



Creative Brief for Flitwick Living History Project

Graphic Designer

Flitwick Town Council Retail Trails 1930's - 2025	
Background	<p>Flitwick Living History Project is dedicated to bringing the history of Flitwick to Life through a website and interactive exhibitions. Volunteers have been recruited to record memories, digitise photographs and search local archives for documents.</p> <p>The Flitwick Town Council has been awarded a grant from BCLF to produce a Town Trail based on the retail and businesses in the town from 1934 – 2025.</p> <p>The project has been funded by BCLF through the UKSPF Cultural Fund</p>
Objectives	<p>To create a number of decade-based Town Trails based on the businesses and shops that operated in the town from the 1930's to the current day.</p> <p>The maps will be formed by matching historical locations, noting the changes and photographing the current site. Photographs from different eras will be sourced from the community, local organisations and Bedfordshire Archive.</p> <p>The children will create their own interpretation of a Town Trail through drawing, using IT, copies of photos. These will be the outputs from a series of sessions with an artist who will visit local schools in September. Each child's trail or drawing will be framed and an exhibition mounted for public viewing. The children will 'walk' the high street to note the changes. Each child's output will be scanned so they can have a copy.</p> <p>This project will bring together past and new residents by recording memories, sharing photos and through the creation of retail maps from Flitwick past and present, which will be accessible through the new Flitwick Living History website, as well as hard copies which will be made available at Flitwick Library and the Council Office at the Rufus Centre.</p> <p>Families will be able to walk round the Town listening to those stories via a QR code displayed by participating current businesses in their windows. The current 'shops' will be asked to tell the history of their premises.</p>
Target Audience	School children and families. Older people, the Community and visitors to the Town
Key Message	The project sits within the school curriculum at Keystage 1, understanding the local area and the differences in different eras. The project will engage children in their town and its history in a creative and exciting way.
Your skills	You will be able to use elements of the children's work within the digital maps and trails that can be used by the community for walks and to celebrate Heritage Open Days.

	<p>You will work collaboratively with the project team, particularly in liaison with the Artist who will be working with the children. You will provide feedback to the lead artist where additional material may be needed.</p> <p>You will create digital maps for the Flitwick Living History Project covering 1930's, 1992 (based on an existing retail map) and current day. These will be able to be viewed on smart phones, via the FLH website, and can be produced in hard copy.</p>
Submission	Please provide an outline of how you would meet the brief.
Images	Please provide examples of previous projects that demonstrate examples of creative work
Legal	You will be responsible for all HMRC and National Insurance contributions on the fee
Time frame	<p>Submission deadline: 15th June 2025</p> <p>Panel decision 30th June 2025</p> <p>You may be contacted for more information on your submission during this period. The work will start in schools in September. The deadline for your element of the work is 31st October 2025</p> <p>You will be required to set up the launch exhibition (venue tbc) and attend the launch.</p>
Fee	£2500 including all costs

For any questions or clarification please contact Sue Quinn

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