
CREATIVE PEOPLE AND PLACES

BRIEF:

What impact is Creative People and Places having on artistic practice, and how is this contributing towards the goal of engaging more people in places of low engagement?



Summary

We are seeking a researcher/writer to explore if and how the Creative People and Places (CPP) network is influencing artistic practice in the way it commissions and engages with artists. We know there are a range of approaches to working with artists across all of the 21 Places, and we're interested in understanding the wider impact that CPP is having on artistic practice, and the cultural sector as a whole.

The rationale for this thematic research has originated from the CPP network, where there is a strong commitment to creating both the right conditions for artists to create exceptional work, as well as ensuring that the process of creating work is robust, within the notion of socially engaged practice. It is important that this piece of research captures the voice of the artist.

The research is being commissioned by CPP network and will be shared publicly, as well as internally amongst the network and also with Arts Council England (ACE).

You must be a skilled researcher and engaging writer, experienced at producing clear, provocative reports for specific audiences. You will have knowledge of Creative People and Places and the broader cultural sector, used to researching subject-related literature and examples from elsewhere, and to utilising this to help provide context to the task in hand. You'll be tenacious at organising interviews with busy people, experienced at analysing qualitative data and identifying emerging themes. And you'll be adept at generating fresh thinking and presenting that back to people in a digestible report with recommendations.

The work will commence in May for a period of up to 7 months.

Creative People and Places

Creative People and Places (CPP) is about more people taking the lead in choosing, creating and taking part in brilliant art experiences in the places where they live. An action-research programme funded by Arts Council England through the National Lottery, CPP aims to increase arts participation in places where people are less likely to take part in arts and cultural activity.

The CPP network is made up of 21 projects across the country that each deliver a bespoke programme of work locally and collectively represent the national voice of Creative People and Places. As a network we are committed to sharing our learning with each other, via our peer learning programme, and with the cultural sector and beyond.

- More information about our aims here: www.creativepeopleplaces.org.uk/content/our-aims
- More information about the 21 projects here: www.creativepeopleplaces.org.uk/map
- FAQs here: www.creativepeopleplaces.org.uk/frequently-asked-questions
- A summary of learning emerging from CPP: www.creativepeopleplaces.org.uk/our-learning/faster-slower-slower-faster
- Examples of other thematic studies we have commissioned include:

[Power Up, a think piece by Chrissie Tiller](#)

[Shared Decision-Making Toolkit](#)

[What it does to you: excellence in CPP](#)



We also commissioned two thematic studies in 2017 that are not ready for publication but will be available by April/May 2018 – one is a think piece looking at the impact of CPP on social capital, and the second maps and analyses approaches to engagement across the 21 projects.

This brief

The CPP Places have commissioned and worked with many hundreds of artists since their inception. Some of these artists have worked on projects of significant scale, others through smaller engagements, and with artists working over longer periods of time within communities.

CPP have developed and tested many ways of working, including involving communities in the briefs, decision-making, and how we select the right artists for the work. Our sense is that the values that the artists bring, and the ways they engage with communities has contributed to the impact and success of these individual projects.

We now feel it is timely to explore if and how the CPP network is influencing artistic practice in the way it commissions and engages with artists within the individual Places. We know there are a range of approaches across the Places which might have different impacts, and we're interested in understanding the wider influence that CPP is having on artistic practice, and the cultural sector as a whole.

We also recognise the context within which the CPP network operates, and the heritage of community arts practice, and the many artists and arts organisations who have been driven by community-based practice.

The purpose of this research is to explore and analyse the different approaches of the Places, within the context of community arts/socially engaged practice and understand how artistic practice is developing as a result of CPP. We think that the voice of the artist is critical in this research. We are looking for someone who can analyse the impact of working within the CPP context, as well as consider broader questions:

Potential questions and approaches to consider:

- A brief analysis of the range of ways that the CPP network is engaging and working with artists, with reference to how this work is shaped by place (towns or rural context for example)
- What is the spectrum of artist practice, and diversity of artists, utilised within the CPP network? (E.g. visual arts, outdoor arts, theatre etc.)
- What are the skill sets or qualities artists bring which lead to successful projects in the context of CPP? In what ways do artists work, and what sits behind their approach that makes the difference?
- How is artistic practice influenced by CPP processes and philosophy? (e.g. co-commissioning, community panels)
- How might the impact be different for artists who are from the place versus those who are new to the area?
- What have artists learnt from CPP and how did this influence their practice?
- What do artists feel they need? What are the next steps for the sector, or for professional development and training for artists?



- What does this mean for policy makers/partners/funders/higher education institutes (HEIs)?

Please note that this research does not need to focus in detail on commissioning models, or talent development as these aspects of the CPP programme have been explored by other research reports which we can share with you.

Goals for this research brief are:

- To create a provocation for, and share learning with, CPP network, ACE, Arts Council funded National Portfolio Organisations, HEIs about the future of place/community-based artistic practice, with reference to learning from the experience of CPP. This report should also help CPP and the cultural sector better understand the impact that CPP has on artistic practice for artists working in the Places through its principles and working methodologies of co-commissioning and place based working, for example.
- To understand how this fits within the wider context of community arts, and socially engaged practice, and explore the synergies or differences between CPP and the wider sector
- Propose a series of recommendations relevant to the work of the audiences for the report (see below)

Our audiences for the report are:

- All those working directly in the CPP network
- The broader cultural sector, and in particular National Portfolio Organisations interested in the notion of socially engaged artistic practice
- Artists working, or interested in, the field of socially engaged practice
- Stakeholders, researchers, journalists and academics interested in artistic practice

Process and Deliverables

The key deliverable is an easy to read, well-designed digital report.

It should set out mapping and analysis of current practice, and a reflection on the effectiveness of this. We are especially keen that this report captures the voice of artists. It should also set out clear learning points highlighting successes and areas where approaches have been less impactful, and describe relevant case studies where appropriate. It should pose useful questions and make recommendations for different approaches to working effectively with artists to support and enable strong artistic practice.

We suggest research takes between May and September 2018.

- Review of relevant written material from amongst the network (including internal documents) and on our website.
- Interview creative lead, or Director, from each CPP area to gain a strong understanding of chosen methodology and context of each Place.
- Interviews with artists who have experience of working within CPP Places
- Interviews with commissioning panels, and audience members
- Access to Creative People and Places online platform - our network wide information sharing forum



Report writing to take place in September/November, with an opportunity to share the draft findings with the CPP network at the Peer Learning Gathering on 21 September in Blackpool. Discussion at this event is likely to inform the final version of the report. The final report is to be delivered by the end of November 2018.

You'll be supported by the National Peer Learning Manager and National Communications Manager. The research content will be drawn from members of the CPP network via phone interviews/skypes and from CPP specific and public material.

Potential challenges

Members of the network are time-poor and busy delivering their projects. Phone and skype interviews will help draw out information, with questions sent to interviewees in advance. In our experience, it can take considerable time to arrange interviews. In addition to individual interviews, it may be possible to arrange a gathering of people and facilitate a conversation. We are also asking the researcher to interview artists who may have limited time available.

There is a second piece of thematic research commissioned about Creating the Cultural Ecology which will be happening simultaneously, which could mean that there is additional pressure on members of the network. While the briefs are independent of each other, some consideration may be required to ensure CPP areas are not inundated with requests for interviews or information.

How to submit a proposal

We are looking for proposals from individuals, organisations, research consultancies or people working together to undertake this piece of work. Please submit your proposal to Amanda Smethurst (amanda@creativepeopleplaces.org.uk) **by 10am on 28 February**. It should include:

1. Information about your company, setting out relevant expertise and experience (if appropriate)
2. CV of lead person responsible for the delivery of the contract outlining your relevant experience and skills, and biographies for additional members of the team (if appropriate)
3. Two examples of relevant written work
4. A short outline of how you would approach this brief (3 pages max).
5. A draft budget for the proposal, which includes your daily rate for this project, and that of any associates; plus details of any additional fees or expenses

If required, a skype or face to face interview will take place in the week commencing 26 March 2018 and an appointment will be made in the week of 2 April. An induction meeting will be mutually arranged, along with links to relevant reading materials early in May 2018.

Other info

- **The maximum fee for this contract is £8,000 including VAT, all expenses.**
- Proposals will be assessed against: evidence of previous experience and track record; value for money; and the quality of approach.
- The contract will commence in May 2018 for 7 months.



- The contract will be issued by Woodhorn Charitable Trust on behalf of the Creative People and Places National Network.
- Woodhorn Charitable Trust reserves the right to undertake financial checks before awarding, or, during delivery of the contract.

The successful bidder will develop and agree a final work schedule with Creative People and Places to outline the key milestones, a work plan and number of days.

For further information, call Amanda Smethurst on 07966 423315