

## DRAWING AT THE TOWER OF LONDON

### Call for expression of interest

Historic Royal Palaces is calling for expressions of interest from partners to co-produce a series of unique drawing workshops at the *Tower after hours*. As part of a bid for Londoners to reclaim the Tower of London as a destination we plan to launch these workshops late autumn 2015. From a seasoned artiste to an enthusiastic newbie these workshops are designed for adults of all levels and abilities. Through drawing we want to encourage engagement with the beauty and grandeur of a World Heritage site, and its 1000 year history.

### How to apply

Based on the information below, any interested organisations should respond by addressing all of the following points;

- A short description of how you would approach the drawing workshops (with a capacity of 40-60 people)
- Your suggested learning objectives for each workshop
- An indication of the skills, expertise and resources you would bring to the workshops
- What kind of audience following would you bring to these workshops eg. demographics
- How would you help promote the workshops

NB. The responses should not be more than two pages long.

### About Historic Royal Palaces

Historic Royal Palaces is the independent charity that looks after the Tower of London, Hampton Court Palace, Banqueting House, Kensington Palace, Kew Palace, and Hillsborough Castle. Our cause and challenge is to help everyone explore the story of how monarchs and people have shaped society, in some of the greatest palaces ever built.

Everything we do is guided by key principles including showmanship, guardianship, independence, and discovery.

<http://www.hrp.org.uk/aboutus/whoweare/causeandprinciples>

### About Learning & Engagement

Our L&E department brings our palaces to life for all adult audiences – old and young, local, national, and international. Through diverse and stimulating programming we offer a broad range of events and experiences, collaborating with organisations and experts from many fields (such as history, science and art)

### About the Tower of London

In 1066 William the Conqueror, a French Duke won a bloody battle on English soil. To secure England the ruthless William intended his mighty 'White Tower' not only to dominate the skyline, but also the hearts and minds of the subjugated Londoners. During its 1000 year history it has changed its use and expanded in concentric rings, always with the mighty White Tower at its powerful heart. It was built as a fortress, used as a prison, an execution site and a royal palace for successive monarchs to call home. The Tower is home



to the original crown jewels and a fabulous array of coronation regalia. It is now a World Heritage Site that welcomes over two million visitors a year. Find out about the stories here: <http://www.hrp.org.uk/TowerOfLondon/>

#### Workshop aims

- Broaden our audience in two ways; 1. Engage with adults who have not/have rarely visited our sites 2. Attract a younger audience - young professionals (25-40s)
- Diversify our adult learning programme through creative workshops - We explore art, as well as history!
- Establish relevant and exciting partnerships- delivering expertise to our audience through our partners.
- Exploit the atmospheric nature of the Tower after hours
- Develop a sustainable programme which can be rolled out monthly

#### Target audience

Workshops are aimed at adult audiences; those who are self-expressing, experimental, and are looking for new experiences. They are for people;

- who live, work, study in London - particularly 25-40s
- who have not/have rarely been to our sites as a day visitor
- who have cultural interests (e.g. attend events at other London venues) and may access our stories through these interests.

#### The future

With the right partner these workshops will become a regular and permanent part of our offer. Long term ambitions would include provisions for digital expansion, as a means to amplify reach.

#### Considerations

- Sensitivity to the historic nature of a World Heritage Site
- Logistics and conservation involved

#### Budget

HRP to provide a modest budget for start-up costs (e.g. equipment, materials). Once the workshops are rolling monthly they must break even, and preferably make a profit, for HRP. We are open to discussion, but foresee a Box Office split arrangement so that HRP and our partner share both risk and reward.

#### Key dates

Expression of Interest: 5pm, 28 May 2015

Research and development phase: June -August 2015

Pilots: October-December 2015

Evaluation and next steps: January 2016

#### What's next

Please submit your Expression of Interest by 5pm, 28 May;

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Learning & Engagement

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