
**CREATIVE
PEOPLE
AND
PLACES**

60 second stories Commission

Call for Digital Producer/Content
Manager



LOTTERY FUNDED

Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Web www.creativepeopleplaces.org.uk Email info@creativepeopleplaces.org.uk



Summary

We are seeking a digital producer or content creator to lead and support a new *60 second story* series that aims to tell story of the Creative People and Places programme (CPP) in response to the theme 'Changing Places'.

The commission will start in May 2021 with a view to starting publication of stories In June 2021, with ongoing sharing until the start of December 2021.

The stories will be shared online through the CPP Network channels and by the Places themselves. The stories will also become part of the CPP conference – People, Place, Power – which will take place 7th-9th December 2021.

The stories will be linked to the programme's overall evaluation.

*We use the terms 'digital producer' and 'content creator' broadly in this context. You might be a film-maker, journalist, project manager or something else. You might also be a team or partnership who want to work together. It's the ability to support the network to tell their stories vividly and succinctly that is key, as well as the skills to ensure the story of our network's overall impact is told through this project.

Deadline: Monday 26 April, 12noon

Context

About the Creative People and Places programme

Creative People and Places has people at its heart. It's about more people creating and experiencing great art in the places where they live. It was developed by Arts Council England with investment of £108m to increase the number of people experiencing and being inspired by the arts, irrespective of where they live or their social, educational or financial circumstances.

CPP focuses investment in 30 Projects delivering in 33 Places where people's involvement in the arts is significantly below the national average, with the aim of increasing the likelihood of participation (see www.creativepeopleplaces.org.uk/map for a full list of the Places). The programme has been running since 2013 and aims to make a lasting change in communities. The 33 Places have been selected in several phases, so some are already delivering activity while others are at a business planning stage.

By talking to people about the kind of cultural activity they want to see locally, each Project is creating distinctive programmes - unique to the people and places that have shaped it.



CPP takes a broad view of the arts. It recognises the value of local art groups and creative activity at home. This is as important as the large-scale arts events created with and for communities.

Long term collaborations between local people, artists and partners are fundamental to CPP and projects are being developed with a diverse range of partners including health authorities, local businesses, schools, commercial entertainment industries, community and voluntary groups, sports clubs, housing associations and local authorities.

CPP is experimenting with radically different approaches to inspire and excite people about the arts. The programme will gather evidence and share learning, to show how the arts can make a difference to people and places.

The brief

We want to commission a digital producer or content creator lead and support a new *60 second story* series that aims to tell story of the Creative People and Places programme (CPP) in response to the theme 'Changing Places'. The appointee is not expected to create all the stories but is to act as a curator for the stories emerging from the Places and to provide guidance and support for the Places to create contributions.

The appointee is also expected to take an overarching role, to ensure that macro learnings from the individual stories are highlighted and shared – delivering on the project aim to 'tell the authentic and authoritative collective story of CPP and its impact'. This might involve the creation of stories to contribute to the series, but might also be through ensuring appropriate frameworks, tags, graphics, context are incorporated into the Place-created work.

The work will take place from May 2021 and will be completed by December 2021.

The primary audience for these Stories are people working within the arts and cultural sectors (including artists), or other professionals involved in place-based working, community engagement and co-creation. We expect some project participants to be interested in the Stories and would like them to be as accessible as possible, but they are primarily aimed at a professional audience.

The case studies will be shared with CPP delivery partners and the wider arts and cultural sectors via the CPP social media channels, the CPP website and via Places own social media channels. We expect the Stories to become part of the CPP People Place Power conference that will take place December 7th-9th 2021. It is possible dissemination will be wider than this depending on the proposal and the written case studies.

The successful practitioner will work closely with the National Communications Manager to ensure the project meets its aims.

It is expected that this project will be carried out remotely.



What are the aims of the commission?

- To tell the story of how CPP projects change their Places through a series of individually created case-studies presented within a curated series,
- To reflect the commonalities, diversities, and challenges of how Places responded, with a focus on the nature of Place-based working,
- To create an authentic narrative about CPP and the journeys it has taken for and with the people involved,
- To explore the CPP approach to Place-based working and how projects relate to their constituent communities,
- To explore the future direction of the CPP processes, through sharing learning and encouraging conversation,
- To share learning from the programme with CPP delivery partners and the wider arts and cultural sectors.

This commission will provide a creative, textured response to CPP and a truthful and rounded reflection. It will help ensure that key moments of CPP development are captured and will reflect the diverse and artistic nature of the programme. We expect films will be part of our story-telling about the impact of the Creative People and Places programme and as such, we would like it to have in mind Arts Council England's national evaluation's three core questions,

1. Are more people from places of least engagement experiencing and inspired by the arts?
2. To what extent was the aspiration for excellence of art and excellence of the process of engaging communities achieved?
3. Which approaches were successful and what were lessons learned?

This is not meant to be an advocacy commission - therefore it should not seek to create an unduly positive or overly simplistic narrative if this is not evidenced in the work.

The commissioned practitioner/s will have access to a whole raft of information that will be continually evolving. They will be able to draw on information from the 33 CPP Places, the national coordinators, records of peer learning activity and the data coming out of the national and individual evaluations.

Commission details

The CPP Peer Learning and Communications works through an established network that coordinates events that bring together CPPs for discussion and learning. These include learnings events, including our regular 'Gatherings' and Theme Days' as well as regular Zoom 'Cuppas' (informal conversation groups on a range of topics, including evaluation, well-being and creative programming). Through these channels we have a highly engaged and active network who have participated in the creation and development of this brief and who are committed to participation.



Places are not having budget allocated to create these films but are expected to do so as part of their core project work. The role of the Digital producer is to support and curate this activity, including

- engaging Places with the project and ensuring that they are all encouraged to contribute,
- curating a programme of stories that reflects the broad range of themes identified as well as incorporating the themes brought to light by the stories the Places want to tell,
- creating a visual identity that can link the stories, which might be an initial ident, a frame or other mechanisms
- providing a resource kit –including light-touch brand guidelines - to help Places create their own stories,
- provide practical support/training to Places to create their own stories,
- ensuring that the stories told are accessible and represent a diverse range of voices
- publishing stories through all CPP channels, in conjunction with the CPP Communications Manager,
- creating a permanent legacy where all stories can be viewed (that can be accessed via the CPP website), in conjunction with the CPPO Communications Manager,
- working with the CPP Conference Producer, CPP Peer Learning Manager and CPP Communications Manager to ensure the series relates to the Peer Learning Programme, the Conference and the National CPP Communications priorities.
- working with the NPL&C Communications Manager to develop in tandem working and story-telling with Arts Council England.

Outputs

We are open to discussion with prospective Producers about the details of the published items, but the key outputs we are envisaging as the end results of this commission includes,

- A series of upto 30 60 second stories curated by the digital producer and produced by the Places,
- Design guidelines and resources to contextualise the overarching achievements of the CPP programme in response to the theme,
- A toolkit to support Places developing their film and which can act as a lasting legacy of the project,
- A collected resource of all pieces for use at the CPP conference.
- A collected resource of all pieces and available through the CPP website.

Project budget

Our total commissioning budget is **£3,500** inclusive of VAT.

The budget will include project outputs, design, materials, production methods, fees, travel expenses and VAT.



The selection criteria and application process

We will assess proposals using the following criteria:

- The quality, originality and ambition of the approach to this commission,
- The capacity and approach to deliver the project on time and within budget,
- Previous track record and/or potential,
- Understanding of and curiosity about the CPP programme and its approaches,
- Ability to engage with the CPP places and identify key moments - the process for capturing key moments of the project,
- The approach to crafting a narrative and thinking thematically,
- Experience of using digital and other platforms to share stories.

How to apply

Please state whether you are applying as an individual or as a team and what type of practitioner you are.

The proposal should include:

- A written outline (maximum of 2 pages) that includes details of:
 - Your approach
 - proposed activity(s) /output/formats
 - a timeframe and a breakdown of how the budget will be allocated, including your own fee.
 - CV
- A short piece of relevant work to supplement your proposal and signposting to other relevant work/portfolio (websites/blogs/publications/event documentation).
- Names and contact details of two referees as part of the selection process
- Contact details.

If you are shortlisted, we may invite you to interview via Zoom.

The successful bidder will develop and agree a final work schedule with the Communications Manager to outline the key milestones, a work plan and budget distribution.

Deadline

Send your proposal by email no later than **Monday 26 April, 12noon.**

Caroline Griffin, National Communications Manager for Creative People and Places
Email: caroline@creativepeopleplaces.org.uk Phone: 07787 505166

The small print



- Late submissions will not be accepted,
- We reserve the right to not award the commission(s),
- The successful applicant will be asked to sign a contract agreeing terms and conditions of the commission. The contract will be issued by Museums Northumberland on behalf of the Creative People and Places National peer Learning and Communications Programme.
- Museums Northumberland reserves the right to undertake financial checks before awarding, or during delivery of the contract.
- Any Intellectual Property rights will remain with the creator and grant use by CPP. The details will be agreed at the contractual stage,
- The successful applicant will need to have Public Liability Insurance cover,
- We recognise that this contract is likely to be delivered by a freelancer, but in the event of a company employing someone to deliver the service, employer's liability cover will need to be in place,
- Child & Vulnerable Adults Protection: Selected practitioners will be required to follow national policy have appropriate DBS checks in place if the commission involves interaction with young people or vulnerable adults.

ENDS