



January 2023

HAZ Event Design and Artwork Commission Brief

Brief

Skipton High Street Heritage Action Zone (HS HAZ) is part of the £95 million [High Streets Heritage Action Zone initiative](#), which is currently working across more than 60 English high streets.

Running from April 2020 – March 2024 and funded by the Ministry of Housing, Communities and Local Government and administered by Historic England, Skipton HS HAZ seeks to find new uses for empty historic buildings in and around the High Street. It aims to attract younger people to the town centre through the creation of public spaces for cultural activities.

Cultural Festival August 2023

The HAZ Cultural Consortium has been awarded additional funding to deliver a cultural programme which is ongoing through a number of partners and creatives representing Skipton's culture, heritage, learning and arts communities. This includes the planning of a summer cultural festival to showcase the town's rich cultural heritage to local residents, businesses and visitors with its main aspiration to engage and include young creatives and appeal to younger people.

The commission

A new [Welcome to Skipton](#) brand has just been commissioned by the Skipton Placemaking Group ([Skipton BID](#), [Skipton Town Council](#), [Skipton Town Hall](#), [Craven Arts](#), [Skipton HAZ](#) and chaired by [Great Place Lakes and Dales](#)) and is currently being implemented to help market and profile the town.

Using this new brand as a framework and through a creative design approach, Skipton HAZ in partnership with Great Place Lakes and Dales and Skipton Town Hall requires a creative marketing response to help us market the event and showcase the town's culture and heritage through the creation of:

- An event title and logo

- A map/programme of event activities throughout August
- Digital assets that can be used across various marketing materials
- Any other creative marketing recommendations aimed at younger people

How much is the commission?

The funding is up to £2000 and will be paid in one instalment upon successful application.

Please note that this fee is for creative time only, a separate budget for print and digital marketing applies and will be agreed as part of delivery.

Criteria:

To apply you must:

- Have a connection to Craven (either live there, work there or have a previous connection)
- Be able to demonstrate other creative marketing work

The commission is open to all but we actively encourage applications from young creatives and particularly welcome them from diverse backgrounds.

Timings:

Submissions: Wednesday 15th February

Panel interviews: Week beginning 27th February

Appointment: 6th March

Name, logo and digital assets required by April 10th 2023

Programme/map: 15th June 2023

Applications:

To apply fill in this [application form](#) and send a recent CV/portfolio work sample to greatplace@cravenc.gov.uk