

Govan Cross Townscape Heritage Initiative wishes to commission a photographer / digital artist to undertake our 'Govan Then and Now' photography project.

The key project aims are:

- 1) To encourage people to think about Govan in a different and more positive light,
- 2) To explore and record the heritage, regeneration and future potential of Govan through the media of photography and digital enhancing techniques,
- 3) To introduce people to or improve their skills in digital photography and visual graphics.

Through the project, we hope to increase a sense of pride in Govan, promote its distinct cultural identity as well as foster a sense of ownership for the historic environment and a desire to protect it as part of Govan's on-going regeneration.

The project is themed around "Govan then, now and future." Outputs will include a series of images representing each 'then, now and future' category. The images will be exhibited locally and used for publicity purposes including on our 'Get into Govan' website and in future regeneration work.

'Then and Now' will be funded through Govan Cross Townscape Heritage Initiative (GCTHI), a grant-giving initiative funded by the Heritage Lottery Fund and Glasgow City Council. Alongside carrying out physical improvements in the area, GCTHI also funds a range of 'Complementary Initiatives' one aim of which is to encourage people to learn about and engage with Govan's rich heritage.

As an Interpretation and learning project, the project should be designed and delivered in such a way to engage the local residents and which offers a combination of meaningful learning and social benefits to those participating.

The ideal audience for this project is local residents from Govan, including creative thinkers with an interest in photography, digital imagery, local heritage and regeneration. In particular, we feel this project would perhaps suit a small group of young adults who desire to get involved in a contemporary digital arts project and who are keen to see the project through to fruition. We are open to suggestions as to how to best achieve community participation, whilst still ensuring good quality products.

We are also open to ideas on the exact content of the project and how best to deliver it, however it is envisaged that there will be a mixture of educational and practical workshops, together with walk around visit/s in Govan. As a suggestion, the following activities could be implemented under the three project themes:

- **'Then'** – Collating an archive of historic photos, identifying what still remains and what's disappeared.
- **'Now'** – This could involve capturing images of the characteristics of Govan today, images that document change that has happened, or perhaps recreating an archive of photos in the present day to contrast with the old.
- **'Future'** –selecting unique features, gap sites, run down spaces in Govan and exploring what could happen there in the future e.g. Photoshop a section of a street to show the effect of new shop fronts, reduced street clutter and overall improved environment.

For all three themes, the use of creative editing and photo software may be used to alter or adapt the image or present it in a new way in order to inspire, build pride, raise aspirations, highlight an issue, or perhaps the need for change. This is only an initial concept however, and again we are open to suggestions as to how this can be developed further.

In terms of outcomes and deliverables, we require a number of images to be produced representing the “then, now and future” themes. The images will be exhibited locally and you will be required to prepare and run the exhibition. We also require images to be provided for GCTHI publicity use, particularly our ‘Get into Govan’ website.

We believe this opportunity would suit a professional photographer or digital artist who is well practised in delivering similar projects. You must demonstrate a strong project portfolio with experience in photo enhancing technology; strong leadership and community engagement skills; including the ability to positively engage, enthuse and motivate people and project management skills with the capability to produce an inspiring end product.

The project budget is £6,000 (including VAT) and the overall project (including exhibition and provision of images for publication) should be fully completed **by June 2014**.

If you would like to be considered for our tender list then please respond on or before **12 noon Monday 10th February**, providing a short description of the aims and objectives of your organisation (if applicable), why you think you would be suitable for this opportunity, including how you propose to deliver it in order to realise the best outcomes and achieve the overall aims of the project.

We do have a full brief for this project, which will be made available to our tender list in due course.