



**North Devon  
Coast**  
National  
Landscape

## **Nature Calling – North Devon Coast National Landscape**

We are seeking an enthusiastic and passionate artist(s) to lead an exciting and meaningful project that connects a new audience to the North Devon Coast National Landscape.

[Nature Calling](#) is a national initiative bringing art and the natural world together. Funded by the Arts Council England, Defra and the National Landscapes in England it aims to increase knowledge and access to nature for more people, to improve wellbeing and inspire a sense of belonging to the countryside on their doorstep.

### **Project Requirements**

- To use art to create an experience which engages a new audience with the National Landscape, highlighting the nature and landscape around them.
- To help an audience make a connection with their local nature and to feel a sense of ownership of the landscape
- To create a public celebration of the artwork whether through an exhibition, or an interactive/ audio/visual experience which provides an opportunity for the wider community to engage with the project.

Some example projects that are underway across England can be seen on the [Nature Calling website](#). The “art” element could be anything from drawing workshops or rug making to an outdoor theatre performance or music show. We are open to all ideas as long as the project engages a new audience with the National Landscape in some way.

Projects should be new and innovative and submissions should highlight how the project will provide a legacy to those that are involved.

### **Location**

The North Devon Coast National Landscape runs from Combe Martin to Welcombe. A map of the designated area can be seen [here](#). Nature Calling can focus on one community/ location or multiple. This will largely depend on what form the project takes i.e. performance, mural, poetry etc

### **The Audience**

The target audience for the project should be those that either live within or near to the National Landscape. Ideally this work will engage groups and individuals who rarely, if ever, engage with nature and the Landscape.

### **Who are we looking for?**

We would like to invite artists from all disciplines - from song writers and sculptures to theatre performers and street artists. If you have an idea that will inspire and engage people with the landscape in a new and exciting way, then we would love to hear from you.

You should be;

- A skilled facilitator with experience in working with different audiences

- A passionate and advocate for nature and art
- An experienced project leader who can manage outdoor art activities
- You should have your own public liability insurance and be able to complete risk assessments

### **What we can offer**

- Help with liaising and organising of group activities
- A wildlife/ nature expert if needed
- Assist with project evaluation so that we can understand how those that took part felt about the project
- Promotion of the work through social media and the press
- A film maker/photographer to follow the story of the project – TBC
- National showcase of the work alongside the other Nature Calling artists on the Nature Calling website

### **Budget and Contract**

There is an indicative budget of £4,000 and artists should submit bids based on what they can deliver based on this budget. In addition we ask that artists also provide information on what could be delivered based on an £8,000 budget, highlighting what additional value could be added. Additional sites/ areas? More groups or people engaged?

### **Timetable**

Submission deadline – 26<sup>th</sup> August 2025

Decision date – 28<sup>th</sup> August 2025

Commission starts – 29<sup>th</sup> August 2025

Commission end – 28<sup>th</sup> November 2025

### **Evaluation**

The National Landscape Team will be conducting a simple evaluation of the project and the successful artist will need to support them in this.

### **Submissions**

Applicants should complete the application form and email it to [laura.carolan@devon.gov.uk](mailto:laura.carolan@devon.gov.uk)

**Deadline for submission is 26<sup>th</sup> June 2025**

### **Awarding Criteria**

We will shortlist candidates based on:

- Understanding the brief (10%)
- Experience of facilitating underserved audiences through art (30%)
- Confidence you can deliver the work (track record, safety etc) (10%)
- Approach to commission (30%)

- Value for money (20%)