



Culture Bridge North East

Freelance Creative Producer Call-out 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: www.culturebridgenortheast.org.uk

2. Objectives of this consultancy

CBNE is seeking to appoint a freelance creative producer to work with us from July 2022 until March 2023 on an exciting programme for schools.

3. Deadline for submission of proposals

17:00 on Wednesday 29 June 2022

4. Brief

This year we would like to deepen connections with schools and teachers who have engaged with CBNE CPD opportunities to date.

We know that teachers who have taken part in our Cultural Leaders in Education (CLE) programme have benefitted enormously from being given time, space and opportunity to embed the learning from the programme into their practice. We have seen real long-term changes in the way that the arts have been embedded into school life, as well as career progression for those individual teachers. However, we also know that in the fast-paced environment of school, it can be hard for teachers to translate their learning from CLE into practical long-lasting change in the face of competing priorities. This is particularly prevalent post-2020, where Covid-19 has put additional pressures on schools, and made partnerships with arts organisations more challenging.

In our Creative Schools programme, teachers identify an existing or emerging need within their school. They are given a £3,000 budget to work with a Creative Producer and the children and young people, to address this need through a cultural and creative response.

We want to provide our CLE alumni teachers with an opportunity to work with a Creative Producer to look at how they can meaningfully develop arts engagement in school, in order to address the current needs of their pupils. We will invite our CLE alumni to submit proposals that identify a key issue faced by their school, and how arts and culture could be used to address this issue. We will then select 5 schools to work with the Creative Producer, who will challenge them to develop their arts provision, from wherever their starting point, and support them in building relationships with cultural organisations.

We will focus work on remote schools, those in areas of high deprivation, those experiencing poor transport links and those with barriers to engagement with cultural activity, and allocate £3,000 per school for delivery of activity. Successful schools will be asked to share their learning by hosting a CPD session at the end of the programme, enabling them to further develop their own expertise as arts leaders.

Through this consultancy CBNE is seeking to:

- Engage with 5 schools to submit proposals that identify a key issue faced by each school and how arts and culture will be used to address this issue: "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 successful proposals can be delivered face to face - but must be able to be adapted for digital delivery if necessary due to any potential future restrictions over the winter.
- Focus work on remote schools, in areas of high deprivation, experiencing poor transport links and barriers to engagement with cultural activity.
- Allocate £3k per school to deliver each programme.
- Require successful schools to host a CDP session at end of the programme and share findings with wider networks, for example; Head Teacher networks, Teaching School Alliances, Local Cultural Education Partnerships.
- Develop video support materials for schools to be shared with networks and partners as part of legacy building for the programme.
- Have a requirement for young people to be involved in the planning for programme delivery (school led and supported by producer).
- Include elements of Artsmark and Arts Award.
- 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.

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

Timescale

- Call outs in June. Detailed EOIs by mid-July.
- Assessment of Expressions of Interest to be assessed over summer and inform successful candidates in late August.
- Grants allocated in September for work to commence.
- Filming – September/ October. Final cut by end of November.
- CPD sessions planned by December, and delivered by March.
- Programmes to be completed, reports written and CPD shared by end March 2023.

5. Procurement

The deadline for submission of proposals is **17:00 on Wednesday 29 June 2022**.
Shortlisted applicants will be invited to **interview via Zoom on Tuesday 12 July 2022**.

Quotation assessment

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

Budget

25 days' work for school delivery at £250 per day = £6,250

10 days' work to support coordination of film at £250 per day = £2,500

(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:
susannah.batey@twmuseums.org.uk. Proposals must be received by 17:00 on Wednesday 29 June 2022.

6. Contact

If you have any questions or would like an informal discussion about this work, please contact: susannah.batey@twmuseums.org.uk to arrange a call.