

Creative Commission #1- Cultural Voice

Call for Proposals

Single award up to £20,000

Deadline for proposals:

10.00am, Tue 7th May



Salford CVS are looking to award a single contract to a provider to develop and undertake creative engagement work to deepen understanding of, and access to, cultural experiences for the people of Salford between May 2024 and March 2025.



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Deadline for Submission: 10am, Tuesday 7th May 2024

Contract Size: £20,000

Duration of Contract: May 2024 – March 2025



Contract Background

Salford CVS are working with Salford's Culture and Place Partnership to deliver a new creative arts, culture or heritage commission funded through the UK Government's Shared Prosperity Fund (UKSPF).

Context

It's a very exciting time in Salford. The **Salford Culture and Place Partnership** is embarking on an exciting phase of cultural development and is keen to involve communities, creatives and artists in helping to develop and deliver ambitious plans in the coming years.

Art and culture 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.

The city's vibrant creative and cultural ecology, dynamic voluntary and community organisations and breadth of communities create the ideal conditions to be both creatively and artistically ambitious whilst delivering meaningful social and economic impact.

Salford City Council, on behalf of Salford Culture and Place Partnership, with support from Arts Council England National Lottery Project funding, are assembling a new Culture and Place Team to support the development and delivery of new city-wide place-based cultural programmes, enabling more local people to experience working with artists and taking part in brilliant art experiences across the City.

This commission follows further investment through the UK Shared Prosperity Fund, enabling new creative engagement work to be developed to deepen engagement and access to cultural experiences for the people of Salford.

Salford Culture and Place Partnership

The Salford Culture and Place Partnership (SCPP) is the city of Salford's Cultural Compact. It works collaboratively and for the public benefit to co-create, promote and champion culture, creativity and placemaking in Salford.

The SCPP launched a shared strategy for culture, creativity and place – [Suprema Lex](#) – in March 2020. The strategy sets out the following vision: By 2030, Salford will have earned a global reputation as an open city where creativity and social innovation thrive and feed one another, a city that shares its cultural riches with the world.

The vision is underpinned by five delivery pillars:

- **City of Makers and Creators** - Work with and promote Salford's creative and cultural industries sector as a national paradigm for creative production, making and selling
- **Placemaking** - Preserve and develop our cultural heritage and build resilience for Salford's cultural organisations and infrastructure.
- **Animating the City** - Foster, showcase and build access to exciting, excellent and enriching arts and cultural provision across the whole city
- **Destination Salford** - Establish Salford as a nationally and internationally acknowledged centre benefitting from rich culture, creativity and heritage
- **People at the Centre** - Maximise opportunities for all Salfordians to make, create and benefit from cultural experiences, careers or business

Contract Specification

Salford CVS are seeking a single artist, creative provider (or lead creative partner in the case of partnership applications) to design and lead a creative action research, community engagement and artistic project. The project must seek to deepen engagement with communities (particularly those that do not regularly engage with existing cultural provision) and gather vital consultation through co-created activity that will help us to shape future plans by responding to our core objectives below:

- **To connect with the full breadth of arts and cultural opportunities** in the city and make connections between residents, 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 audiences, participants and artists.
- **To strengthen community empowerment and co-creation** to bring forward new and different voices to influence creative planning and decision making

- **To gain new insight into approaches to widen audiences and increase cultural engagement** across the city
- **To understand how to better support for community-led activity**
- **To explore and demonstrate how arts and culture can enrich the lives of people** in Salford and help make positive changes in our communities

Requirements

Whilst at the heart of this commission is the desire to connect, consult and learn with communities, we expect the experience for those taking part to be creative, enjoyable and high quality.

The commissioned project should lead to an artistic co-creation, expression or output which can be enjoyed and celebrated by all involved. It is important to us that the [principles of co-creation](#) are embedded in the project methodology.

Artists and creative organisations can work in any artform, but must have significant skills and track record in the delivery of high quality creative programmes co-created with and by communities, particularly those experiencing inequity of opportunity or barriers to engagement. Artists and creative organisations should be based in Salford or have an existing strong track record of delivery in Salford.

Whilst not compulsory, recognising Salford's strength as both a city of creative media and rich cultural ecology, we are particularly interested in projects with the potential to explore the connections between creative media arts/technology and disciplines such as dance, music, theatre, literature, visual arts or crafts.

The project deliverables are flexible however should include the following components:

1. One or more **co-created artworks, events or creative outcomes**
2. A **record of who you 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.*

*The format for the above is for the provider and participants to establish with but *could include*: Digital media; Creative art; Podcasts; Short video(s); Spoken word; Community reporting; Visual minutes; Accompanying summary report; etc

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

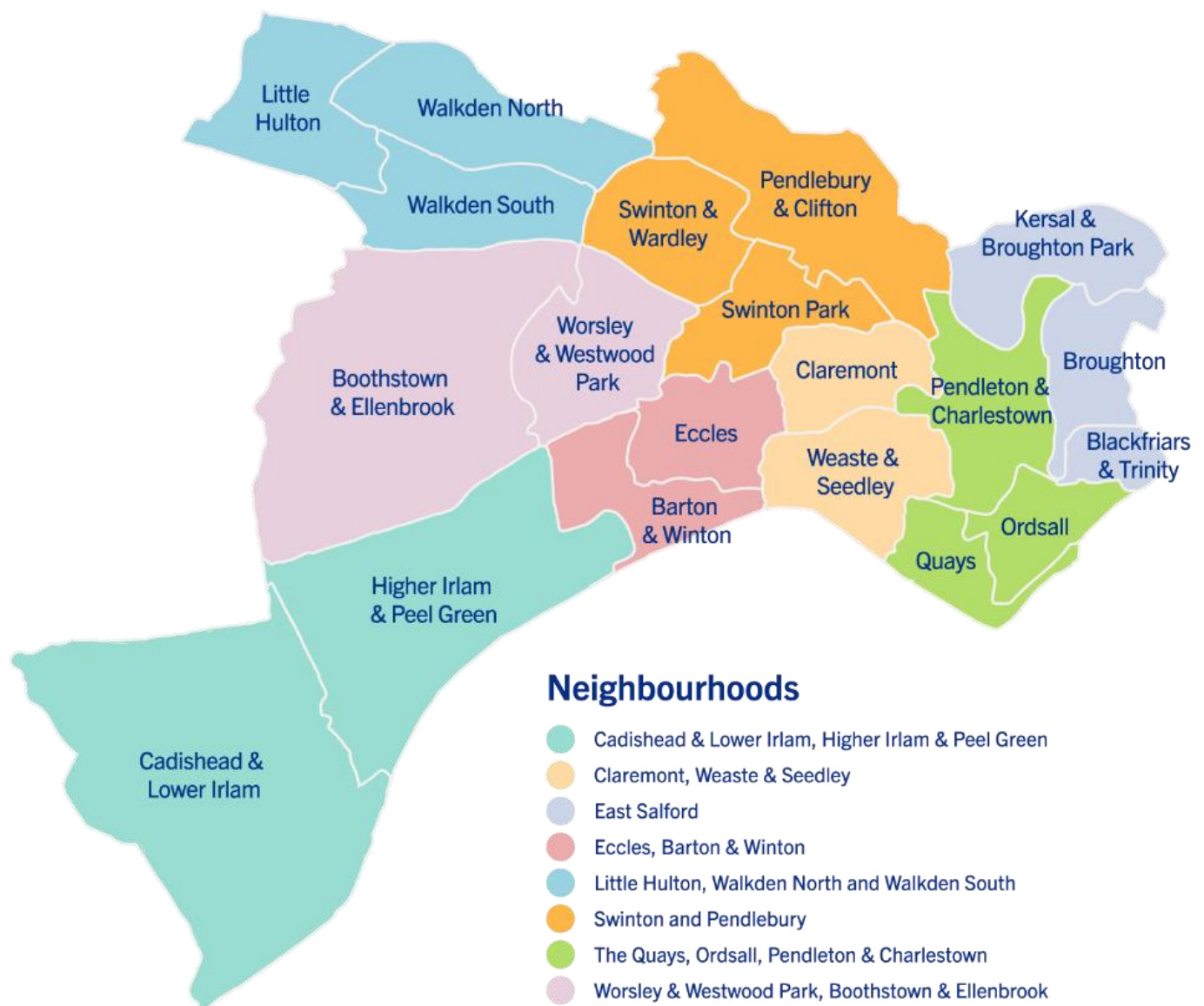
- Number of local events or activities supported
- Number of new volunteering roles
- Number of volunteering hours
- Events and activities taking place in parks / green and blue spaces
- Local supply chain spend recorded

Timescales, Places, Spaces & Inclusivity

This project/commission must take place between May 2024 and February 2025. Due to restrictions related to the funding, all activity must be complete, final outputs achieved and reported by the end of March 2025.

This project is community based, and community focused. This means events and activities should make use of the city's wide range of venues, community facilities, parks, open spaces and streets – celebrating and nurturing art, culture and heritage of the people, in their communities.

We would expect the artist/provider to work in **at least** three Salford neighbourhoods, linking closely with Salford City Council Neighbourhoods Team:



The project/commission should have an **asset-led approach** that captures the art, culture and heritage of communities of geography and/or communities of identity, maximising access and inclusion and promoting good community relations.

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:

- People and communities experiencing racial inequalities
- d/Deaf and Disabled people*
- Those living with long-term limiting illness or conditions
- Those experiencing poor mental health and wellbeing
- Younger people*
- Older people
- 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, including white-British, Black African and Afro-Caribbean, Orthodox Jewish, Muslim, Hong Kong Chinese etc. This may determine how open they may be to photography and video in particular. Projects are likely to involve vulnerable children and adults who require anonymity. A current DBS certificate for the provider's staff is desirable, but not essential.

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 (via the VCSE organisation).

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 Cultural Education Partnership.** A network of independent organisations, passionate about arts and cultural education, working together to create new opportunities for children and young people in Salford
- **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 action research project is one of a number of projects that will be taking place across the city in the coming months. The artist/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

Submitting a Proposal

Those providers interesting in delivering this creative evaluation should submit a proposal to grants@salfordcvs.co.uk by 10.00am, Tuesday 7th May.

The proposal must include:

- **Name and address** of artist/provider/lead organisation. Primary and (if applicable) secondary **contact details**.
- Whether you are applying as an **individual artist 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/ CV's and/or LinkedIn profiles** of the individual(s)/artists 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).
- **Description of 2 recent 'creative projects/commissions'** undertaken involving communities in Salford / Greater Manchester (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 provider will be invited to present their proposal to a small panel.

Please note:

- The proposal should **not exceed 6 pages** of A4 equivalent, excluding the budget.
- Up to **6 additional pages of visuals / case studies** may be included.

Selection criteria

- Artist/Organisation track record in delivery of high quality creative consultation, socially engaged practise and co-creation projects
- Minimum 3 years' experience of this or similar work
- Relevant skills, knowledge and experience of proposed staff
- Coherence of proposed methodology
- Contribution of the final 'product' to Salford's arts, culture and heritage landscape.
- Coherent and realistic project budget.
- Payment of at least Living Wage Foundation's Real Living Wage rate of £12.00ph for all staff/sole-traders involved
- Value for money

Presentation to informal panel - early-mid May TBC

Salford CVS will invite those providers who have been shortlisted to give a 10-15 minute presentation (in-person) to an informal panel taking place at Salford CVS' office in Eccles, in early-mid May (Friday 10th – Friday 17th May). This panel will consist of representatives of Salford CVS and Salford Culture and Place Partnership.

Awarding and commencement of contract

A decision is expected by Friday 17th May, with a formal offer to the successful provider. Once contractual arrangements are in place, an inception meeting will take place with the provider, Salford CVS and representatives of the SCPP to kick-start delivery.

Any questions?

Please contact Niamh Meehan, Grants Development Worker on email: niamh.meehan@salfordcvs.co.uk or by phone on 0161 787 7795.