

JAZZ SOUTH - DESIGN and BRANDING BRIEF

Turner Sims invites tenders from designers to undertake the design and branding work for the Jazz South project outlined in this brief and under the given conditions.

This Design brief is issued in parallel with a Jazz South brief for Website design and development. Jazz South is content to accept separate proposals for each brief but also can accept joint proposals to cover both briefs from designers with the appropriate skills.

Jazz South

Turner Sims Southampton has been awarded £315,755 from Arts Council England's Ambition for Excellence fund for the development of Jazz South, an ambitious 3-year programme that will support and develop artistic talent, build quality in jazz practice, grow diverse audiences and develop a network of contacts and a regional jazz identity across South East and South West England.

The extent of the region to be covered and a summary of the key elements of the Jazz South 3-year programme are outlined in the document appended to this brief.

Purpose of the design

Although Jazz South is a Turner Sims initiative and Turner Sims hosts the administration and leads on the overall management of the project, it is intended that Jazz South has its own separate identity and is concerned with jazz development work across the region. Design and branding for all aspects of Jazz South and its programme will therefore be independent and discrete, relating to the region's jazz sector and Jazz South's programme of work.

Jazz South's design requirement is for a main Jazz South identity and a suite of visual designs which link the main identity with the identity of specific strands of the programme on which Jazz South will concentrate over the 3 years of the project. These strands of activity are:

- **Platform South** Artists from Jazz South's region (from duos to 10-piece) will apply to perform on the Platform South support scheme, which would be launched with a showcase gig at a festival and then each band would play a series of self-sourced bookings with further financial and mentoring support. The scheme will provide bands with an opportunity for significant improvement in presentation, profile and performance.
- **Jazz South Introduces** Building on proven success of 'Jazz North Introduces' Jazz South Introduces will provide emerging jazz artists (16-25 years old) with their first high-profile performance, showcasing the region's best new talent.

- **Jazz South Professional Residencies** Two 5-day residencies at TS for some of the region's professional jazz artists. Participants will be involved in practice sharing and mentoring with leading UK and international artists culminating in an informal performance on the final day.
- **Jazz South Masterclasses** Emerging artists and gifted and talented children and young people given the opportunity to participate in masterclasses led by artists from the region, UK and abroad and hosted by Jazz South's local delivery partners. Sessions may focus on instrumental technique or improvisation or group interaction, but will be tailored to the talents of the participants.
- **Jazz South Artist Ambassadors** High profile established artists from the region will be invited to become Jazz South Artist Ambassadors. They will be among artists chosen to lead residencies, masterclasses and mentoring and also invited to attend and/or contribute as speakers or advisors to the various Jazz South conferences and meetings.
- **Jazz South Co-commissions** Jazz South will offer itself, co-opted expertise and funding as co-commissioning partner to regional promoters who aspire to commission a regional artist(s) and present the finished work. Performances promoted by the co-commissioner will be filmed and recorded by Jazz South and posted online on Jazz South digital platforms
- **Jazz South Promoter Events** Support and networking events for promoters of any levels - 6 events, 2 per year, one in each of the sub-regions.
- **Jazz South Education Events** (2 network events in Year 1, (one each in SW and SE sub-regions). Events will bring together music hub personnel, Youth Jazz Orchestra leaders, and specialist music education organisations to consider opportunities and challenges in jazz education and the potential for significant step change via collaboration and Jazz South initiatives.
- **Jazz South Education Conference** Organised in Year 2 in a single location for the entire regional sector and for all involved in jazz education.
- **Jazz South Annual Events** An annual Jazz South legacy-building event hosted in regional venues and open to all members of the sector, e.g. artists, promoters, agents, educators. 1 day events in Years 1 and 2 will build to a 2 day event in Year 3. The events will encompass practice sharing, knowledge building and opportunities for generating inspiration and aspiration. They will address sustaining connectivity between stakeholders, eg artists, promoters, music hubs, professional development partners and Bridge organisations. Year 3's 2-day format will underline the impact of Jazz South's programme, identifying areas of achievement, excellence and sector development, and encompassing a major agenda element on jazz education

Target groups for the design

Jazz South is a programme that is designed to connect people active within and around the jazz sector and to support and provide opportunities for musicians (at all levels: from encouraging beginners to mentoring emerging talent to acknowledging seasoned professionals); to support and help the development of promoters and festivals; and to contribute to the growth and development of jazz education and training, again at all levels.

The key audience for Jazz South and its branding will therefore be a wide range of the active participants in the sector, as described above. These will be across all age ranges – from teenage aspiring musicians to retirement-age voluntary promoters. The scope will cover volunteer and not-for-profit organisers as well as professional and commercial operators.

Jazz South will also provide a reference point for organisations and people outside the immediate jazz sector – e.g. funders, local authorities and other public bodies, other music and arts interests etc.

Although Jazz South will not be a direct promoter of music (i.e. not itself promoting and marketing concerts or tours etc), audiences and the general public will also come into contact with the Jazz South brand through associations with its projects (e.g. bands on tour with the support of Platform South or JS Commissions) or references and acknowledgements via partners and collaborators.

Qualities and values

Design and branding for Jazz South should reflect an ethos that is:

Contemporary
Inclusive
Diverse
Upbeat
Forward-looking
Confident
Positive

Jazz South's identity should reflect the contemporary and wide-ranging nature of the jazz scene and the diversity of the people, music and organisations involved. In contrast it must avoid jazz clichés, stereotypes, or any kind of narrow geeky interests and obscure references.

It should be clear and simple – easy to recognise and useable in various contexts – by Jazz South itself and by partners/beneficiaries using logos and images on their own print and online/digital material.

Map

As part of the branding Jazz South will require a map or similar graphic image which identifies the geographical area covered by the project.

Wording

Some of the branding will require short descriptive phrases or strap lines to add to any visual image. These have not been fully defined but will be discussed and finalised with the designer.

Usage

The logos or suite of logos or graphic images and overall style of branding/design will be used in most familiar contexts – e.g. printed leaflets/posters/brochures; business cards; banners; website; social media platforms; media cards; e-newsletters.

The designer will provide the necessary style sheets and logos/image files that can be used easily and simply by Jazz South personnel or passed on to others for use in connection with Jazz South projects.

Jazz South/Turner Sims will have copyright on all designs delivered under this brief.

Designers - experience and skills

In response to the information in this brief tenders are invited from designers who can demonstrate the following:

- Proven experience in practical design for multiple uses
- Knowledge of and experience in applying design and branding to projects
- Excellent communication skills
- Knowledge of the music and arts sectors in general
- An understanding of the Jazz South project and the requirements of this brief

Reporting and liaison

The designer will liaise regularly to discuss and refine plans and designs with the Turner Sims Concert Hall Manager (Turner Sims' strategic lead for Jazz South) and the Jazz South Set-Up Manager and subsequently the appointed Jazz South Manager.

The designer will produce the full range of images/logos and design files as described above.

The designer will liaise with and supply all necessary information and files to Jazz South's contracted Website developer.

Timescale

The design project will be delivered over a period from appointment in September to end November 2018.

Budget

The guide price for the entire project inclusive of VAT and all other expenses to be incurred by the designer is a maximum of £2,500. This is not a fixed price and selection of consultants will take into account competitive pricing in relation to value for money.

Tender submission

Designers should submit a written proposal by email to Jazz South's Set-Up Manager Nod Knowles at r.knowles@soton.ac.uk - to arrive no later than 12.00 midday on Friday 21 September.

Proposals should include the following:

- The experience, skills and qualifications which match the designer to this brief
- CVs of personnel who will undertake the work and their roles in the design
- The proposed methodology and approach to the work
- Evidence of relevant previous design and branding work
- Any overall comments on the brief
- A budget for the work in all its stages, including indications of number of days to be worked and associated costs
- An outline timetable for the work
- The names and contact details of two relevant referees from recent projects.

As noted, joint tender proposals that address both the Design and Website briefs can be considered.

Selection

Shortlisting will take place as soon as possible after the closing date and interviews for the shortlisted consultancies will be held in Southampton in the week beginning 24 September.

Selection of the designer to be contracted for this work will be based on an assessment of:

- The quality and scope of the proposal
- The experience and skill of the designer
- The value for money of the proposal and budget.