

Crewe Town Council

Crewe Town Centre Arts Trail and Arts Development

Appendix A - Specification

1. Introduction

This document forms part of the tender documents dated 4th December 2023 and must be read in conjunction with all other documents within the tender pack.

1. General Requirements

To demonstrate and evidence an effective working understanding of best practice in the relevant sphere of delivery

To provide a detailed project plan to identify delivery timescales, milestones and progress gateways

To demonstrate a responsible and detailed understanding of health and safety as it relates to the works within the contract to be delivered

To demonstrate a responsible and detailed understanding of equality and diversity as it relates to the works within the contract to be delivered and a commitment to ensure equality and representative diversity in all considerations

To have in place insurances adequate for the cover required for Public Liability and Professional Indemnity. Evidence of the cover that will indemnify the council against any claims associated with the activities to be carried out within this available contract and levels of cover to be included in the tender submission pack.

1. Specification of Services

**Freelance Opportunity/Job summary**

Crewe Town Council is looking to work with an innovative, creative person or organisation that will support the development of arts and culture in Crewe through enabling and encouraging the cultural community to grow. They will break down the barriers to accessing and delivering arts and culture whilst championing best practices. One of the key deliverables will be a Crewe Art Trail that is developed with community influence and that is reflective of Crewe’s heritage and culture.

 **Background**

Crewe Town Council has been delivering arts and culture since the council was formed in 2013. Although past cultural activity has generated a strong interest, building community capacity and ownership is key to developing and maintaining a sustainable community lead cultural offer.

The UK Shared Prosperity Fund (UKSPF) is a central government grant stream, delegated to local authorities which has awarded funding to Crewe Town Council to build cultural capacity in the town and to deliver an arts trail.

**Freelance Opportunity/Job Description**

The role will enable arts and culture in Crewe to thrive by building networks of creatives, nurturing arts initiatives in the town and developing skills and knowledge that will enable sustainable, quality cultural delivery that will contribute to the strategic goals of Crewe Town Council.

We are looking for an arts professional or organisation with a background in place-based programming and community engagement that is able to let their creativity shine through while taking a strategic approach.

Through active listening you will gain the trust of the community whilst developing the project in a responsive way that is audience driven and representative of seldom-heard communities and under-represented groups. You will have the capability to build and manage partnerships with a varied range of stakeholders.

The role requires the ability to share knowledge and experience of practical creative skills. Local knowledge would be beneficial due to the tight timeline of the project but isn’t essential.

One of the key deliverables will be a Crewe Art Trail that is developed and delivered with community influence while taking the local audiences interests, need and motivations in to consideration.

Other responsibilities will include regular monitoring and reporting on the project to the funders and managing the project budget.

The expectation is that delivery of this project will be equivalent to full time working provision for the term of the funding.

**Responsibilities**

* Develop, coordinate and manage an arts development project that grows the creative capacity in Crewe.
* Produce an arts trail made up of permanent and semipermanent installations and exhibitions that is influenced and representative of Crewe’s community, culture and heritage.
* Nurture and build on existing initiatives
* Build relationships and networks of creatives from a range of strategic and voluntary organisations.
* Champion the fostering of best practices in arts and cultural delivery including the development of toolkits and resources that will enable sustainable delivery during and after the project finishes.
* Use the arts trail to develop skills, knowledge and experience of arts and culture in Crewe.
* Champion the importance of arts and culture and the benefits it can have on community, health and wellbeing, education, the environment and economic development both to the community and strategic partners.
* Monitor, evaluate and report on delivery of the project.
* Manage and monitor associated budgets.
* Source further public art funding opportunities

Time scale

Funding is available from January 2024 until March 2025

Delivery must be completed by the end of February 2025

Completion report by the end of March 2025

Subject to additional external funding being secured, the opportunity may progress beyond the current available funding.

Project Budget

2023/24 - £20,000

2024/25 - £70,000

The budget must include for development officer time, associated events and activities, materials, delivery/installation of the arts trail, interpretation and project monitoring and completion report

1. To include within the detailed project plan an expectation for regular periodic management review meetings to measure progress and productivity against expectations as detailed in the tender submission document.
2. All documents for final submission delivery of the project to be provided in MS Word and PDF formats
3. Performance Management

Performance will be measured against agreed detailed project delivery plan

Performance management will be carried out at periodic regular meetings to review progress and delivery against submitted project plan and tender submission documents

* 1. Record Management

The detailed project plan shall include for the provision of regular management information reports to be submitted to the council no less than 3 days prior to agreed periodic review meetings

* 1. Contract Management

The contract will be managed by the Events Manager.

It will be managed against KPIs identified within the tender submission document

These KPIs to be included as management data within the regular periodic progress review meetings.

* 1. Key Performance Indicators

As well as the KPIs identified by the tender submission document, the following KPIs will also be included:

1. Project Initiation Meeting and agreement of detailed project plan
2. Agreement of milestones and regular periodic meeting schedule
3. Positive engagement with the identified project board and stakeholders.
4. Development and delivery of activities and events
5. Development of draft arts trail and delivery mechanisms
6. Delivery/installation and launch of arts trail
7. Final report findings – outputs and outcomes
8. Final version of all completed reports and associated conclusions