



## **Culture Bridge North East Freelance Creative Producer Brief**

### **1 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.

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: [culturebridgenortheast.org.uk](http://culturebridgenortheast.org.uk).

### **2 Objectives of this consultancy**

CBNE is seeking to appoint a freelance creative producer to work with us from September 2021 until March 2022 on an exciting new programme for schools.

### **3 Deadline for submission of proposals**

By 17:00 on Monday 19 August 2021

### **4 Brief**

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 our annual additional funding from the Department for Education into a short-term programme working with five schools.

The programme will ask the question 'how can cultural learning and access to art and culture, support issues children and young people are facing at this time?'

We know that children and young people have faced different issues and experiences over the last 18 months during the pandemic. We know that schools are now responding to many existing and emerging issues whilst still managing the current situation in schools. We also know that child poverty rates have increased dramatically, particularly in the North East, and some challenges and issues faced have been exacerbated, for example, school attendance, mental health and wellbeing, access to social interactions and poverty.

Though this programme we will work with five schools in the region to identify what key challenges are being faced by schools at this time and how a creative response to this issue can have a positive impact upon children and young people. The Creative Producer will play a crucial role in the development and delivery of the programme being the key contact for each school.

Through this consultancy CBNE is seeking to:

- Engage with five schools to identify a key issue faced by each school and how arts and culture will be used to address this issue. We will ask schools to 'Identify an immediate need in your school that can be addressed by creative means and co-produced with the cultural sector and children and young people'.
- Ensure school projects can be delivered face to face but must be able to be adapted for digital delivery if necessary due to any potential future lockdowns.
- **Contract a Creative Producer who will work across all five schools to coordinate and support each school's project including development and delivery.**
- Allocate £3k to each school to deliver each project.
- Have each school host a CPD session at the end of the programme and share findings with wider networks, for example; Head Teacher networks, Teaching School Alliances, Local Cultural Education Partnerships, **supported by the Creative Producer** and CBNE CPD lead.
- Develop video case studies at the end of the programme to be shared with networks and partners as part of legacy building for the programme **supported by the creative Producer** and CBNE Communications Officer (plus external film company).
- Have a requirement for young people to be involved in recruitment of creative industry specialists (i.e., artists, musicians, dancers etc) to work in schools (**school led - supported by producer**).
- Enable Culture Bridge North East to identify a number of key issues faced by schools, support schools to respond to this and roll out findings. (Short evaluation report to be produced by CBNE, **led by the Creative Producer**).

### **Scope**

Administrative and communication support are available to the Creative Producer from the CBNE team.

## Timescale – key events

What	By when
Deadline for submission of proposals	19 August 2021
Interviews	2-3 September 2021
Recruitment of practitioner(s) / organisation	W/C 6 September 2021
Development phase	September – November 2021
Delivery Phase in schools	December 2021– February 2022 (or earlier if ready to commence prior to December)
CPD delivery phase and final evaluation	March 2022

## 5 Procurement

The deadline for submission of proposals is 17:00, Monday 19 August 2021. Shortlisted applicants will be invited to interview via Zoom on 2-3 September.

### Quotation assessment

There is a fixed price (inclusive of VAT) for this work, including all time, travel, subsistence and other costs.

**Budget: 35 days' work at £250 per day = £8,750**

(N.B. Additional budget of £3,000 per school will be available via each chosen school 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 would propose to undertake this commission and outline the programme for delivery.

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

Please submit your proposal, on no more than 2 sides of A4, by email to:

[bridge@twmuseums.org.uk](mailto:bridge@twmuseums.org.uk). Proposals must be received by 17:00 on 19 August 2021.

## 6 Contact

If you have any questions or would like an informal discussion about this work, please contact: [bridge@twmuseums.org.uk](mailto:bridge@twmuseums.org.uk) to arrange a call.