



Brief for delivery of Middlesbrough, Redcar and Cleveland schools' engagement

1. Background

Culture Bridge North East (CBNE)'s vision is that every young person growing up in the North East can have a childhood rich with arts and culture. Arts Council England fund a Bridge organisation in each English region. CBNE, managed by Tyne & Wear Archives & Museums is the Bridge for North East England from 2015-2022.

CBNE is a strategic capacity development programme. Our approach is driven by building and managing relationships, and ensuring all our work is relevant to the needs of children and young people and those who engage with them. Our programmes are across five main themes: Local Cultural Education Partnerships, Partnership Investment, School Engagement, Artsmark and Arts Award. Full information about what we do is available online www.culturebridgenortheast.org.uk.

2. Objectives of this consultancy

CBNE is seeking to appoint an organisation or consultant(s) to work with us up to April 2019. The organisation or consultant will explore Middlesbrough, Redcar and Cleveland schools' barriers to cultural engagement and solutions to these, and from this to develop a plan for CBNE's strategic work with schools in Middlesbrough, Redcar and Cleveland in 2018 – 2020.

3. Deadline for submission of proposals

9.00, Monday 9 July 2018

4. Activity Plan

Copies of the CBNE Activity Plan are available to inform proposals. Please use the contact details at the end of this document to request this.

5. Brief for Middlesbrough, Redcar & Cleveland schools engagement project

Schools are critical to young people's access to and engagement with culture and the arts, and as such are a critical audience for CBNE. Since 2015, we have achieved a range of successes in our work with schools, and have good levels of engagement with schools across the region. There is of course always more that could be done, and in this period we would like to focus additional resource in Middlesbrough, Redcar and Cleveland.

Our Area Managers have a critical role in our engagement with schools, holding relationships with key stakeholders, providing advice and constructive challenge, and directing schools to our programmes including Artsmark, Arts Award and professional development. This contract is for work alongside and in addition to our Area Manager for Tees Valley and County Durham.

Targeted work in Middlesbrough, Redcar and Cleveland is being supported by funding from the Department for Education which aims to develop an improved and more coherent local

cultural education offer for children, young people and schools, particularly schools in areas with high proportions of disadvantaged pupils. This will be achieved by targeting 26 schools that are not currently committed to the arts and culture and supporting them to overcome barriers to engagement.

Through this consultancy we are seeking to:

- Increase our capacity in Redcar and Cleveland and Middlesbrough, engaging a locally-based organisation or consultant(s) to target 26 schools which are not already engaged with CBNE.
- Undertake research to understand if, how and why these schools are engaging with culture and the arts, and if they are not, to understand the barriers facing these schools and how these might be overcome.
- Develop a plan for locally-delivered programmes to run alongside our regional Exploring Quality in Peer Practice, Cultural Leadership in Education, Arts Award and Artsmark programmes.

Depending on the results of this phase of work and the plan developed, and on confirmation of further funding conditions from the Department of Education, it may be possible to extend this work into 2019-20.

Scope

Wider responsibility for the development of school relationships rests with CBNE’s staff team, in particular our three Area Managers. The contractor will work closely with our Area Manager for the Tees Valley, to understand what relationships already exist, where to best target efforts, and how to connect schools in with wider programming. This consultancy is specific to Middlesbrough, Redcar and Cleveland only. Administrative and communications support are available to the consultant from the CBNE staff team. Alongside this project we will also be delivering a targeted Cultural Education Challenge communications campaign to secondary schools across the area and the wider North East.

Timescale – key events

What	By when
Deadline for submission of proposals	9 July 2018
Interviews	24 July 2018
Recruitment of practitioner(s) / organisation	31 July 2018
Research to identify target schools	30 September 2018
Initial relationship building and consultation with target schools	31 December 2018
Development of plans.	31 March 2019

6. Procurement

The deadline for submission of proposals is 9.00, Monday 9 June 2018. Shortlisted contractors/organisations will be invited to interview on Tuesday 24 July 2018, though we can be flexible if this date proves problematic.

Quotation assessment

Quotations will be evaluated via a process of value assessment, balancing quality & price. Applicants should indicate a fixed price (inclusive of VAT) for this work, including all time, administration, materials, travel, subsistence and other costs. Indicative budget: £16,000. (N.B. Additional budget will be available for the delivery of programmes developed as part of this work).

Proposals

Based upon the information we have provided and the outputs we have stipulated in this brief, explain how you or your organisation would propose to undertake this commission and the outline programme for delivery.

Please provide details of how you propose to deliver this work, including:

- How the commission will be delivered.
- Anticipated critical path.
- How you will communicate and collaborate with CBNE.
- Your experience of work relevant to this commission. We are particularly interested in applicants with networks among schools in Middlesbrough, Redcar and Cleveland.
- Contact details for two references.
- Details of the individuals who would undertake the work and the proportion of the assignment to be carried out by each of them.

Please submit your proposal, on no more than 2 sides of A4, by email to elvie.thompson@twmuseums.org.uk

Proposals must be received by 9am on Monday 9 July 2018.

7. Contacts

If you have any questions or would like an informal discussion of this work please contact Elvie Thompson, CBNE Programme Manager, or Eileen Atkins, Area Manager Tees Valley and County Durham, by emailing bridge@twmuseums.org.uk or telephoning 0191 277 2243.