**Oral Histories Brief**

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| **Background and Context** | **Wild Ingleborough**  In the heart of the Yorkshire Dales, a beacon of nature recovery is emerging.  Around Ingleborough mountain, a partnership of charities, organisations and local communities are working together to restore this iconic landscape. This land isn’t as wild as it could be. It should be a patchwork of woodland, heather moorland, lichen heathlands and blanket bog – but over the years its rich diversity has been lost.  Yorkshire Wildlife Trust, WWF-UK, Natural England, University of Leeds, Woodland Trust, and United Bank of Carbon have partnered, alongside local communities and many others to restore over 1220 hectares around Ingleborough. We want to create a wilder future for Ingleborough. We want to bring back ancient woodland, hear skylarks sing over limestone grasslands and witness spectacular displays of wildflowers.  By supporting low intensity farming, restoring wildlife-friendly habitats and sharing skills and knowledge, we can help make Ingleborough a haven for nature and people. By working together, Wild Ingleborough will become a flagship example of how we can restore nature and tackle the climate crisis in the UK and around the world.  In order to influence national policies, we need to demonstrate local examples of land use transformation and provide a mandate for national leadership. This cannot be achieved without the support of local communities surrounding Ingleborough and the many people that visit the mountain throughout the year. Community engagement is vital not only to support the land use shifts, but also shape them based on community social and economic requirements.  **Community Engagement & Co-creation**  WWF-UK and Yorkshire Wildlife Trust are partnering to deliver a series of micro-community projects that are co-designed and delivered by the community.  Ingleborough is unique, with its own social, cultural and economic character. To ensure Wild Ingleborough is relevant and impactful to these communities, we will harness local knowledge, networks and expertise. ​Our community narrative approach is designed to go beyond informing and educating. We will work with existing groups and tap into local community networks to co-create the project and fund them to deliver on the ground.​  The projects will create opportunities for communities to participate and work together to create and share their stories about their area. They will shape their vision for the future of their area. ​This pilot initiative will feed into – and help secure the success of – the Wild Ingleborough project.​ Our programme will also provide insights on the use of narrative-led engagement models for future projects, which have different topographies and land use challenges.  Overall aims:   * Create an exemplar project for national advocacy and replication, with learnings captured and shared​ * Increase local awareness, discussion and demand for land-use transformation ​ * Engage diverse and non-traditional audiences in landscape issues and the vision of the future. Ensure underrepresented voices are heard in discussions around land-use.   The Oral Histories project is the first step in developing a programme of meaningful engagement with the local community. We will capture the lived experience and future visions of the people who live and use the landscape and build on this to co-create further community projects. Through a process of consultation and co-creation, the Oral Histories project will be designed by and for the local community. |
| **Project Vision** | We want to understand more about the natural history of Ingleborough and the people that live in, and use, the landscape.  Oral Histories will provide a unique and personal insight into the past, enabling a greater understanding of land use in Ingleborough and the human connection to the area and its nature. The Oral Histories project should create a record of the past, present and future of Ingleborough, as we explore with the contributors their vision for a wilder future of the landscape. We are especially interested in memories and connections of some of the ‘hero’ species and habitats recorded at Wild Ingleborough (see Appendix), including curlews, red squirrels, limestone pavement and hay meadows. This will provide anecdotal evidence of how common these species and habitats used to be.  Capturing oral histories helps to challenge our view of the past and give voice to people excluded from traditional historical records. We will capture a diversity of voices, from a broad range of ages, ethnicities and user groups to ensure underrepresented voices are heard in discussions around land-use in Ingleborough and their vision for the future.  We want to capture a broad range of stories to increase understanding of the impact of land use change over time on the Ingleborough landscape, wildlife and community, with the aim to drive enthusiasm and demand for a transition. As well as capturing memories of the natural environment many decades ago from elderly members of the community, we are interested in more recent tales of connection to the landscape, e.g. from people who have visited the mountain from neighbouring towns and cities during the Coronavirus pandemic.  We aim to build meaningful relationships with the local communities that live in and visit Ingleborough mountain and the surrounding area, by co-designing and delivering the Oral Histories project. The results of the Oral Histories project will feed into further community engagement work and the wider planning of the Wild Ingleborough project.  The Oral Histories will be recorded, filmed and shared publicly. The final delivery of the project will be co-created with the community and will be creative, innovative and engaging and for both online and offline audiences. The recordings will be preserved and fully searchable for various keywords relating to locations, activities and viewpoints. The stories and visions for the future will also feed in a programme of workshops in which local community members will have the chance to shape and design the second phase of Wild Ingleborough. There is also potential for work to be exhibited locally. |
| **Timeline** | Supplier chosen: Nov 21  Research on participants/codesign of project with community groups/members: Dec 21  Stories captured: Jan – Mar 22  Creative outputs: Mar – Apr 22  Exhibition/event: May – Jun 22 |
| **Scope of Work** | * Identify and recruit contributors for the Oral Histories project, incorporating a diversity of voices including non-traditionally consulted groups * Co-create the delivery of the project with the contributors and local communities. Liaise with community leaders and partners, to ensure the project is designed by and for the local community. * Produce and implement the methodology for interviewing candidates. Manage the consent and legal agreements with contributors, upholding the best practice of data capture and storage. * Film/record the oral histories, to produce short films to broadcast local voices and feed into land use decisions for the future. * Design additional creative outputs, including plans for engagement in a physical and online setting. Examples of potential creative outputs could include an exhibition, workshops or poetry/art inspired by the stories.\*   \*WWF-UK and YWT will work with you to develop a plan to promote the Oral Histories project and outputs across social media, regional press and within the local community. |
| **Budget** | £15,000 – 20,000\* inclusive of all expenses and VAT.  \*Please note, additional budget is available for development and delivery of outputs and comms related to the engagement plan. |
| **Key Contacts** | Charlie Cutt, Community Manager WWF-UK  ccutt@wwf.org.uk |
| **Further information** | <https://www.wwf.org.uk/updates/wild-ingleborough-vision-future> |
| **Response to brief** | Please send proposals (max 5 pages or 10 slides) to [ccutt@wwf.org.uk](mailto:ccutt@wwf.org.uk) by **12 noon on Monday 22nd November.**  Your proposal should include a plan for how you would deliver the Oral Histories project, detailing:   * + Your approach to identifying and recruiting contributors, ensuring the inclusion of diverse and non-traditionally consulted community groups. Please detail how you would select contributors for interview.   + How you will co-create the delivery of the Oral Histories project with the contributors and local community.   + Your method for capturing, recording and storing the Oral Histories, ensuring the project is legally and ethically sound and that data is protected according to GDPR.   + Your ideas for the creative outputs of the project and how it could engage a variety of audiences such as schools, youth, diverse and non-traditionally engaged groups. * Details of relevant experience of delivering similar workshops. * A fixed–price quote of overall costs including daily rates for all team members (inc. VAT if applicable), any production costs for final documents and any expenses. * An explanation of each person’s responsibilities and any sub-contracted elements. * Confirmation of capacity to complete the work within the brief in the timeframe and a detailed timeline. * A brief explanation of how your organisation is working to improve its sustainability.   **Please note: we are open to joint or partial proposals that will be delivered in partnership (e.g. local Oral Historians collecting stories and a creative agency producing film and engagement outputs).**  Responses to the call for proposals will be judged on:   * Ambition and the best proposal for meeting WWF’s objectives * Timing * Value for money * Understanding of the project brief * Rigor of proposed methodology * Relevant experience demonstrated * Sustainability credentials of the solution and the consultancy * Locality to/understanding of the project area and local communities |