

# Strategic Lead – Salford Cultural Education Partnership

## Call for proposals

Salford Community Leisure on behalf of Salford Cultural Education Partnership

**Deadline for Submission:** 5pm Monday 18<sup>th</sup> March

**Contract Size:** £20,000

**Duration of Contract:** April 2024 – March 2025



## Introduction

It's a very exciting time in Salford. The city is embarking on an exciting phase of cultural development and is keen to involve communities and creatives in helping to develop and deliver ambitious plans in the coming years. Culture and arts are critical elements of Salford's identity and central to place-making, contributing to a good quality of life, helping to support economic growth, inclusive communities and well-being. Our ambitious plans naturally include for cultural education for children and young people.

## Background

### National Context:

Arts Council England in partnership with the Department for Education launched The Cultural Education Challenge to improve the alignment of cultural education for young people through Local Cultural Education Partnerships (LCEPs). Over 90 LCEPs have been established across England. Each Local Cultural Education Partnership works with schools, the local authority, voluntary and community organisations, Higher Education, Music Education Hubs, and other funders to drive a joined-up art and cultural offer locally, to share resources and bring about a more coherent and visible delivery of cultural education.

### Salford Cultural Education Partnership:

Salford Cultural Education Partnership (SCEP) was established in 2018. It is part of the national Local Cultural Education Partnerships (LCEPs) initiative and brings together a rich mix of cultural organisations and education providers, passionate about arts and cultural education, who work together to create new opportunities for children and young people in Salford to engage with and be inspired by culture and creativity. [Find out about Salford Cultural Education Partnership here](#)

It's a great time to join us. We have successfully delivered a major £1m citywide 'Stage Directions' project with children and young people, funded by DCMS via ACE through the Youth Performance Partnerships stream, and are ready to develop our

partnership, learning, ambition and impact even further. [Find out about Stage Directions here.](#)

The opportunities for Creative and Cultural Education are immense. We have access to the largest UK media cluster outside London, world-class venues, leading cultural producers, exemplary creative education and training institutions, thriving artist-led spaces, diverse and dynamic networks of highly skilled artists, a rich heritage and ever-energetic community sector.

Co-production is at the core of our ethos, ensuring that the boundless creativity, energy and imagination of young people authentically shapes truly inclusive and accessible culture. We would like to test whether a partnership such as ours can multiply our co-production approach across the city by harnessing opportunities such as Creative People and Places, empowering children and young people to be at the heart of imagining cultural transformation. [Find out about our Co-creation Principles here.](#)

### **Salford Culture and Place Partnership:**

The Salford Culture and Place Partnership, responsible for the wider strategic leadership of culture across the city, has recently secured new Arts Council England Place Partnership Funding, enabling new and exciting delivery across the city over the next two years. The Salford Culture and Place Partnership Board connects a number of sub-groups and boards, including Salford Cultural Education Partnership, to ensure that strategy and delivery is joined up across the city. [Find out more about Suprema Lex and the Salford Culture and Place Partnership here.](#)

### **Salford Community Leisure:**

The current Chair of Salford Cultural Education Partnership is employed by Salford Community Leisure (SCL), with SCL supporting the appointment of this opportunity. SCL is run by and for the people of Salford and is committed to enhancing the physical and cultural wellbeing of the community through the sport, library and cultural opportunities we offer across 60+ venues, including leisure centres, community centres, libraries, museums & galleries, which attract millions of customer visits/over 3 million customer visits each year.

We work hard to ensure each and every experience is the very best it can be. Passionate about delivering value for money, we reinvest all our profits because we believe that leisure and culture should be at the heart of every community.

We employ over 500 people and pride ourselves in being a local employer with 70% of our workforce living in the city.

The purpose of SCL is to enhance the lives of people through sport, leisure and cultural opportunities by:

- Improving Health and Wellbeing
- Increasing Community Involvement
- Developing Education and Skills
- Enriching the Environment

## Contract Specification

Salford Community Leisure, on behalf of the Salford Cultural Education Partnership, would like to work with a freelance Strategic Lead to collaborate with partners to develop and deliver a vision, mission and model which increases opportunities for local children and young people to experience arts and culture and empowers them to be at the heart of decision making, shaping programmes which encourage and inspire them and others through creativity and culture.

Working closely with SCEP steering group members, partners and stakeholders across Salford, the successful applicant will be responsible for the effective development, initiation and direction of cultural education projects and consultation, that will contribute to Suprema Lex, our city-wide strategy for culture, creativity and placemaking, and which will shape future funding applications, which will enable programme delivery across the city.

This work will respond to our core objectives below in relation to children and young people:

- **To connect with the full breadth of arts and cultural opportunities** in the city and make connections between children & young people, amateur, commercial and/or subsidised arts activity
- **To respond to diverse community and cultural interests** and explore how culture can be more reflective and representative of the whole city.
- **To understand and respond to issues of inequity and inequality** in relation to creating more inclusive cultural opportunities for children & young people as audiences and participants, and artists.
- **To strengthen community empowerment and co-creation** to bring forward new and different voices of children & young people to influence creative planning and decision making
- **To gain new insight into approaches to widen audiences and increase cultural engagement** across the city for children & young people.
- **To understand how to better support for community-led activity**
- **To explore and demonstrate how arts and culture can enrich the lives of children & young people** in Salford and help make positive changes in our communities

You will work under the direction of the Chair of the Salford Cultural Education Partnership, supported by the steering group, ensuring meaningful consultation, evaluation and reporting at all times. You will be expected to spend some time within Salford at various locations to ensure outcomes are met.

This will be a stimulating role in a dynamic creative ecology, funded by the UK Shared Prosperity Fund and Arts Council England.

## Scope of Work

Visioning:

- Work with SCEP steering group and wider stakeholders, including children & young people, to develop a vision, mission and delivery model for SCEP and its role within the city.
- Co-design an activity plan to sit under this work, with recommendations for funding such activity, over the short to medium term, to include recommendations on accessibility and equity.

#### Fundraising:

- Work with SCEP Chair and Steering Group to deliver accessible and creative consultation with children, young people, communities, schools and cultural organisations, including but not limited to managing an artist commission, to identify needs, barriers to and aspirations for cultural engagement and education.
- Identify and scope potential grant funding opportunities to support, develop and embed SCEP's vision in the city.
- Undertake and collate evaluation of specified projects to support potential funding applications, for example ACE Creative People & Places.
- Undertake bid writing with support from SCEP Chair and membership.

#### Communicating and liaising:

- Regularly communicating with the SCEP Chair and steering group to report on progress for each work strand.
- Communicate with stakeholders to gather information to support future funding applications and shape project planning.

#### Project organisation and management:

- Lead on the commissioning and oversee the delivery of at least 1 x £10k artist commission within a learning setting, which will deliver needs-led creative activity with young people. This work already has secured funding in place.
- Record keeping and evaluation of projects and events delivered by the SCEP.

## Requirements

At the heart of this work is the desire to connect, consult and learn with children & young people and stakeholders, and we expect the experience for those taking part to be creative, enjoyable and high quality.

The project deliverables should include the following components, keeping in mind that it is important to us that principles of co-creation (<https://salfordlcep.com/co-creation-principles.html>) are embedded in the project methodology:

1. One or more **artist commissions (already funded) successfully commissioned, managed and evaluated**
2. A **record of who you and commissioned artist(s) worked with and where** (participants, groups, artists and volunteers)
3. Details of those **wishing to continue to take part** in further co-creation projects
4. A **record of the insight, knowledge and learning gained** and details of **successful methodologies, practices or priorities** that should be taken forward into future projects and programmes and that reflect the core objectives detailed above.\*
5. **A vision, mission and delivery plan** for SCEP
6. **Substantial/multi-year funding recommendations**, ideally including worked-up EOs or bids where appropriate

The provider will be required to collect and report monitoring data, for example:

- Number of local events or activities supported
- Number of new volunteering roles
- Number of volunteering hours
- Events and activities taking place in parks / green and blue spaces
- Local supply chain spend recorded

## **Timescales, Places, Spaces & Inclusivity**

We would like this work to start in April 2024, with the artist commission element delivered by February 2025 and reported by end of March 2025 due to funding restrictions, although other work may extend beyond this.

We would like culture to reflect all in our city and as such, providers will be expected to carefully consider how they will support engagement by those facing inequality of access, for example:

- Young people and communities experiencing inequalities
- d/Deaf and Disabled people\*
- Those with special educational need(s)
- Those living with long-term limiting illness or conditions
- Those experiencing poor mental health and wellbeing
- Young people, including young carers, vulnerable young people
- Young local residents that are experiencing poverty
- Members of the LGBTQIA+ community

\* Please note, additional action research projects will be taking place focussing particularly with these community groups. See below complimentary projects.

### **Inclusivity**

The successful provider will need to be respectful of the needs and concerns of all those from Salford's diverse communities. This may determine how open they may to photography and video in particular. Projects are likely to involve vulnerable children who may require anonymity. A current DBS certificate for the provider and any staff is desirable.

## **Consents**

It is essential that all those contributing content by name or in photo/video/audio formats provide their consent either directly to the provider or by proxy.

## **Networks**

The artist or provider will be supported to consider and make connections wherever possible with existing networks, groups, organisations and individuals. For example:

- **Salford Culture and Place Partnership.**
- **Salford Creative Health Network.** A network of creative providers, health sector and commissioners working together to explore how engagement with creativity, culture and heritage improves health and wellbeing.

## **Complimentary Projects**

This is one of a number of projects that will be taking place across the city in the coming months. The provider will be supported to connect with these projects in the

course of their delivery so that projects are aligned and collectively deepen insight and build co-creation potential for future cultural opportunity, relevance and access.

Planned projects include:

1. **Whose Art, Whose Culture Creative Evaluation.** A creative evaluation of UK Shared Prosperity Funded arts, culture and heritage projects across Salford in 2024.
2. **Whose Art, Whose Culture Creative Commission #2: Equalities, Diversity and Inclusion.** A focussed project/commission with/by disabled artists to explore issues of equity and access for artists, audiences and communities.
3. **City of Makers and Creators.** Networking and cluster development with the city's creatives, makers and cultural sector
4. **Creative and Cultural Assets Review.** A strategic review of the creative assets and infrastructure needs of the city now and in the future
5. **The City is the Venue.** An Arts Council England funded creative placemaking programme focused on health and wellbeing, skills development and active participation in green, blue and urban public spaces

## Skills, Knowledge & Experience

The ideal provider should be able to demonstrate:

- Experience of leading with or within the cultural, creative and education sectors
- Experience of managing or coordinating participatory arts/creative projects/cultural education programmes.
- Experience of writing successful fundraising bids, coordinating project delivery and an ability to record and gather information and undertake evaluation and reporting.
- Experience and knowledge of safeguarding children and young people.
- Excellent organizational, analytical and communication skills.
- An understanding of the role of culture within a local 'whole place' context (i.e. as it relates to regeneration, public health, local economy, wellbeing and education) with a particular focus on children & young people
- The confidence to proactively analyse project details, activities and progress, and where required take remedial action to ensure project milestones are achieved.

## Budget

Total contract value is £20,000, to include all expenses.

## Submitting a Proposal

Those providers interesting in delivering this creative evaluation should submit a proposal to **naomi.lewis@sccl.co.uk 5pm Monday 18<sup>th</sup> March 2024**

The proposal must include:

- **Name and address** of freelance individual/lead organisation. Primary and (if applicable) secondary **contact details**.

- Whether you are applying as an **individual sole trader, partnership or organisation** (PLC for profit, not for profit, Charity/CIO, Co-op, Collective, CIC, etc.). Please note Unincorporated Associations (Community Groups) not eligible.
- **Mini-bio/track record/ CVs plus any LinkedIn profiles** of the individual(s) who would undertake this work and the roles they would undertake (250 words max for each).
- A **Clear budget** detailing project costs and fees (please specify who is doing the work, number of allocated days and fees/rates).
- A description of how you would approach this work, including your **methodology**.
- **Description of 2 recent relevant examples of work** undertaken, ideally involving communities in Greater Manchester or the North West (250 words max for each example). Please provide client contact details for references.
- You may include one additional page of visuals / case studies to illustrate your work.

Those shortlisted providers will be invited to present their proposal to a small panel.

## Selection criteria

- Applicant has track record in delivery of high quality creative consultation, managing creative commissions, preparing and bidding for grant funding and visioning work.
- Minimum 3 years' experience of this or similar work
- Relevant skills, knowledge and experience of proposed individual(s)
- Coherence of proposed methodology
- Contribution of the final outcomes and outputs to Salford's arts, culture and heritage landscape.
- Coherent and realistic project budget.
- Value for money
- Ability to start work in early April 2024

## Presentation to informal panel w/c 25<sup>th</sup> March 2024

SCEP, via Salford Community Leisure, will invite those providers who have been shortlisted to attend an informal interview taking place in Salford w/c 25<sup>th</sup> March 2024. This panel will consist of representatives of SCEP.

## Awarding and commencement of contract

A decision is expected by end of w/c 25<sup>th</sup> March 2024, with a formal offer to the successful provider. We would expect the successful provider to be able to start work early April 2024.

## Any questions?

Please contact Naomi Lewis, Chair of Salford Cultural Education Partnership at [naomi.lewis@scell.co.uk](mailto:naomi.lewis@scell.co.uk)