

Southport Townscape Heritage Project – Southport Animation brief

12 April 2024

Brief for animation showing Southport’s development from sandhills to the town today

Southport Townscape Heritage Project wish to commission an artist to create an animation lasting 90 seconds to 2 minutes showing Southport’s development from sandhills to the town today.

The maximum budget is £6,500 and target completion date is September 2024.

About Southport THP

Southport Townscape Heritage Project is funded by the National Lottery Heritage Fund and Sefton Council to stimulate regeneration through grants for sympathetic restoration of the town’s historic architecture. The grants are focused on four central streets linking Lord Street and the Promenade. Alongside this is a programme of community engagement activities to raise awareness of Southport’s built heritage and the people who created and used it. This commission is part of that programme.

The Animation

- The aim is to provide a much-needed summary of how Southport has developed from the sandhills nearly 250 years ago in a short, entertaining and informative way.
- We imagine that the changes will be seen from above as though a birds-eye view and/or animated map. The approach and level of detail to be included will be agreed with the artist.
- We envisage that it will be primarily visual, with key dates and a few explanatory words where needed. We don’t require a narrated audio but are happy to consider that, provided subtitles can be included without detriment to the animation.
- We have no particular style in mind, but are looking for an artist who can deliver a lively, clear and colourful animation of the historic information.
- The target audience is KS2 Primary school children, and a class or group from that age will be involved in the creation of the animation. However we expect the animation to be popular with a much wider audience, including families with children aged 7-12 years and interested adults.
- A summary timeline of Southport’s development is included at the end of the brief, as an indication of the key changes. A detailed timeline will be provided as the starting point for developing the animation.
- The final length, style and content of the animation will be developed between the successful artist and project staff, with the involvement of local schoolchildren.

Scope of work

To illustrate and produce an animated film of 90 seconds to two minutes' length from historical content provided by Southport THP and with the involvement of the target audience of children aged 7-11 years.

- Southport THP will provide a written timeline, maps and contextual images to inform the development of the animation.
- The artist will use the resources provided to provide initial concepts.
- The artist will involve children from the target age group to shape the animation, ideally by incorporating their ideas and/or artwork. (Southport THP can provide links to a Southport school, or the artist can propose a partner school or group, which must be within Sefton. We would like the involvement to include a visit to central Southport, and will support a visit/classroom work with resources, and in person if required)
- Southport THP and the artist will agree a storyboard, or similar, setting out the stages to be shown in the final animation.
- The budget is to cover audio as a background or, if proposed, a spoken narrative. If the latter, well-integrated subtitles must be included.
- The artist will document the process and share a selection of photos and/or videos with Southport THP for use by us and our funders for websites, publicity, social media etc and for press and PR purposes. See key links below.
- The artist will produce a master copy of the animation in MP4 format, with snippets and/or stills from the final animation for promotional purposes.
- The illustrations and animation remain the intellectual property of the artist. Please note, digital outputs funded by a National Lottery Heritage Fund grant, as in this case, require an open licence. See [Digital good practice guidance | The National Lottery Heritage Fund](#) for further details.
- If possible, the artist will supply a slower version of the original for use in the classroom (or key images for use as a resource).

Budget

- The maximum budget available is £6,500, excluding VAT, to cover all costs including expenses and production.
- Payment can be phased by mutual agreement, with a minimum of 50% payable on successful delivery of the animation film against the brief.
- Payment is against a purchase order from Sefton Council – see order for details of how to invoice. Please note that Sefton Council has a 30-day payment policy.
- Copy invoices to be provided to Southport THP.

Key dates

The animation project will start on appointment by mid-May 2024, and the film will be launched in autumn 2024, ideally September for the new school year. The work must be completed by mid-November 2024 at the latest.

Legal and other requirements

Sefton Council requires:

- Professional and public liability insurance

If a freelancer, you will be responsible for your own income tax and National Insurance contributions as this is not an employed role.

How to apply

The deadline for submission of proposals is:

Monday 29 April 2024 at 12noon

We will notify shortlisted applicants and if necessary hold interviews w/b 7 May (Tues-Thurs – please tell us if you are unavailable on one of more of those days).

Please provide a short proposal – no more than 4 A4 pages or a 3-minute video – including:

- Your creative response to the brief indicating in writing and/or visually how you will approach the commission. You do not need to create detailed new artwork for this;
- Examples of recent similar or related work, including animation and film, and working creatively with primary school children;
- A breakdown of your budget;
- The names and contact details of two referees who you have worked with previously on similar projects.

We will evaluate proposals against:

- The creativity of the approach, understanding of the historical information, appropriateness for the target audience, and attention to the brief – 60%;
- Relevance of previous experience – 30%;
- Value for money – 10%.

Contacts

If you have any queries about this commission, please contact:

Sue Latimer, Heritage Learning & Skills Co-ordinator:

E: Sue.Latimer@sefton.gov.uk

T: 07816 114885

Southport THP website and social media

The animation will be put on our website and YouTube channel, and promoted through our social media:

Website: www.SouthportTownscape.org.uk

Twitter / X: @SouthportTHP

Facebook group: Southport THP

Instagram: southportthp1

YouTube: SouthportTHP



A brief timeline of Southport's major developments

Before 1790 Southport's location is made up of sandhills and shore. Churchtown – called North Meols – is the only significant place locally.

1790s Growth of town begins just north of Birkdale boundary (which doesn't develop until 1850s) near a good bathing beach at South Hawes. First hotel built where the roundabout at Lord/Duke Streets is today.

Early 1800s Buildings start expanding northwards along what was a marshy track between lines of sandhills. This becomes Lord Street.

1830s Promenade built on the seashore sandhills between Coronation Walk and Nevill Street, then extended to the first Baths.

1848 - 1855 The railways arrive from Liverpool and then Wigan and Manchester.

1860 Pier opens with its entrance on the Promenade at the top of Nevill Street.

1860s-80s Sea is still occasionally pounding the Promenade, but gradually the beach is expanding and the sea retreating.

1873-1881 Promenade extended south to Duke Street and north to Park Road

1884 Cheshire Railway line from Liverpool takes a big loop onto the beach on its way to the station on Lord Street. Land within the railway line dries out and becomes a recreation space – now Victoria Park.

1888 Scarisbrick Avenue cut through from Lord Street to the Promenade.

1887-1895 First Marine Lake is dug to the south of the Pier and 5 years later, another Marine Lake dug to the north of the Pier. The two lakes were joined.

1895 First Marine Drive built out from the railway line curve to the current line of Marine Drive then back along the line of Marine Parade to the Promenade.

1880s-1910s Gardens laid on reclaimed land near the Promenade.

1920s 'Lagoon' within Marine Drive filled – with 'dry refuse' – to create Prince's Park. Funfair moved to Pleasureland location in corner.

Late 1920s Venetian bridge built over the Marine Lake from King's Gardens to the new art deco Sea Bathing Pool (where Princes Park/Ocean Plaza is).

1960s Marine Lake north of the Pier is extended westwards for better sailing, creating islands along the seaward edge of the old lake.

1960s-80s Marine Drive extended to south and north.

1970s-2000s Retail, hotel and entertainment built on reclaimed land.

2024+ Finish with a sense of Southport will keep on changing. Maybe include the new events centre by the Marine Lake.

Throughout, Southport is expanding inland and to the north and south, and early buildings are replaced with bigger ones for changing uses – shops, leisure facilities, hotels etc.