



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

### **Youth Voice 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 funds a Bridge organisation in each English region. CBNE, managed by Tyne & Wear Archives & Museums is the Bridge for North East England from 2015 - 2023.

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>.

#### **Objectives of this consultancy:**

To develop a communications campaign, showcasing how youth voice is an essential element in the delivery of successful programmes and initiatives involving cultural learning and children and young people.

**Deadline for submission of proposals:** 17:00, Friday 3 December 2021

#### **Brief:**

Youth voice is a cross-cutting theme in our delivery plan for 2021-23. Our ambition is to embed youth voice into every strand of our work and ensure that it becomes an essential element of all our programmes and initiatives.

Through this consultancy, we are seeking to develop a communications campaign that does three things:

1. Highlights the golden thread of youth voice running throughout our programme, by sharing case studies, stories and blogs focusing on the youth voice aspect of our strands of work.
2. Celebrates best practice from across the region, from the education, youth and cultural sectors, of meaningful consultation and co-creation with young people.
3. Shares the views and concerns of young people in the North East, and acts as a call to action for the cultural sector to work more closely and meaningfully with young people to address these needs.

The range of work will include research and analysis to help us understand if and how our work, and that of the wider cultural sector, is meeting the needs of children and young people from a diverse range of backgrounds. You will be required to research and generate inspiring stories, case studies and blogs via a range of mediums, and develop an appropriate name and brand for the campaign.

An understanding of the education, cultural and youth sectors would be an advantage. 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 sector relationships rests with the CBNE team, in particular our three area managers, who understand where to best target efforts. You will work closely with our communications officer, the CBNE team and other partners/stakeholders as appropriate.

**Budget:** £3,500

**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 two sides of A4, by email to: [bridge@twmuseums.org.uk](mailto:bridge@twmuseums.org.uk). Proposals must be received by 17:00, Friday 3 December 2021.

<b>Timescale</b>	<b>By when</b>
Deadline for submission of proposals	3 December 2021
Interviews	14 December 2021
Work to commence	4 January 2022
Work to be completed	July 2022

**Contact:**

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