



New Creatives Brief – Audio & Film Commissions (Round 4)

What is New Creatives?

New Creatives is an exciting talent development scheme that offers commissioning opportunities for emerging artists to create new work in film, audio or interactive media, designed for BBC platforms.

The project is a unique partnership between BBC Arts, Arts Council England and five creative media production organisations across England, Calling the Shots (South West), ICA (London), Screen South (South East), Tyneside Cinema (The North) and the Rural Media Company (Midlands).

Calling the Shots runs the New Creatives project for the **South West region**, working with partner organisations Somerset Film (Bridgwater), Kaleider (Exeter), Create Studios (Swindon) and Screen Cornwall (Redruth) and Watershed (Bristol). These are our **New Creative Hubs** and provide locally-based support the training, development and production of the selected New Creatives projects.

This is an unprecedented opportunity for creatives to experiment and connect with BBC audiences and beyond.

Who are we looking for?

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We're looking for **South West-based** creatives between the ages of **16-30** who want to develop their original idea into a professional audio, short film or interactive media work.

New Creatives can come from any arts background (dancers, actors, performers, musicians, writers, film makers, comedians, visual artists, animators, poets, storytellers and games designers), or non-arts backgrounds and you don't need experience in audio, film or interactive to apply.

We want to unearth new talent from all walks of life and from the widest demographic we can. We want to commission people who have something to say but might not currently even consider themselves artists or even 'creative'. We hope that with professional support, we can collaborate to create something very special - bringing ground-breaking ideas and original perspectives to BBC audiences.

What kind of ideas are we looking for?

We want to see proposals for fresh, innovative audio, short film and interactive media that reflect in some way on the experience of living in **modern Britain**. The ideas can be serious, comedic, absurd, challenging, provocative or abstract. We're looking for you to push the boundaries on what constitutes art, make people think, and encourage new ways of understanding the world and ourselves.

We are not necessarily looking for ideas that explicitly deal with 'Life under Lockdown' or the specifics of the crisis as reported in the news. However, we do want you to respond to Modern Britain as you see it, so you may want to think about the "new normal" (whatever that strange phrase means to you), the near future or you may want to deal with issues and themes that you feel have been swept aside and need talking about as we move on beyond the crisis.

The current CV19 situation is of course relevant, but mainly because it impacts on production techniques and resources. Social distancing will be the norm for the foreseeable future. When thinking about your ideas, bear in mind that large casts or crews will be near impossible with the limited budget and time frame. What can you do remotely? How can technology help you? Can you change the point of view or utilise voiceover or text and graphics? If you have an existing idea that you think might be adapted to the current circumstances, feel free to submit it, but try to imagine, and express, how it could be developed and produced.

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The core characteristics we'll be looking for are:

- **Relevance:** the ideas and themes that really matter to you and your community – however you might define it.
- **'Talkability':** shareable content that gets people talking.
- **Timeliness:** ideas that impact people's lives here and now.
- **Originality:** Content that innovates and hasn't been seen this way before.

Think differently and steer away from pure journalism or current affairs documentary!

What is Included in The Support Package?

If your application is shortlisted you will receive professional guidance and training support before your developed project is sent to the BBC Panel for review.

If then selected for commissioning, you will receive a support package of up to £5.5k for film commissions or £3.5k for audio commissions, which includes:

- **Mentor:** A dedicated industry professional who will be able to support you throughout the process as a springboard to share your creative thoughts and to demystify the technical broadcast process. They'll be able to help raise the production value of your film or audio work and tap you into their networks.
- **Executive Producer:** There will be Executive Producer from Calling the Shots assigned to your project to feedback at key stages and help push your work to be the best it can be, their role is to consider potential audiences.
- **Production:** You will receive a production budget to cover costs such as fees for crew, cast, clearing music rights, artist's fees or hiring of recording spaces. This will allow you to produce a work of high production value at a broadcast standard level. The Calling the Shots team will also be able to offer ongoing production support, such as sourcing locations or recording equipment.
- **Post-Production & Technical Delivery:** We partner with South West based post-production houses to ensure a consistent standard of delivery to the BBC. As part of New Creatives, you will be able to use their facilities and talented sound mixers, colourists and online editors to shape your film or audio work.

Audio Commissions

Audio Duration: 1 min – 15mins

Support Package: up to £3.5k (varies depending on the complexity of the work)

We're interested in works that represent creative storytelling in its broadest sense. We want stylistic innovation – for you to push boundaries and to create works that can surprise listeners with their inventiveness and ingenuity.

Audio is in some ways the perfect medium to respond to the current situation. New technology, high quality microphones and new software means spoken word, comedy, and even drama can be recorded remotely. Location sound and interview material can be gathered one to one or in very small groups and sound design can be achieved through widely available software like Hindenberg and Pro-tools (short-listed creatives will be trained in both recording audio and using software to edit and design).

Remember that we will be looking closely at the practical side of producing your idea and particularly whether it will be achievable with social distancing measures in place. Do bear this in mind when applying but don't let it restrict your imagination, we will be able to help shortlisted Creatives develop their idea into a produce-able broadcast project

For Round 4 we have a focus on **the Future** and **Forgotten Stories**, to reflect the world as it emerges from lockdown and perhaps reconnects with the rest of the 'stuff' that seems to have been swept aside. Will everything return to normal? Will we re-evaluate what we think is important? What does the Future mean to you? What do YOU think needs to be said that's not being said?

We're looking for fresh and exciting ideas for character-led comedy, web series pilots, new plays (duologues and monologues) and spoken word ideas from young writers or performers. Alternatively, we would like to hear about sound art or soundscapes that could provide a counterpoint to today's anxious, worrying world. **Treatments could feature archive, natural sounds, lost noise and the purr of everyday life** that offer audiences chance for reflection. We will consider spoken word, drama, comedy, soundscapes, performance, sound art, experimental documentary, music and any or all combinations that convey your creative idea in the best way possible.

Film Commissions

Film Duration: 1 min – 5mins

Support Package: up to £5.5k (varies depending on the complexity of the work)

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In our film commissions, we're looking for strong ideas for short form films, that can demonstrate the breadth of possibility offered by film, whether that be through stylistic innovation, experimentation with sound, image, structure, narrative and storytelling, animation, performance, scripted drama, dance, music or any other means.

Remember that we will be looking closely at the practical side of producing your idea and particularly whether it will be achievable with social distancing measures in place. Large crews and casts will not be practical or safe in the current climate and the budget will not be able to sustain extended production periods to incorporate quarantine measures. Do bear this in mind when applying, but don't let it restrict your imagination, we will be able to help shortlisted Creatives develop their idea into a produce-able broadcast project.

The challenge is to think laterally and use the restriction to your advantage; necessity truly is the mother of invention. What could you achieve with one performer, dancer, actor, artist, musician? How could you combine contributions from different people or different genres and artistic forms? How can you bring viewers different and unexpected locations, worlds and perspectives whilst observing the new protocols? How can you utilise camera techniques, animation and/or editing to create illusions or bring scenes/performers together?

We envisage most films being 3 minutes long. However, if your idea warrants a slightly longer film, we are open to discussion as long as it remains within the recommended budgets.

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Interactive commissions

We will publish details on the Interactive Strand on June 1st 2020

What is the New Creatives process?

Below is breakdown of the process and a guideline of timescale for Round 4.

Application and Shortlisting (21st May 2020 – 12th July 2020)

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- Submit your application via the Submittable form: <https://bit.ly/3q9iryq> or email us for an alternative format: newcreatives@callingtheshots.co.uk
- If shortlisted, New Creatives will receive professional training and development of their idea.

NOTE: To be a shortlisted New Creative does not guarantee that you will move on to the commissioning stage.

Training and Development (27th July- 27th August 2020)

- You will receive 3 days training of online training. The sessions will cover ideas development, training in broadcast audio production, and self-branding, marketing and Distribution.
- You will develop your idea further with the guidance of a development producer in one-on-one sessions.
- Developed ideas (along with a production budget and schedule) are reviewed by a panel of BBC Arts and Calling the Shots executives and commissioned for production.

Commissioning and Production (7th September – 21st December 2020)

- Each commissioned New Creative will receive a budget, these are variable depending on the scale and ambition of the work.
- Your New Creative Producer will assign you with a professional mentor who will support you to produce a broadcast quality work.
- From signing the artist agreement, you will have 3-4 months in production, including post-production and quality checks on your final work with one of our delivery partners.

Broadcast and Distribution (January 2021 onwards)

- Finished work is delivered to BBC Arts and may be selected for a new strand, BBC Introducing Arts, which will showcase and introduce new artistic talent from across the UK via all BBC Platforms – on BBC iPlayer, BBC Sounds, BBC television, BBC Radio – and beyond. We'll look to identify the best platform for each idea.

Access

We are committed to providing equal access to this opportunity for all sections of the community across the South West. If you feel you will need some extra support to take part in the New Creatives Programme, for instance additional software, child-care, transport costs etc, please talk to us at the shortlisting stage and we will try and help.

More questions for us?

Check our FAQs: http://callingtheshots.co.uk/FAQs_Round_4.pdf for more details

or drop us an email: newcreatives@callingtheshots.co.uk

New Creative webpage: <http://callingtheshots.co.uk/newcreatives>