

Artist callout: Transforming Audience Travel Through Art

RECRUITMENT PACK





Summary

Perth Theatre and Concert Hall and Creative Carbon Scotland are recruiting a creative practitioner to work on a new project exploring sustainable travel. Drawing on your own artistic practice, the role involves contributing to the overall design of the project, running a series of creative workshops, and collaborating with participants to document their journeys to Perth Theatre and Concert Hall.

Eligibility

Open to any creative practitioner of any discipline. You must be based within easy traveling distance of Perth Theatre and Concert Hall to limit transport emissions associated with the project and ensure a good connection with the local area. We recommend that you should have to travel no more than a maximum of 25 miles to reach the venues. You must have the right to work in the UK.

Fee

£10,800. Based on a Scottish Artist Union day-rate of £336. A budget is also available to cover expenses for artist materials and local travel up to a distance of 25 miles from Perth Theatre and Concert Hall.

Time Commitment

30 days, spread across May 2023-March 2024, with the majority of time falling during July 2023-November 2023 (see below for an estimated breakdown). Timing is flexible, but will very likely need to involve evening and weekend working to reach the right audiences.

Application

Application form; responses to four questions to be submitted in written or video format, plus equalities monitoring form.

Location

Activities will take place at Perth Theatre and Concert Hall and in some other locations around the Perth and Kinross region. Some elements of the work can be done remotely from any location. Due to the nature of the role, it is particularly well suited to someone based in or near Perth.

Deadline

23 April 2023



Context

Perth Theatre and Concert Hall (PTCH) and Creative Carbon Scotland (CCS) have been awarded funds from sustainable and active travel organisation Paths for All to carry out a project under the title of Transforming Audience Travel Through Art.

The project seeks to address challenges around audience travel for organisations like PTCH that are working on improving the environmental impact of their operations and playing an influencing role in broader decarbonisation efforts in the area. Calculations show that for PTCH – and equivalent organisations – audience travel to and from the venues is one of the largest sources of emissions associated with their work. PTCH do not have direct control over how people travel to their venues, but they can facilitate and encourage more sustainable travel choices.

This project will work with an artist to use creative methods to develop positive attitudes towards sustainable travel, build a community of interest, and co-create artistic work that will showcase the benefits of, and barriers to, sustainable travel. This will work alongside and feed into a promotional campaign delivered by PTCH and showcase events that will promote sustainable travel choices and advocate for local policy decisions that will facilitate these choices.

The Opportunity

We are looking for a creative practitioner of any discipline to work as a collaborator on the project. The successful applicant will work with CCS and PTCH staff as a core member of the project team and be involved in all decision making about the project. As such, this is an opportunity to bring your creative skills to bear on the design of the whole project.

As the project artist, you will play a leading role in developing creative workshops for audience members and staff, and developing creative ways of documenting audience journeys. The approach to these two activities has deliberately not been fully defined yet, and we will work with you to find the approach that makes best use of your abilities.

Beyond these core activities, we will also seek your advice and input on the ongoing plans for the project and encourage you to publicly document your experiences for sharing with our audiences. The project also provides an opportunity to develop new connections, explore new forms of socially engaged creative practice, and learn about issues in sustainable travel in Scotland.

Key Activities

We suggest that activities will likely take the following form. However, once the chosen artist is brought into the project we can discuss suggested alterations to the approach, timings, and weighting of activities.

- **5% – Attending meetings with co-organisers from CCS and PTCH. May-December 2023.** Attending regular meetings to make decisions about project planning and activities and share updates.
- **15% – Research and development. May-September 2023.** Building an understanding of the local context and your role as an artist within it and identifying fruitful ways of influencing change. This may involve meetings and interviews with staff, audience members and local travel organisations, online research, or other activities as appropriate. There may also be an opportunity for relevant training if needed.
- **10% – Sharing your experiences on the project. June 2023-January 2024.** Using public facing channels to share your experiences as an artist on the project, through blog posts, a video diary, podcast episodes, or other methods as appropriate. These will be featured on the CCS website and shared online by PTCH and CCS.
- **10% – Co-designing and facilitating creative workshops on travel held with audiences and staff of PTCH. July-October 2023.** These workshops will provide an opportunity to develop positive attitudes towards sustainable travel, give audience members space to share their thoughts and experiences, and develop a community of interest around the project. These workshops should include a mixture of discussion and creative activities and will be held at PTCH venues and other venues in the area.
- **30% – Co-creating creative documentation of PTCH audience journeys, working with participants. August-November 2023.** Working with participants drawn from the workshops or elsewhere to develop creative ways of documenting their journeys to and from PTCH, drawing on their interests and your own artistic practice in e.g., film, photography, storytelling, illustration. These ‘documentaries’ will be used as part of future events and a promotional campaign.
- **10% – Contributing to and advising on ongoing project activities.** November 2023-March 2024. This will involve advising on the approach taken by the marketing campaign, sharing your experience and expertise at future events, and contributing learnings from the project to our evaluation report.

Person Specification

This role is conceived for an experienced and established individual artist or cultural practitioner, working in any discipline, looking to use their creative skills to contribute to wider society. We anticipate an individual with at least five years of experience in the cultural sector will be most appropriate for this role. It is possible to apply to the role as a partnership.

The types of skills and experience that will be beneficial for this project include:

Experience

- **Experience of designing and running artistic/creative projects and activities.** Playing a successful organising role in previous projects or events either individually or as part of a team
- **Experience of socially engaged or community arts.** Previous socially engaged or participatory work with communities and/or co-creation of artistic work with communities
- **Experience of successfully working collaboratively with diverse groups and in non-arts contexts.** Working with different types of organisations and audiences, including cultural and climate organisations and audiences from varied demographics.

Skills

- **A dynamic creative practice** that offers skills relevant to the process of creatively documenting audience journeys and running creative workshops.
- **Imaginative and independent thinking.** This is important for contributing to the overall approach of the project and identifying the best approaches to take. We're interested in creative ideas that go beyond traditional approaches.
- **Communication skills.** An ability to effectively communicate complex issues in relatable and engaging ways.

Knowledge

- **Knowledge of and/or interest in climate change and sustainable travel.** In particular, awareness of how to make these relevant on a local level.
- **Knowledge of Perth and/or the wider area.** This might include lived experience, knowledge of local issues or links with relevant organisations.
- **Knowledge of and a proven commitment to equalities, diversity and inclusion,** particularly in community contexts.

Dates, Fee and Support

Project Duration

This role will take place from May 2023 to March 2024, with the majority of artist time falling in July 2023 to November 2023 (see key activities for a breakdown of estimated timings). The role will very likely involve weekend or evening working to be able to reach the required audiences. The exact timing of activities is flexible and can be adjusted to the needs of the artist.

Fee

- £10,800, inclusive of VAT if applicable. Based on a Scottish Artist Union day rate of £336.
- This fee aligns with the Scottish Artist Union recommended rates of pay for an artist of 5+ years' experience. If choosing to apply to this role as a partnership, the fee will be split between the appointed practitioners according to their proposed approach.
- The fee will be paid in three instalments across the period, with exact payment dates negotiable.
- A budget is also available to cover expenses for artist materials and travel carried out as part of the role within the local area.
- The artist is expected to be able to make use of their own pre-existing equipment to do the work (e.g., a laptop, internet connection). However, support is available to accommodate reasonable adjustments for the appointed candidate.
- We can provide desk space at PTCH venues in Perth or at the CCS office in Edinburgh if needed.

Management and Support

The artist will work directly with CCS and PTCH as a member of the team. CCS will be responsible for paying the artist fee and covering any expenses. A member of CCS staff will be assigned to take on the role of making these payments and offering any additional advice and support where necessary. The artist will work directly with project partners and stakeholders to deliver the different strands of work outline in the brief.

For any creative work produced with participants during the project, the artist will retain intellectual property and will license the work for 10 years without charge to PTCH and CCS for appropriate use and dissemination.



Application Process

Application Submission

Please complete the short online written application form on the [Creative Carbon Scotland website](#).

All applicants should also complete our [Equality Monitoring Survey](#).

The deadline for applications is **11.59pm on 23 April 2023**. Late applications cannot be accepted.

If you prefer, you can answer the four application questions in the form of a video of no more than 10 minutes. The video can be uploaded as unlisted or hidden on YouTube or Vimeo and the link shared in your application form. If you are having any problems with submitting your application or would like to request an alternative submission method, please contact maja.rimer@creativecarbonscotland.com to seek assistance in good time before the closing date. Any contact will remain confidential and will not be shared with those assessing the applications.

You can find the full list of the application questions on the Creative Carbon Scotland website. Applications will be assessed only on your answers to the four questions, measured against the person specification above.

Interviews

Shortlisted candidates will be contacted by email to invite them to an interview that will take place between 1 and 4 May.

- Interviews will take place on Microsoft Teams and last around half an hour.
- Interviews will seek to explore the creative approach of the candidate. They will take the form of a series of questions exploring how you would approach the different elements of the project.
- The interview panel will include staff from PTCH and CCS.

Equalities, diversity and inclusion

Creative Carbon Scotland and Perth Theatre and Concert Hall are committed to climate justice: addressing the climate emergency in a way which makes society fairer and more equitable, and which includes all parts of society in deciding this future. As a result, we aim to promote a diverse and inclusive working environment. They welcome applications from everyone with suitable skills and experience and we will make reasonable adjustments where necessary to enable people with particular requirements to work with us. Please read Creative Carbon Scotland's Equalities Policy and Safe Working Statement, and remember to complete our Equality Monitoring Survey.



Data protection

We will only use the personal data you provide in your application for the purpose of completing this recruitment process. All records created during this process will be permanently deleted once the appointee is under contract. For more information on how we handle your data, look at Creative Carbon Scotland's Data Protection and Information Security policy.

If you would like a PDF or Word copy of all the information above sent to your inbox, please email maja.rimer@creativecarbonscotland.com.