



Bedford Arts & Cultural Education Partnership Communications Brief

The Bedford Arts & Cultural Education Partnership (BACE) was formed in 2017 to act as the Cultural Education Partnership for Bedford Borough and deliver on the Arts Council England Cultural Education Challenge.

BACE brings together arts and cultural organisations, educational institutions and the local authority to come together 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.

Our vision is the children and young people of Bedford Borough receive a broad and balanced education that equips them with the creative skills needed for their future.

Bedford Arts and Cultural Partnership exists so that the combined strengths of the Cultural and Education sectors in Bedford Borough are aligned and harnessed to ensure that our young people have access to high quality arts and cultural learning experiences that enable them to reach their best potential as successful and resilient adults.

Purpose of brief

BACE wishes to commission an individual/organisation to develop and deliver a communications strategy to support the BACE strategy document and action plan. The development will be for the life of the BACE strategy; however it is expected that this contract would cover the initial delivery activity, and then hand over the work to the BACE Project Manager to continue the work on a day to day basis.

Our overall goals are to:

1. Steadily increase access for all of Bedford Borough's children and young people to a broad range of high quality cultural and creative activities.
2. Support the education sector in developing the skills and resources they need to increase children and young people's access to cultural activity.
3. Coordinate Bedford's cultural education activity to ensure it is relevant, diverse, high quality, informed by children and young people's voice and disseminated widely so that all can benefit from our learning.

Our communications objectives are:

1. Ensure work we've completed to date is effectively communicated with the wider Bedford network.
2. Raise awareness of the rich cultural offer of Bedford within schools and amongst children and young people.
3. Advocate for the importance of creative and cultural learning for children and young people to local, regional and national stakeholders
4. Share resources and knowledge amongst our key audiences
5. Support dialogue between BACE, it's partner organisations, our stakeholders and children and young people.

As a Cultural Education Partnership, BACE is a coalition of members for different sectors who contribute to BACE in addition to their existing responsibilities. The communications strategy must be both realistic and achievable within these constraints.



Budget

£2,000 (inclusive of disbursements)

Timelines

Activity is to begin in January 2020 and will involve the following:

1. Initial scoping meeting
2. Development of the action plan
3. Delivery to communicate work completed by BACE to date and what's happening for Year 2.
4. Handover to Project Manager.

Dates are to be set in with consultant once appointed.

Please note a consultant will be working with BACE to undertake a governance and operating model review and options analysis, hence why this contract is only for a short period. Following this consultation, there may be an opportunity for this work to continue to be led by the communications specialist.

Where are we now

BACE is a partnership which consists of a Steering Group with representatives from Bedford Creative Arts, Putnoe Primary School, Peter Pan Teaching School Alliance, Full House Theatre, University of Bedfordshire, The Higgins Museum, Museum Development Bedfordshire, Bedford Borough Council Education and Early Help and Intervention, Philharmonia Orchestra and the Bedford Library Service.

BACE is currently in year one of a three year strategy following a pilot year of activity in 2018/19. We are currently planning our second year of activity.

BACE has activity funded until the end of the academic year 2019/2020 and is currently reviewing its governance and operating model to ensure the sustainability of BACE and deliver on the three year strategy.

We currently share our activity through various channels such as Culture Challenge, our own organisation networks and Royal Opera House Bridge.

Where do we want to be

Building on the existing local networks such as Culture Challenge, The Creative Network for schools led by Royal Opera House Bridge, Artsmark schools and local authority education networks led by Bedford Borough Council, we want to be able to achieve our outcomes for our three goals as set out in our strategy. We want to be engaging with all schools and cultural providers who are based in or work within Bedford Borough by Sharing the good practice, the achievements we have made in reaching our goals, and the opportunities available for schools and cultural providers. We will also want to share our successes with a wider audience such as Royal Opera House Bridge network, other local cultural education partnerships. The work of this tender will to produce a plan to achieve this.

Who do we need to engage with

- Schools and other educational settings in Bedford (Head teachers, Class teachers, Arts Teachers, School children, Early Year providers)
- The arts and culture sector (Arts & Cultural Organisations, Individual Artists)
- Other local and regional stakeholders (other Local Cultural Education Partnerships, Bedford Borough Council, Arts Council England, Funding organisations)



Outcomes to be achieved

1. Develop a communications action plan to share the achievements and work completed by BACE to date with partners, key stakeholders and the wider Bedford and Local Cultural Education Partnership networks.
2. Develop a communications action plan relating to the year 2 project plans and the strategy. This will be a working document, with clear actions for members of the BACE team to deliver.
3. Develop a database of all the channels BACE can communicate their work through and set up a BACE distribution list.
4. Deliver the first actions on the communications plan to be decided with BACE team.
5. Research and propose options for an online presence for BACE to include social media and options for a website (ROH Bridge have a CEP domain for us to use should we wish to).

How to apply

Please send a CV and a covering letter outlining your proposal to deliver this work which will include:

1. What you achieve within the budget and a basic breakdown of costs.
2. How long you anticipate this work to take.
3. An outline of your relevant experience.

Please send your application to Esther Goodger esther@fullhouse.org.uk by 9am on Monday 9th December. Interviews to take place week commencing 16th December.

If you have any questions about the brief then please do not hesitate to email Esther on the email address above with your query and contact details and we will respond to you as soon as we can.