitioners who have the creativity, contacts and experiences to make this work. We are initially asking for a short, preferably visual pitch outlining:

- Who you are and why you want to do this project
- Your experience and connections within the Telford & Wrekin community
- Your idea/s for the project

Please accompany this with:

- A breakdown of costs (estimated costs acceptable as required)
- A timeline of what you will do and when

- A current CV

Please include any links to social media/websites/showreels or other examples of your work you feel relevant.

### Contacts & key dates:

For a discussion about the project please provide your details by email to [Nigel.McDonald@shropshire.gov.uk](mailto:Nigel.McDonald@shropshire.gov.uk) by **Monday December 2nd**.

Alternatively, call 01743 254744.

Please submit your proposal to us via email/download link (with supporting information) by **Monday 16<sup>th</sup> December**.

### Terms and conditions

The National Landscape Team is contractually part of Shropshire Council, and the appointed contractor will contract with Shropshire Council. The contractor will be appointed on a fixed price basis and will need to comply with the Shropshire Council Terms and Conditions <https://shropshire.gov.uk/media/9392/general-terms-conditions-march-2018.pdf>.

### Follow Up

We will contact the three short-listed artists by the end of December and may ask them to meet us in person or via virtual meeting in early January. All reasonable out of pocket & travel expenses will be reimbursed. Unsuccessful applicants will be notified by email with a brief summary of why they were unsuccessful. Detailed feedback on unsuccessful applications will be available on request.

Should your proposal be selected, you will be asked to provide a valid Enhanced DBS check, public liability insurance and professional indemnity certificates. You will then be asked to complete a Shropshire Council Supplier Registration Form. This will generate a purchase order, and you should not proceed with the project until this has been provided.

### About the Shropshire Hills National Landscape

The Shropshire Hills National Landscape is one of 46 uniquely special landscapes across England and Wales. Known for the diversity of its landform, the Shropshire Hills can be wild and rugged, friendly and gentle, craggy and awkward, or forgiving and comforting, or all of these things at the same time. It's a place of astonishing views, timeless atmosphere, startling skies, calm and peacefulness (mostly). It's a place where generations of people have worked to farm and provide food, manage the land, and conserve what makes it special. However, it's also a place that is under threat from habitat loss, declining nature, forgotten history and tradition, and global climate change.

For more about the Shropshire Hills National Landscape follow this [link](#).