



## **Project Brief: 2010 Buckinghamshire Enterprise Awards trophy design**

### **Proposal:**

We wish to appoint a professional local artist to design and create the trophies for the 2010 Buckinghamshire Enterprise Awards.

### **The Brief**

- To create 9 trophies utilising metal as the primary material.
- Maximum size of 200 mm in height, not including the base if needed.
- Trophy design to have a 'Buckinghamshire theme' (i.e. relevant to county history, iconography, business and entrepreneurship etc).
- Trophy design to be uniform for all awards (particularly overall design although there may be elements that can be altered depending on the category).
- The successful tender will be announced on Friday 30<sup>th</sup> October 2009.
- Final designs will be approved by Friday 4<sup>th</sup> December 2009.
- The winning businesses in the 9 categories will be announced by Monday 11<sup>th</sup> January 2010. Trophies should clearly detail the category, winner(s) and sponsor on a plaque or similar.
- All work to be completed and delivered to BELP by Friday 29<sup>th</sup> January 2010.

### **Artist Profile**

The following criteria will be considered when selecting the successful candidate:

- A Professional artist with commissioning experience.
- The use of a strong, durable medium. We are keen to hear from artists who specialise in metalwork this year, but are open to suggestions from artists working in other mediums.
- An artist who can illustrate particular strengths in design and an ability to capture a Buckinghamshire-related theme.
- Proficiency to deliver high quality work on schedule for each of the Awards categories, which will be presented to the category winners at the event.
- Ability to attend the Awards dinner on Thursday 11<sup>th</sup> February 2010 and keen to promote their work through the local media and networking with local figures and businesses.



## **Budgets**

In past years, the benefits and PR associated with producing the trophies have been enough to either secure external funding /sponsorship by the artists or for the work to be undertaken free of charge.

This year a sum of £2,500 is available to support the design, development and production of the trophies.

## **Timescales**

Deadline for applications – 9<sup>th</sup> October 2009

Agreed appointment - Friday 30<sup>th</sup> October 2009

Completion of Design phase - Friday 4<sup>th</sup> December 2009

Completion and delivery of trophies – Friday 29<sup>th</sup> January 2010

Attendance at the Business Awards (Marlow Crowne Plaza) - Thursday 11<sup>th</sup> February 2010

## **Application Process**

The deadline for applications is Friday 9<sup>th</sup> October 2009. Information relating to an application should be emailed or posted to the contact details supplied. Please provide the following:

- A CV.
- A covering letter.
- A series of conceptual trophy designs, outlining the overall look of the trophy and articulating its links to the county.
- A selection of three images from your existing portfolio of work.

## **Background:**

### **Buckinghamshire Ambassadors**

Launched by Michael Grade at Pinewood in October 2004, Buckinghamshire Ambassadors is a lobbying and networking initiative, which aims to bring together key opinion-forming people from many walks of life to promote the County, to raise its profile and to promote its success. The Buckinghamshire Ambassadors group includes over 100 high-profile representatives from business, charities, sport, and media or are residents of Buckinghamshire who play a key role in its economic and social well being.

Some of the key outputs of the organisation are as follows:



- Raising the profile of Buckinghamshire's businesses and their achievements, both nationally and internationally.
- Holding events at which Ambassadors meet and share best practice with fellow colleagues, business leaders and prominent residents.
- Issuing regular information and up-dates on topical county issues through newsletter and the website.
- Generating wealth creation for Buckinghamshire by promoting it as a 5 star location in which to do business and encouraging inward investment.

## **The Awards**

The Buckinghamshire Enterprise Awards is a glittering event that celebrates enterprise and business achievements across the county. The black-tie dinner attracts over 200 guests from Buckinghamshire and the South East region, and provides an excellent opportunity to raise the profile of business excellence in the county. Held annually at the Crowne Plaza in Marlow, the event is sponsored by the Bucks Free Press and attracts significant media coverage, promoting a greater awareness to the general public.

There are 9 different awards categories which cover the breadth of business excellence and achievement in Buckinghamshire. In 2010, the categories are likely to be (subject to change):

- Large Company of the Year
- Small Company of the Year
- Innovation
- International Trader
- Entrepreneur of the Year
- Young Entrepreneur
- Corporate Social Responsibility
- Investor in People/Skills Development
- Five Star Outstanding Contribution Award

## **The benefits – our 2008 experience**

In 2008, Buckinghamshire Ambassadors worked in partnership with a local artist to develop and produce the trophies for the 9 awards categories, which were presented to the winners at a high profile and well-attended ceremony. Utilising a number of contacts and databases, including those administered by Creative Bucks and the Art Works for Business (AWB) initiative, local artists were invited to tender trophy design proposals based on the criteria set within a project brief. The standard of submissions was very high, and an exciting local art organisation was selected, primarily based on the quality and originality of their ideas. In this case, the preferred material was that of locally-sourced wood.



Upon the selection of the successful local artist, the trophies were developed in close partnership, with a regular and good level of engagement throughout the duration of the process. This resulted in the creation of a set of beautifully-crafted trophies which were a worthy award for the winning businesses and also linked closely to the overall feel and theme of the event.

This collaborative process was rewarding for both parties, and provided a unique opportunity to promote and sustain local creativity, whilst also ensuring that a local creative enterprise was offered the chance to engage with local businesses. Moreover, by participating the artist was able to:

- Gain widespread promotion through the media coverage of the Awards, particularly from the Bucks Free Press, local television and radio.
- Attend a genuinely enjoyable event and have his/her work showcased to a large and influential audience.
- Network with a wide variety of different people and organisations thereby maximising the development of future commercial relationships.
- Enhance their professional experience of working to a client's brief and communicating ideas and concepts into a workable proposal.
- Showcase their creative flair, further highlighting the value of creative arts/industries to Buckinghamshire from an economic and social perspective.

### **Contact:**

To submit an application, or for any further information, please send to/contact:

**Chris Rawson**  
**Buckinghamshire Economic and Learning Partnership**  
**Friars Court**  
**Friarage Passage**  
**Aylesbury**  
**HP20 2SJ**

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