**Cultural Intern Scheme Placement Proposal // 2015 – 16**

**SHAKESPEARE BIRTHPLACE TRUST**

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| **Proposed placement period** | From: 05 October 2015  To: 25 March 2016 |
| **Address where placement would be carried out** | *The Shakespeare Centre,*  *Henley Street,*  *Stratford upon Avon*  *CV37 9LN* |
| **Department responsible for the placement** | Cultural Engagement Directorate, Department of Learning and Participation |
| **Placement supervisor** | *Elizabeth Dollimore, Outreach and Primary Learning Manager* |
| **Description of the project/s to be undertaken** | The intern will be based within the Shakespeare Birthplace Trust’s (SBT) Learning and Participation team (L&P), a part of the wider cultural engagement directorate, for the duration of the placement. The placement will see the intern make a significant contribution to the development of SBT’s flagship project Shakespeare Week and the delivery of a key part of the nationwide schools’ activity programme inviting all primary school children to (virtually) visit Shakespeare’s Birthplace to celebrate 400 years of Shakespeare’s creative legacy.  Key milestones:  November 2015: Completion of induction and site orientation programme involving all members of the Shakespeare week team and other relevant SBT departments.  December 2014: Make contact and establish relationships with key project stakeholders outside SBT. Review and update the project time line in consultation with supervisor.  January - March 2014: Co-ordinate the SBT team, the technical team, featured artists, school pupils and teachers etc in the creation and delivery of the project reaching the milestones agreed on the timeline  March 2014: Observe and evaluate the delivery of the virtual visit project. |
| **Intern’s role within the main placement project** | The intern will be intimately involved in all significant aspects of the delivery of a ‘nationwide tour-along’ event for children. This will feature a filmed virtual tour of Shakespeare’s Birthplace and live Q&A that will be available via the internet to every primary school in the UK. He or she will take responsibility for the co-ordination of the activity and will have input into its creative development.  During the placement the intern will work closely with the L&P team and will learn about their involvement with the nationwide ‘Take Over Day’ scheme. They will learn about best practice in museums for a primary school aged audience.  They will then take a key role in the creative delivery of a virtual tour of Shakespeare’s Birthplace for primary school children narrated by primary school children – this will involve working with media professionals as well as with pupils and teachers from local primary schools.  The intern will also be asked to consider how best to evaluate the success of this outreach project and its impact on participating schools and their pupils. They will be invited to reflect upon the nature of large scale digital projects and what success might look like. |
| **Purpose of the placement** | During their placement the intern will gain an insight into the wider world of museums education. They will learn specifically about the way in which museums can work with different networks to co-ordinate nationwide projects. The intern will be working closely with experts in Primary education and museum collections and interpretation.  Through their placement with SBT the intern will gain knowledge and skills in the following areas   1. Best Practice in Primary education within museums 2. Project management and administration 3. Promotion of educational projects within the schools sector 4. Managing stakeholders 5. Creative development and practice 6. Working with schools and museums 7. Evaluating educational projects 8. Working with a wide cross-section of specialists including marketing, digital communications, educators and collections specialists |
| **Benefit to the organisation** | The intern will provide a vital resource to enable SBT to deliver a digital outreach experience to tens of thousands of UK primary school children. This will allow SBT to share its unique heritage and collections with a wider Primary aged audience than ever before.  Feedback on Shakespeare Week has suggested that SBT would benefit from seeking to share its own unique heritage beyond Stratford and those schools who can practically visit Shakespeare’s Birthplace. The delivery of this virtual visit project will enable us to do this and the evaluation of its success will provide us with a model for future projects and give us insight into best practice in digital delivery. |

**Training Activity Checklist**

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| **Category :** | **Training Activities** |
| Collections Management and Care | Assisting with handling collection and replica object handling |
| Exhibition and Display | Working alongside a film production company to understand how to present an historic location and artefacts to a virtual audience |
| Marketing and publicity | Marketing and promotion to schools |
| Use of e-comms and the software which creates them |
| PR campaign |
| Events | Event coordination |
| Event delivery |
| Production assistance – coordination of technical team |
| Digital delivery |
| Access and Interpretation | To assist with the delivery of education and outreach programmes |
| Education and interpretation for a primary schools market |
| Social media |
| Policy and Finance | Project management structures |
| Policies and procedures in large organisations |
| Administration and Other | Activity management inlcuding planning, administration and reporting |
| Customer service |
| Writing or editing |
| Clerical assistance (photocopying etc) |
| Organising meetings |

**Checklist of applicable Skills/Capabilities expected to be developed**

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|  | **Some relevance** | **Very relevant** |
| Oral communication (including telephone) |  | yes |
| Written communication |  | yes |
| Writing/editing for publication (e.g. web, promotional materials) | yes |  |
| Team working |  | yes |
| Marketing | yes |  |
| Social networking | yes |  |
| Research skills | yes |  |
| Problem solving |  | yes |
| Innovation (e.g. helping organization to develop its services) |  | yes |
| Personal initiative |  | yes |
| IT skills |  | yes |
| Other (please state) |  |  |
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