Cultural Strategist - Call for Quotes
Ashfield 10-Year Cultural Framework: 2025-2035

OVERVIEW

Ashfield District Council on behalf of The Ashfield Arts Partnership and Ashfield Creates is looking to appoint a Cultural Strategist to work with Communities, Arts Partners, wider partnerships and council teams to lead, design and create a bold 10-year Cultural Statement and Framework for Ashfield that will run from 2025-2035.

The statement and framework will be ambitious and enable transformation in the cultural and creative life of Ashfield in practical, achievable steps and phases. It will be a piece of work that convenes partnerships with wider shared objectives and strategies affecting Ashfield over the coming 10 years which combined will make Ashfield a better place to live, work and create.

The statement will be developed over the course of Summer and Autumn 2024 with the expectation that the finished Framework will be published and adopted by the end of 2024.

Ashfield has recently been awarded £1,000,000 as part of an Arts Council England place-based partnership grant for a new community-led arts programme: Ashfield Creates. The Ashfield Creates programme will be a key strategic deliverer and enabler of the first years of the Cultural Statement and Framework as well as vital capacity for supporting the legacy of the place-partnership fund.

The selected candidate will be supported by The Ashfield Arts Partners and The Ashfield Creates team to realise the ambitious nature of this project.

BRIEF SPECIFICATION

- To produce an outcomes based **Cultural Statement** that focuses on the role Arts, Culture and Creative activities and engagement can play in supporting the transformation of Ashfield over a 10 year period. This includes Cultures role in:
    - Early Years and Families
    - Education & Young Adults
    - Economic Growth & Prosperity
    - Health & Wellbeing

- To produce a proactive **Cultural Framework & Action Plan** that enables the Cultural Statement and acts as a working guide and plan for the wider cultural sector to realise, iterate and achieve the Cultural Statement by 2035.

- To ensure that through the development and production of both The Cultural Statement and Framework **local communities, independent artists, arts partners and wider place-based-partnerships in the area will be embedded** into the development process.

- To ensure that The Cultural Statement and Framework are **connected to wider arts and place-based strategies**, such as: Arts Council England's Let's Create; Ashfields Towns Investment Plan, East Midlands Combined County Authority Priorities; Nottinghamshire County Council Cultural Strategy and other appropriate strategies.

AIMS & RESEARCH EXPECTATIONS

In the production of the Cultural Statement and Framework we expect that successful applicants at a minimum will propose works that involve:

- Mapping of the Ashfield Cultural sector and Cultural Activity and how it connects with other local offers.
- Public consultation across online and in-person engagement that uses inclusive practice to represent the breadth and diversity of Ashfield's population.
- Arts Partner, Freelance & wider Creative Sector engagement including Ashfield Arts Partnership, Ashfield & Mansfield Cultural Compact and grassroots organisations and venues.
- Integrating and linking the Cultural Strategies into the wider landscape of strategies, plans and policies for Ashfield over the period 2025-2035.
- Research relating to how other similar Districts or towns have implemented successful Cultural Strategies regionally, nationally or internationally.
- Iterative drafting of the work, co-creating the finished piece and ensuring it is relevant and fit for purpose.

It is desirable that works also involve:

- Specific involvement and/or consultation with Young People or integrated Youth Voice
- Political Engagement with including District and County Councils, East Midlands Combined Authority and local politicians.
- Methods for integrating existing consultation and ground-work by partners.

SUPPORT FROM ASHFIELD CREATES, ASHFIELD ARTS PARTNERSHIP & ASHFIELD DISTRICT COUNCIL

This project is taking place as part of a wider focus on increasing the capacity of the arts and cultural ecology across Ashfield and will be supported by a number of key partners, in particular Ashfield Creates.

The successful Cultural Strategist will therefore need to work closely with key members of Ashfield Arts Partnership, Ashfield & Mansfield Cultural Compact, Key Arts Partners and Ashfield District Council.

With this collaboration comes key support to enable the work of The Cultural Strategist. Key supported activities that will take place:

- Organised public and community events for consultation
- Support deploying surveys and convening insight groups/sessions
- Marketing support for outreach and engagement activities

KEY DATES & MILESTONES

Monday 2nd September 2024 at 10am - Deadline for Proposals
Wednesday 18th September 2024 - Interviews
Interviews will ideally be in person at a venue in Ashfield (TBC) but an online option is available. Please make it clear in your proposal if you are able to make an interview in person or not.

October & November 2024 - Public Consultation and Partner Meetings

End of November 2024 - Draft Review & Workshopping

December 2024/January 2025 - Framework & Statement Launched

BUDGET & FINANCES

Available Budget

We are inviting proposals and fixed priced quotes to complete this work to a high standard.
We do not expect to spend more than £11,000 excluding VAT.

You will need to include a budget within your proposal and a total cost breakdown of your services. Quotes need to be inclusive of all costs including (but not exclusively): travel, design services, resources for consultation sessions. If you have any questions about what is/is not within the scope of the budget for your quote, please contact us in advance.

Please note that this is a competitive application process in which total cost and value for money will be taken into account as part of the assessment process. Our priority will be on the quality of the work for the price quoted, and not based on the cheapest quote received.

Payment Schedule

The successful candidate will receive payment within 30 days of submission of invoices. This will be split across 3 payments.

Payment 1: 30% at the start of work.
Payment 2: 40% at an agreed midpoint and on submission of a working draft.
Payment 3: 30% at the end of the work and a submitted completed document.

If you would like to request/propose an alternative payment schedule, you must make sure that this is clear in your proposal document. We welcome applications from Freelance workers and appreciate that different payment schedules may be required.

APPLICATION PROCESS

Interested applicants are invited to apply for this contract by submitting a 1-page covering letter and Proposal Document of no more than 8 pages. Both documents must be submitted in PDF Format. Within your proposal we would like to see the following:

- **You, Your Work & Your Team**
  - Who will deliver this work?
  - Your background, experience and strengths.
  - Your experience in delivering this type of work, including relevant examples or case studies where you've produced work of this nature.
  - Details of up to two references for similar work or projects.

- **Your proposal for developing a Cultural Statement & Framework for Ashfield**
  - How will you approach this work?
  - How will you ensure the finished work is of the highest possible quality, is fit for purpose and deliverable?

- **How will you embed community, stakeholder and partner voice in this work?**
  - What are your plans for developing this work in consultation with key stakeholders and communities?
  - How will you work with the existing cultural infrastructure and networks?

- **How will you manage and deliver this project?**
  - How will you approach this work from an operational perspective?
  - What will your management process look like, how will you report back to Ashfield District Council?
  - An indicative schedule of activities and work plan

- **Your Cost Proposal & Budget**
  - A fixed cost quote for you to undertake this work and your VAT status.
  - A breakdown of this quote and how you will manage the budget.
  - A statement on how you will manage the payment schedule of this work.

QUESTIONS & CONTACT

If you have any questions about this call for proposals, please contact us via the contact form at ashfieldcreates.co.uk/contact and someone will be in touch with you soon.

HOW TO APPLY

Please email your Cover Letter and Proposal Document as two PDF Documents to hello@ashfieldcreates.co.uk by 10am on Monday 2nd September 2024.

Any proposals after this date will not be accepted.