



**Aberdeenshire**  
COUNCIL



## Creative Practitioner

### Filmmaker Brief – Cultural Tides Part 1 and Part 2

#### The Commission

Live Life Aberdeenshire, part of Aberdeenshire Council, seeks to appoint a suitably qualified and experienced filmmaker to record the development stage of its **Cultural Tides** project (creating a new museum for Aberdeenshire) and produce a series of short films for use in promotion, outreach, marketing and interpretation. This commission, as part of the Cultural Tides Project, has been generously funded by The National Lottery Heritage Fund (NLHF).

The commission and contract are in two parts, to align with The National Lottery Heritage Fund grant funding stages. Aberdeenshire Council has already secured Stage 1 funding until June 2026, when it will submit the Stage 2 bid. The outcome of Stage 2 will not be known until a few months later (September 2026) and, assuming it is successful, the second stage of the filming contract would commence.

Part 1 - This phase of work is to document the development stage (Stage 1) of the NLHF project. It will run from 1 December 2025 to 31 May 2026. Outputs will include a short promotional film (up to 10 minutes) for delivery by 27 February 2026 for use in a funding meeting with NLHF and to summarise the Stage 1 work, and some further short films (2-3 minute films based on themes highlighted in the new museum – number to be agreed with filmmaker) for delivery by the end of May 2026.

Part 2 - This phase of work is dependent on Stage 2 funding being secured from NLHF (bid to be submitted in May 2026 with response expected in September 2026). It is likely to begin in autumn 2026 if the Stage 2 bid is successful and will run to December 2028. Outputs will include a feature film (1 hour) to be shown at the opening celebration for the new museum, 6x five minute films (one for each local area of Aberdeenshire) and a series of short films

(2-3 minute films based on themes highlighted in the new museum – number to be agreed with filmmaker) for delivery by the end of November 2028.

## Background

Aberdeenshire Council is currently in the development phase (one year) of a proposed 4-year project, Cultural Tides: Peterhead (Re-discovering, Re-imagining, Re-connecting), with funding from The National Lottery Heritage Fund (NLHF), to fit-out a new museum in Peterhead. There will also be works to relocate the library, create an attached public greenspace in the former walled garden, and a series of community engagement activities to co-curate and co-create material for the new venue.

The Cultural Tides project is about actively engaging communities with the cultural heritage of Aberdeenshire; realising commercial and economic development opportunities; and regenerating existing assets to offer a significantly improved visitor experience for communities and tourists alike.

At the heart of the project is the fit-out of eleven new museum galleries. These will allow many more objects from the council collections to be displayed in better environmental and security conditions. There will be a specific gallery to focus on Peterhead, with the rest of the spaces intended to showcase material from the whole of Aberdeenshire. The new galleries will explore themes including connections and belonging, voices (in music, literature and film), hidden histories, and horizons. These will allow collections material to be contextualised more widely than at present and for museum practice and ethics to be explored alongside subject specialisms.

The Peterhead Library will relocate to the new build (with a short period in a temporary venue) where current services such as Bookbug sessions, Knit and Natter groups, study space, and private meeting areas, as well as lending, will be fully provided for. There will be the addition of an outdoor area for reading events / talks / presentations, and a specially designed education room (shared with the museum service). Existing events will continue, and new opportunities will be developed and offered to customers.

The walled garden will be reimagined as a much-needed public greenspace in the heart of Peterhead. It will offer different zones for eating, for relaxation, for events, for temporary exhibitions and for community growing. The intention is to include productive planting wherever possible, to be used appropriately within the community, and to consider approaches that will improve biodiversity.

A key element of the project is a targeted programme of community engagement as well as reaching out to three identified target groups (refugees/asylum seekers, the Gypsy/Traveller community, and incarcerated persons at HMP Grampian). We will also be reaching out to young people, particularly those in the more deprived areas of Peterhead and wider Aberdeenshire; existing users of the library and museum (many of whom are older); carers and older people; and families / inter-generational groups. We will work with them collaboratively, developing opportunities for skills building, and creating positive partnerships.

We want to document the process of co-curating the new venue with community groups across Aberdeenshire so are looking for a filmmaker to work with us on capturing many of the workshop sessions, footage of the collections, footage of conservation works and fit-out of the gallery, and the final space over the 3 preparatory years from 2026-2028.

## Context & Vision

A filmmaker is sought to capture the development of a new museum of Aberdeenshire that is currently scheduled to open in 2028. This will include documenting the build of the physical museum, the conservation work being undertaken, and the ongoing community engagement work. Outputs from this work will be used for project documentation, promotion, and advertising of the new museum.

Construction is expected to begin in spring 2026, so at Stage 1, it is expected that the filmmaker will capture the building as it is now, to create a record for posterity and allow compare/ contrast footage to be created once the new building is completed. At Stage 2, the hope is to capture key stages of the build, with timelapse cameras, drones and traditional filming all used.

The successful filmmaker will document and promote the behind-the-scenes work that Aberdeenshire Museums Service is undertaking as it works to develop, build, and install the first regional museum of Aberdeenshire. We are particularly keen to capture the community engagement work being undertaken across the shire. As part of this project, outreach and engagement work is being done with targeted marginalised communities with the goal of increasing representation through interpretation, exhibitions, community directed creative commissions, oral histories, and films. We want to capture this work and perhaps record interviews with the participants.

At Stage 2, filming will include a series of creative commissions that will produce new artworks for the venue. These will take a variety of functional / non-functional forms across a range of media e.g. some may be artist-designed benches, there will be sculptural pieces, and possibly murals. The museums' team is keen to capture both the community engagement that will lead to the final creative briefs being signed off, but also footage of the creative practitioners at work, creating and installing the new commissions.

We would also like to showcase the breadth of the Aberdeenshire Museums Service's collections of over 250,000 objects and tell the story of the Shire through its people, places and objects. Many of the objects in the collection tell of Aberdeenshire's cultural connections through the area's relationship with Europe, North America and the most northerly regions of the Arctic. The concept of **Cultural Connections** will form a cross-cutting theme throughout the displays.

Many of these objects will be receiving conservation treatment both at Stage 1 and Stage 2. The museums' team wishes to document this work but will need to discuss with the successful filmmaker exactly how this will happen. Some objects will be conserved at the museums' headquarters in Aberdeenshire, but other items will need to go further afield. At Stage 1, probable locations include Lancashire and Edinburgh while at Stage 2 it is likely there will be a wider range of locations around the UK. The filmmaker will either need to allow for travel and subsistence to film at these locations themselves or discuss with the museums' team and the external conservation staff undertaking this work how additional footage can be captured and then integrated into the films.

The museums' team will also be working on a wide range of 'behind the scenes' work, such as researching artefacts, designing mounts and displays, commissioning replicas and working with the interpretive designers. Footage of key aspects of this work is sought, to contribute to both the final 'record' film, but also for promotional and advertising purposes.

By the end of 2028 we are looking for the successful contractor to have delivered a series of short films (number and duration to be agreed) which will both record the construction of the new venue and capture the essence of the Aberdeenshire collections, the engagement work with communities, and the excitement of developing the new museum. These films will potentially be used in the interpretation in the new galleries, in our outreach work, on our website and social media channels, and for marketing and advertising purposes. They will vary in length, ranging from one overarching 'feature film' (about 1 hour) that distils down the essence of the project overall, to be shown at the opening, to a series of smaller films for

promotional and interpretive purposes (about 5 minutes), as well as a series of very short reels on specific topics for social media channels (1-3 minutes) or interpretive use.

The museums service is looking for both film and drone footage. It is for the filmmaker to determine whether they will undertake this themselves or subcontract the work within the specified budget

### Creative Practitioner

For this project, we envisage appointing a filmmaker with at least three years filmography experience. They should have experience of creating both interpretive and promotional films, of working on heritage or tourism topics, of working with community members, and be able to travel around the rural areas of Aberdeenshire.

The filmmaker's responsibilities will include:

- Development of filming plans and storyboards, working with the Project Officer.
- In collaboration with Aberdeenshire Museums Service staff, capture the development of the building site and key progress stages, of collections, of conservation work (particularly relating to Mochie the polar bear), and of community engagement sessions.
- Delivery of a number of short films (5 minutes) for a range of different purposes (promotional, interpretive, etc.), a series of very short reels on specific topics for social media channels and interpretation (1-3 minutes), and one final 'feature' film (1 hour) for the museum opening. See Appendix A for a table of filming requirements. This is to be discussed and adjusted with input from the successful applicant.
- The filmmaker will be supported by the Live Life Aberdeenshire Project Officer, the Museums' team, and other members of the Cultural Team.

### Outcomes and Outputs

Part 1 Agreement of filming plans and content for Part / Stage 1, undertaking of filming, and delivery of one promotional film (up to 10 minutes) for sharing with NLHF to be delivered by 27 February 2026. A further (number to be confirmed with the successful applicant) short films (up to 5 minutes) for promotional and interpretive purposes to be delivered by 31 May 2026

Part 2 Agreement of filming plans and content for Part / Stage 2, undertaking of filming, and delivery of one 'feature' film (1 hour) by autumn 2026 for opening of the new museum. A further (number to be confirmed – 5 minutes) short films for promotional and interpretive purposes to be delivered by 30 November 2028, as well as a series of very short reels on specific topics for social media channels (1-3 minutes).

## Timeline

The contract is in 2 parts, to align with the National Lottery Heritage Fund grant funding stages. Aberdeenshire Council has already secured Stage 1 funding until June 2026, when it will submit the Stage 2 bid. The outcome of Stage 2 will not be known until September 2026, and assuming it is successful, the second stage of the filming contract would commence. The first stage of the filming contract will run from 1 December 2025 to 31 May 2026. The second stage of filming is dependent on a successful bid for Stage 2.

### **PART 1 / STAGE 1:** 2025 - 26

December 2025 – Inception meeting with Aberdeenshire Council staff to discuss works and fix more detailed deadlines.

Dec 25-Jan 26 – Filming plans and storyboards to be developed.

2026

Jan-May 26 – Footage to be captured of the development site and key progress stages, of collections, of conservation work (particularly relating Mochie the polar bear), and of community engagement sessions. Dates and access arrangements to be agreed.

27 February 2026 – delivery of 1 short film (up to 10 minutes) for sharing at the interim review with funders (NLHF), and additional small reels (2-3 minutes) for sharing on social media showing progress on the overall project to date.

31 May 2026 – delivery of final (number to be agreed) films for Stage 1 promoting the museum collections and the project, for use in the wider outreach work and on social media.

### **PART 2 / STAGE 2:** 2026-2028 (dates to be confirmed based on NLHF Stage 2 funding award)

Sept / Oct 2026 – If Phase 2 NLHF bid is successful, dates to be agreed for capturing footage of community engagement workshops and the development of creative-led Interpretive installations

2027

Spring 2027 – Dates to be agreed for capturing footage of community engagement workshops and the development of creative-led Interpretive installations

Summer / Autumn 2027 – delivery of (number to be agreed) short films promoting the museum collections and the project, for use in the wider outreach work and on social media.

Year round – dates to be agreed for capturing footage of museum construction.

2028

Spring 2028 – dates to be agreed for capturing footage of museum interior fit-out

Late summer / autumn 2028 – dates to be arranged for capturing footage of artefact installations, filming of completed museum spaces ahead of opening, and filming at opening event to capture the full breadth of activities.

November 2028 – delivery of 'feature film' documenting the Cultural Tides Project and the development of the new museum.

November 2028 – delivery of final short films (number to be agreed) promoting the overall project and community programme

## Finance & Contractual

There is a sum of £9,999 available in year 1, with a further £9,999 in Year 2 and £9,999 in Year 3 if the Stage 2 NLHF funding bid is successful. These sums are to include all travel and subsistence costs as well as capturing footage and creating the films.

Staged payment schedule will be agreed upon with the successful applicant.

## To apply

We are inviting submissions from filmmakers with a minimum of 3 years' experience. You should submit:

- A current CV which demonstrates your creative and community engagement skills, including examples of previous work with clear links to this brief.
- Links to up to five previous film works relevant to this commission with a brief description and date of creation.
- A proposal of around 500 words indicating how you would approach this commission, why you are interested in the work and a suggested methodology and approach.
- A detailed timetable for the project work at Stage 1 and an outline timetable for the project work at Stage 2.
- A proposed cost schedule divided by year of project work, not exceeding £9,999 for each year.

Applications should be titled **Artist Brief – Filmmaker for Cultural Tides Stage 1** and sent electronically, by email, to **Niko Sanguinetti** at [niko.sanguinetti@aberdeenshire.gov.uk](mailto:niko.sanguinetti@aberdeenshire.gov.uk)

**Submissions deadline is 5pm on 5 December 2025.**

Informal enquiries can be made prior to submission by contacting Niko Sanguinetti, Project Officer (Cultural Tides) by email at [niko.sanguinetti@aberdeenshire.gov.uk](mailto:niko.sanguinetti@aberdeenshire.gov.uk).

### Selection process

Submissions will be assessed by the LLA Cultural Tides panel. Interviews will take place **in person at Aberdeenshire Museums Service HQ, Mintlaw, Aberdeenshire, on 12 December 2025.**

The selection panel intends to make an appointment based on submissions but reserves the right not to choose any filmmaker.

### GDPR Statement

Please be aware that by submitting an application by email to [niko.sanguinetti@aberdeenshire.gov.uk](mailto:niko.sanguinetti@aberdeenshire.gov.uk) [commission-lead] you are agreeing to the

processing of your personal data in accordance with

<http://publications.aberdeenshire.gov.uk/dataset/arts-and-heritage-privacy-notice>

# Appendix 1

## Filming Requirements

|                                        | Timeframe         | Video                                                        | Stills                                            | Drone                                                                             | Messaging                                                                                                                                                         | Use                                                                                                         |
|----------------------------------------|-------------------|--------------------------------------------------------------|---------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| Construction of new library and museum | Jan – Feb 26      | Existing venue 'as is' both exterior and interior footage    | Existing venue 'as is' both exterior and interior | Existing venue 'as is' - exterior fly over showing site and location in Peterhead | Scene setting to show contrast once new building is in place.<br><br>Capturing the building for posterity before it undergoes significant change.                 | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |
|                                        | March 26 – Dec 27 | Timelapse footage of build                                   | Periodic stills of building exterior              | Periodic footage of ongoing construction work                                     | Capturing the construction work and change of the building over time.                                                                                             | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |
|                                        | Jan 28 – Sept 28  | Footage of fit-out of building and installation of artefacts | Fit-out of building and installation of artefacts | Footage of new venue showing how the site / area has changed                      | Capturing work involved in fitting out a museum gallery.<br><br>Behind-the-scenes work of museum staff and the highlighting of objects going into their new home. | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |

|                                  |             |                                                      |                                                                                                                    |                                                                            |                                                                                                                                                                                  |                                                                                                             |
|----------------------------------|-------------|------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
|                                  | Sept 28     | Completed venue - both exterior and interior footage | Completed venue - both exterior and interior                                                                       | Completed venue - exterior fly over showing site and location in Peterhead | Final setting to show contrast from beginning of the project.<br><br>Capturing the building for posterity.                                                                       | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |
|                                  |             | Opening event                                        | Opening event                                                                                                      | Celebrations taking place along the exterior of the buildings              | Culmination of the project.<br><br>Highlighting the conclusion and hopefully happy reception by the community.                                                                   | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |
|                                  |             |                                                      |                                                                                                                    |                                                                            |                                                                                                                                                                                  |                                                                                                             |
| Conservation – behind the scenes | December 25 | Footage of polar bear being packed and sent away     | Polar bear being packed and sent away<br><br>'Before' shots to be able to compare following completion of the work | -                                                                          | Capturing the 'Journey of Mochie'.<br><br>Highlighting the work required for moving large objects.<br><br>Highlighting 'star' objects to increase excitement for the new museum. | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |

|  |                 |                                                                                                             |                                                                      |   |                                                                                                                                                                                |                                                                                                             |
|--|-----------------|-------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
|  | Jan – March 26  | Footage of polar bear being packed and leaving conservation lad.                                            | Polar bear receiving conservation treatment                          | - | Capturing the 'Journey of Mochie'.<br><br>Highlighting the work required for conserving objects.<br><br>Highlighting 'star' objects to increase excitement for the new museum. | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |
|  |                 | Footage of stones being moved from their current locations and being transported to contracted conservator. | Transport and conservation work of the Foveran Font and Turing Stone | - | Highlighting the work required for moving and conserving objects.<br><br>Highlighting 'star' objects to increase excitement for the new museum.                                | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |
|  |                 | Footage of other Stage 1 conservation work e.g. packing, moving and conserving specimens                    | Packing, moving and conserving specimens                             | - | Highlighting the work required for moving and conserving objects.<br><br>Highlighting 'star' objects to increase excitement for the new museum.                                | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |
|  | Sept 26-Sept 28 | Footage of key aspects of conservation work at Stage 2 TBC                                                  | Key aspects of conservation work.                                    | - | Highlighting the work required for moving and conserving objects.                                                                                                              | Social media promotional videos, possible interpretive film in                                              |

|             |                   |                                                                                                                                               |                                                                                                                                    |   |                                                                                                                                                                                                                   |                                                                                                             |
|-------------|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
|             |                   |                                                                                                                                               |                                                                                                                                    |   | Highlighting 'star' objects to increase excitement for the new museum.                                                                                                                                            | the new museum, and documenting the project.                                                                |
|             |                   |                                                                                                                                               |                                                                                                                                    |   |                                                                                                                                                                                                                   |                                                                                                             |
| Collections | Dec 25 – May 26   | Footage of museums team working behind the scenes with collections – preparatory work, mount making, packing, expert discussions, storage etc | Museums team working behind the scenes with collections – preparatory work, mount making, packing, expert discussions, storage etc | - | <p>Capturing the preparatory work that goes into development, expert discussions, storage etc.</p> <p>Giving 'sneak peaks' at the behind-the-scenes specialty work to increase excitement for the new museum.</p> | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |
|             | Sept 26 – Sept 28 | Footage of research / experts discussing objects                                                                                              | Research / experts discussing objects                                                                                              | - | <p>Capturing the additional information being compiled about objects.</p> <p>Highlighting 'star' objects to increase excitement for the new museum.</p>                                                           | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |
|             |                   | Footage of community groups exploring collections and sharing                                                                                 | Community groups exploring collections and sharing their                                                                           | - | Capturing the outreach and engagement work that has been a                                                                                                                                                        | Social media promotional videos, possible interpretive film in                                              |

|                      |                                                                  |                                                                                                                                                                         |                                                                                                                                                              |   |                                                                                         |                                                                                                             |
|----------------------|------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|---|-----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
|                      |                                                                  | their responses to artefacts                                                                                                                                            | responses to artefacts                                                                                                                                       |   | cornerstone of this project.                                                            | the new museum, and documenting the project.                                                                |
|                      |                                                                  |                                                                                                                                                                         |                                                                                                                                                              |   |                                                                                         |                                                                                                             |
| Creative Commissions | Sept26-Sept 28                                                   | Footage of creative practitioners working with community groups / developing up the creative commissions / producing & installing their completed works in new building | Creative practitioners working with community groups / developing up the creative commissions / producing & installing their completed works in new building | - | Capturing the outreach and engagement work that has been a cornerstone of this project. | Social media promotional videos, possible interpretive film in the new museum, and documenting the project. |
|                      |                                                                  |                                                                                                                                                                         |                                                                                                                                                              |   |                                                                                         |                                                                                                             |
| Community Engagement | Jan 26 – May 26 (Stage 1)<br>Autumn 2026 – Autumn 2028 (Stage 2) | Footage of events and activities taking place in communities with a wide range of audiences                                                                             | Different audiences engaging with the outreach and key imagery of core activities                                                                            | - | Capturing the outreach and engagement work that has been a cornerstone of this project. | For promotional film for end of Stage 1, as well as for main ‘feature’ film and interpretive films          |
|                      | Jan 26-May 26 (Stage 1)                                          | Individual interviews with community members – To be discussed and agreed                                                                                               | Individual portraits of contributors for use in                                                                                                              | - | Capturing the outreach and engagement work that has been a                              | For promotional film for end of Stage 1, as well as for main ‘feature’                                      |

|         |                                                                             |                                                                                           |                                                                                                          |   |                                                                                                                                             |                                                                                                                   |
|---------|-----------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|---|---------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
|         | Autumn 2026 –<br>Autumn 2028<br>(Stage 2)                                   |                                                                                           | interpretation or<br>promotional<br>material                                                             |   | cornerstone of this<br>project.<br><br>Showcasing the impact<br>that the project has<br>had on groups and<br>individuals.                   | film and<br>interpretive films                                                                                    |
|         |                                                                             |                                                                                           |                                                                                                          |   |                                                                                                                                             |                                                                                                                   |
| Library | Jan 26-May 26<br>(Stage 1)<br><br>Autumn 2026 –<br>Autumn 2028<br>(Stage 2) | Footage and interviews<br>at Stage 1 and Stage 2<br>with library staff and<br>users - TBC | Individual<br>portraits of<br>contributors for<br>use in<br>interpretation or<br>promotional<br>material | - | Capturing the library<br>element of this project.<br><br>Showcasing the impact<br>that the project has<br>had on groups and<br>individuals. | For promotional<br>film for end of<br>Stage 1, as well as<br>for main 'feature'<br>film and<br>interpretive films |