

# William Morris Big Local

Local Economy



## **Around the World in William Morris**

A discovery of the businesses that are represented by different nationalities in the William Morris area of Walthamstow with a focus on food shops, restaurants and goods.

William Morris Big Local is looking for a designer to create a digital and print version of a unique map of the William Morris area. The map will be interactive and show the many independent businesses and their countries of origin, whether represented by the people who own the business or by the products that they sell. Entitled 'Around the World in William Morris', the map is intended to encourage people to use their local shops more and raise the profile of businesses. Outside of the scope of this brief is a launch event of the map involving a trail and visit of key businesses. We would however seek the designers' input in creating the design assets for this, e.g trail cards, shop front posters etc.

WMBL has set aside a budget of £2,500 to create the map and the marketing assets for its launch, but is willing to discuss the release of further funds if required.

## **1. Background Information**

### **a) What is William Morris Big Local?**

**William Morris Big Local** (WMBL) is a community organisation and one of 150 Big Locals with National Lottery funding. WMBL aims to make the William Morris area of Walthamstow a better place to live, work and play for all. We have a 'Partnership' of 10 local residents which lead the programme and make strategic decisions on how the funding is spent. Projects are delivered through a range of means: in house through staff and volunteers, commissions, through partnerships, and by making funds available to the community. Initiatives to date include, the setting up of a tool lending library, investment in a community theatre, the running of youth clubs, multicultural events and activities that reduce loneliness. WMBL's three key areas of focus are:

- Strengthening the Community
- Improving Outdoor Spaces
- Supporting the Local Economy

Around the World in William Morris is being delivered through our focus on Supporting the Local Economy.

### **b) William Morris Big Local Economy**

The Local Economy part of WMBL is overseen by 4 local residents and supported by our Project Lead. WMBL has established links and partnerships with organisations involved in

supporting the local economy such as [East End Trades Guild](#), [Hive Collective](#), [Big Creative Education](#) and was involved in a social enterprise investment scheme with [Unltd](#) that saw 10 social enterprises given funding and support to establish themselves in the community. WMBL is one of the community representatives on the advisory group for the [Blackhorse Collective](#)

## 2. Around the World in William Morris - Project Aims and Expectations

### a) What we're looking to do

A discovery of the businesses that are represented by different nationalities in the William Morris area (<https://wmbiglocal.org/map-of-the-area>) with a focus on food shops, restaurants and goods. This includes independent food businesses, grocery shops, and boutiques, but excluding big brands and chains. People with cultural and national heritage from all over the world live in William Morris and Walthamstow, and we want to highlight the richness of cuisine and ingredients that local residents can enjoy. The project is created with the aim to broadcast these local businesses to residents, and drive traffic to them.

We would like a designer to collate the list of shops, come up with ideas to drive the project's objectives within the theme, and produce the deliverables.

The map and additional assets will be distributed both in print and digital format to the local area.

The ideal candidate for this role will be able to successfully capture the diversity of cuisines present in the William Morris area, and have a background in design of digital and print media.

All content and intellectual property will belong to WMBL at the end of the project.

### b) Key Deliverables

The core requirements will be to:

- Work with WMBL, and later the businesses, to refine the aims and objectives of the work.
- With help from WMBL, compile the initial list of shops that will be featured
- Come up with ideas on the design of the main map, as well as that of additional assets. Current list of ideas include:
  - Custom drawn map of the area
  - A map that highlights the country flags of the different cuisines
  - A Google Maps list of the shops
  - A passport-style stamp-collecting card to be stamped at each shop/restaurant as part of the trail
  - A recipe book provided by the shops
- Create an Instagram template for posts involved in Around the World.

### 3. Applying to WMBL

a) The successful proposal will receive:

- a budget of £2,500 for the project
- Support - a named point of contact to advise and guide and make connections and introductions where needed, as well as make design decisions when asked. *(please note we expect the applicants to manage the project itself)*
- Marketing - digital coverage of the project and designers profile.

#### b) How to Apply

By the 25th February please send to us:

- A written proposal of no more than 3 x A4 paper explaining how you would approach Around the World, the key stages of the project, the budget breakdown, and what skills and experience you have to deliver the project.

or a short video explaining the above points

and

Examples of previous work you have carried out that relate most closely to what you are proposing. (web links, videos, portfolios all welcome)

*Please send all applications to [info@wmbiglocal.org](mailto:info@wmbiglocal.org) by 11.59pm on 25th February 2024*

#### c) What happens once we receive your proposal?

Proposals will be assessed by the Local Economy team. Depending on the number of submissions we receive you may be called for an informal meeting to talk through your approach and answer any questions. All applicants will be responded to whether successful or not and we aim to provide objective feedback to everyone.

### 4. Contact us

If you would like to talk to us about your proposal ahead of submitting or have any questions about the submission process we'd be delighted to hear from you.

Please contact [info@wmbiglocal.org](mailto:info@wmbiglocal.org) or call Gabriel our Project Lead on 07947766251