

# Coastal Culture Trail Film Brief 2016

## **Introduction**

The Coastal Culture Trail joins Towner Art Gallery in Eastbourne, De La Warr Pavilion in Bexhill and Jerwood Gallery in Hastings. The three award-winning galleries share a stunning 20 mile stretch of East Sussex coastline, which – less than 90 minutes from London – is the perfect destination for a weekend getaway.

<https://coastalculturetrail.wordpress.com/>

<http://www.townereastbourne.org.uk/>

<http://www.dlwp.com/>

<http://www.jerwoodgallery.org/>

## **Social Media**

Twitter - <https://twitter.com/CoastalCultureT>

Facebook - <https://www.facebook.com/coastalculturetrail>

Instagram - [https://instagram.com/coastal\\_culture\\_trail/](https://instagram.com/coastal_culture_trail/)

Google Maps - [https://www.google.com/maps/d/edit?mid=z9QZcaibaET8.k\\_SFG0Dh8fR4](https://www.google.com/maps/d/edit?mid=z9QZcaibaET8.k_SFG0Dh8fR4)

### **Current Coastal Culture Trail film**

The Coastal Culture Trail is about changing perceptions of the East Sussex coastline as a cultural destination. Communication to our potential audiences is about showing a hidden side to Eastbourne, Bexhill and Hastings with culture at the heart of these coastal towns.

Visual imagery is key to communicating the trail's aspirations, portraying a desirable location with depths beyond kiss-me-quick and the purple rinse. The Coastal Culture Trail embraces a wide range of audiences from diverse backgrounds and income brackets so this is about appealing to creative thinkers who are looking to discover their own Eastbourne, Bexhill and Hastings.

The Coastal Culture Trail wants to celebrate local talent and are making a call for creatives living along the trail to help us in our quest to promote this area. This summer we are launching a competition for a short film to be made promoting the Coastal Culture Trail.

The film, 1 minute long, will tell the story of the Coastal Culture Trail and take viewers on its journey. The film will focus on Eastbourne, Bexhill and Hastings with specific interest in Towner Art Gallery, De La Warr Pavilion and Jerwood Gallery.

The competition will be split into two rounds. Round One will call for a submission of ideas with three successful entrants chosen. Round Two will see the three successful candidates make their film which will then go to public vote. All three films will be shown on the Towner Art Gallery You Tube channel and shared on social media by all three galleries. The public will be asked to pick their favorite by voting via Facebook. The winning film will be shown on all three galleries websites, social media and on the home page of the Coastal Culture Trail website . The winning filmmaker will receive £1000 to cover costs and 1 years membership to Towner Art Gallery, De La Warr Pavilion and Jerwood Gallery.

Examples of films we love:

<https://vimeo.com/142501892>

<https://vimeo.com/125554585>

### **The Brief**

Consider the title: My Trail - The Coastal Culture Trail

The film should offer a snapshot of one's experience completing the Coastal Culture Trail and experiencing contemporary art by the sea. The short film will give viewers a taste of what it would feel like to take the trail and what they might encounter along the way.

Essential footage includes:

- Towner Art Gallery
- De La Warr Pavilion
- Jerwood Gallery
- Eastbourne

- Bexhill
- Hastings
- Traveling the trail (walking, train or bike)

Film must be 1 minute long

Applicants can be individuals or be applying as a group

Film should be adaptable to meet social media restrictions (ie work with no sound)

Film must have high quality sound and image so access to the relevant kit is essential

Some experience of film making is essential

## **The process and timeline**

### **Round 1**

#### **Deadline 31 July**

Submit a letter of interest to Jessica Courtney Bennett, Project Coordinator, with two examples of your work and a story board for your proposed Coastal Culture Trail film.

### **Round 2**

#### **3 August**

Three film makers will be chosen and paid £100 expenses to make their film. Kick off meetings will be arranged with Jessica Courtney Bennett once confirmed.

#### **Deadline 24 August**

All three completed short films to be submitted and uploaded to You Tube by Towner Art Gallery

#### **27 August**

All three films will be uploaded to the Towner Art Gallery You Tube channel and live on social media for public vote on Facebook

#### **11 September**

Voting closes

#### **13 September**

Winner announced

### **The prize**

The winner of the competition will receive £1000 to cover costs and individual membership for Towner Art Gallery, De La Warr Pavilion and Jerwood Gallery. The film will be shown on the websites of the Coastal Culture Trail, Towner Art Gallery, De La Warr Pavilion and Jerwood Gallery.

### Film rights

The Coastal Culture Trail and partners (Towner Art Gallery, De La Warr Pavilion, Jerwood Gallery, Eastbourne Homes) will be able to use the film on their websites and to advertise the trail through social media platforms.

**Email your letter of interest, storyboard and two examples of your work to**  
**[Jessica.courtneybennett@townereastbourne.org.uk](mailto:Jessica.courtneybennett@townereastbourne.org.uk)**  
**or call 07872 048850 if you have any questions.**

### Terms & Conditions

1. Entrants must be 16 years or over to apply
2. Individuals or groups may apply
3. The money will be transferred into the requested account of an individual or company on receiving an invoice once the successful film has been chosen
4. Film makers must take responsibility for licenses to use specific music on their film

Supported by Locate East Sussex

The project has been funded as part of the Driving Devonshire Forward (DDF) initiative by the Coastal Communities Fund. DDF is managed by Eastbourne Borough Council & Eastbourne Homes Limited.

