

William Morris Big Local

Local Economy



Hidden Independents

William Morris Big Local is seeking a documenter to deliver a unique storytelling piece about independent businesses in the William Morris area of Walthamstow. Entitled 'Hidden Independents', the aim of the project is to show the important social and financial value that independent businesses bring to the community and why they must be celebrated, cherished and supported. The project will tell the story of a sample of businesses and the people behind them and show that independent businesses are of huge importance for a strong, connected, and economically active community.

WMBL has set aside a budget of £5,000 and is inviting local documenters to apply to develop and deliver this project.

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

Hidden Independents 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. Hidden Independents - Project Aims and Expectations

a) What we're looking to do

We want to draw attention to independent businesses that are based in lesser known parts of the William Morris area (<https://wmbiglocal.org/map-of-the-area>) that could easily be overlooked and go unnoticed. This includes cottage industry and home-based businesses. Many family run businesses have been providing services and selling goods for decades in the local area but with Brexit, covid and the cost-of-living squeeze are finding it more and more difficult to get by. Hidden Independents has been created to provide a spotlight on the independent sector and a call to action for the community to spend money with them and support local businesses.

We would like a documenter to research, conduct interviews and capture the stories of 10 independent businesses based in the William Morris area and produce a series of videos about them.

The stories will be released as part of a series through WMBL communication channels, and also external platforms in order to reach as wide an audience as possible.

As part of the project the documenter will work with WMBL to host a public exhibition and screening of the videos.

The ideal candidate for this role will be able to successfully capture the human and community side of the businesses and have a background in digital media and journalism.

All content and intellectual property of the videos 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.
- Carry out a community outreach exercise in order to finalise the 10 businesses that feature in "Hidden Independents". The WMBL Local Economy team will provide a steer and make introductions as part of this.
- Visit the people in their businesses and capture their story through interviews, audio recordings, video and photography.
- Edit the content and create 10 x short videos, one for each business, that captures who they are, what their story is and what local people can buy from them.
- Create an Instagram template for the presentation of the stories as a series.

- Collate content and safely store it so that further videos, exhibitions and communication can be carried out by WMBL.
- Prepare a talk and presentation for a WMBL public screening of the videos at a community event where the businesses will be invited to connect with the wider community.

3. Applying to WMBL for the Hidden Independents project

a) The successful proposal will receive:

- a maximum budget of £5,000 for the project
- Support - a named point of contact to advise and guide and make connections and introductions where needed. *(please note we expect the applicants to manage local engagement and recruitment of participants as well as the project itself)*
- Marketing - social media coverage and support curating exhibition of the work

b) How to Apply

By the November 12th please send to us:

- A written proposal of no more than 3 x A4 paper explaining how you would approach Hidden Independents, 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 by the November 12th

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 or call Gabriel our Project Lead on 07947766251