



Opportunity for freelance communications professional to work with Culture Bridge North East

Cultural Education Challenge Communications Campaign

Background

Culture Bridge North East's (CBNE) 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 on our website: <http://www.culturebridgenortheast.org.uk>.

Brief for Cultural Education Challenge communications campaign

Target audience – North East secondary schools

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 across the region. There is of course always more that could be done, and over the next year our focus is to increase engagement with secondary schools throughout the region.

Through this consultancy, we are seeking to develop a communications campaign, targeting secondary schools which are not already engaged with CBNE, to help raise our profile and concentrate on our five main themes as well as increase Artsmark and Arts Award recruitment.

The range of work will include research and analysis to help us understand if and how secondary schools are engaging with culture and the arts. You will be required to research and generate inspiring stories, case studies and blogs via a range of mediums and proactively secure press and media coverage.

Preferably you will have an understanding of the education and cultural sectors. You will have a background in developing communications campaigns and in innovative approaches to grabbing the attention and interest of new audiences.

Scope

Responsibility for the development of school relationships rests with CBNE's staff team, in particular our three area managers, who understand where to best target efforts, and how to connect schools in with wider programming. You will work closely with our communications officer, the CBNE team and other partners/stakeholders as appropriate.

Deadline for submission of proposals

9:00, Monday 16 July 2018

Timescale

What	By when
Deadline for submission of proposals	16 July 2018
Interviews	8 August 2018
Recruitment of consultant	14 August 2018
Work to commence	By 10 September 2018
Work completed	July 2019

Procurement

The deadline for submission of proposals is 9.00, Monday 16 July 2018. Shortlisted consultants will be invited to interview on Wednesday 8 August 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: £5,000.

Proposals

Based upon the information we have provided, explain how you would propose to undertake this commission.

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

- How the commission will be delivered.
- How you will communicate and collaborate with CBNE.
- Your experience of work relevant to this commission.
- Contact details for two references.

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

Contacts

If you have any questions or would like an informal discussion about this work please contact Elvie Thompson, CBNE Programme Manager, or Christen Standerwick, Communications Officer, by emailing bridge@twmuseums.org.uk or telephoning 0191 277 2243.