
CREATIVE PEOPLE AND PLACES

BRIEF:

Creating the environment: What are Creative People and Places projects finding is needed in order to create a thriving cultural ecology in areas of low engagement / access / infrastructure?



Summary

We are seeking a researcher/writer to undertake research into the successes and the challenges for the Creative People and Places network in co-creating the environment for a healthy and thriving cultural ecology.

The very nature of CPP is that the 21 Places have developed methodologies for place-based working based around their own context. We're interested in gaining a greater insight into the impact of working in this way, and understanding what conditions the Places have created to develop a cultural ecology to enable an engagement programme to thrive.

The rationale for this thematic research has originated from the CPP network, which now has 21 Places in different stages of their programme, and therefore of building an ecology. For each of these there are local contexts and circumstances which affect how they work, and we are interested in both the local conditions, as well as some overarching lessons about how the Places have worked towards this to date.

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, be used to researching subject-related literature and examples from elsewhere, and at 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 2018 for a period of up to 9 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

We are seeking a researcher/writer to explore the successes and the challenges for the Creative People and Places network in co-creating the environment for an effective local cultural ecology.

The very nature of CPP is that the Places have developed methodologies for place-based working based around their own context. Although each place is unique, CPP is generally working in places that often have low levels of infrastructure and other issues that impact on the existing ecology. We're interested in gaining a greater insight into the impact of working in this way, and what conditions the Places have created to develop a cultural ecology to enable an engagement programme to thrive.

The rationale for this thematic research has originated from the CPP network, which now has 21 Places in different stages of their programme, and therefore of building an ecology. For each of these there are local contexts and circumstances which affect how they work, and we are interested in both the local conditions, as well as some overarching lessons from how the Places have worked towards this to date. From discussions amongst the network, we are conscious that factors such as leadership, governance, commissioning models, partnerships with arts and non-arts organisations, and mechanisms for producing and presenting work may be part of the ecology.

The purpose of this research is to explore and analyse the effectiveness of different approaches of the Places. With place-based working now developing further in programmes such as Great Places, London Borough of Culture, Paul Hamlyn research, Cultural Commons (N Ireland), and Healthy New Towns, for example, CPP feels that we have learning to share about the successes and challenges we have experienced that will be of interest to policy makers and people involved in programme delivery.

We are looking for someone who can analyse the impact of working within the CPP context, as well as consider broader questions:

Potential questions to consider:

- What is a cultural ecology?
- What does this look like in different places?
- What does a healthy or thriving ecology look like?
- What are the conditions for a healthy or thriving ecology? What has helped to create the ecology, and why?
- Where have the challenges been? What has got in the way?
- What surprises have there been?



- What shifts have there been in behaviour or commitment from those involved?
- What needs to be in place to sustain a cultural ecology beyond the life of a CPP project?
- What does this mean for policy makers/partners/funders?

Please note that this research does not need to focus in detail on other aspects such as social capital as this aspect of the CPP programme has been explored by other research report which we can share with you.

Goals for this research brief are:

- To create a provocation for, and share learning with, CPP network, host organisations and consortia, ACE, Arts Council funded National Portfolio Organisations, HEIs, and those engaged in local cultural ecologies and thinking about the future of place/community based artistic practice, with reference to learning from the experience of CPP.
- 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
- People engaged in place-making projects and programmes, including Great Places, London Borough of Culture, Business Improvement Districts, Cultural Commons (Ireland)
- The broader cultural sector in particular National Portfolio Organisations
- Policy makers, stakeholders, researchers, journalists and academics interested in place-making

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 an evaluation of the effectiveness of this. It should also set out clear learning points highlighting successes and areas where approaches have been less impactful, and describe relevant case studies. It should pose useful questions and make recommendations for different approaches to creating a thriving cultural ecology.

We suggest research takes between June and November 2018, and the methodology could include:

- A review of relevant written material from amongst the network (including internal documents) and on our website.
- Interviews with the Directors from each CPP area to gain a strong understanding of chosen methodology and context of each Place.
- Interviews with host organisations for CPP Places
- Interviews with an agreed number of other place based projects or programmes – including Great Places, City of Culture, London Borough of Culture for example
- Access to Creative People and Places online platform- our network wide information sharing forum

Report writing to take place in November/January 2019, with an opportunity to share the draft findings with the CPP network at the Peer Learning Gathering on 15 November 2018 at Ideas Test in Kent.



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 January 2019.

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.

There is a second piece of thematic research commissioned about Artistic Practice by CPP network which will be happening simultaneously. This 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 yourself / 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 9 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.

If you have any questions, or would like to discuss the brief please contact Amanda Smethurst at amanda@creativepeopleplaces.org.uk in the first instance.