

Artist(s) Commission

Artist Commission to develop creative evaluation tools for use in the Social Value Forecast of Stoke-on-Trent becoming City of Culture 2021

April 2016

The Creative Communities Unit is looking to commission an individual or group of artists to support a Social Value Forecast of Stoke-on-Trent being awarded the City of Culture 2021. This will include the creation of a series of appropriate creative evaluation tools and activities to be used with a representative range of stakeholders from across the City. The successful artist(s) will need to ensure that the evaluation tools are able to gather feedback on key questions set by the Creative Communities Unit.

Context

Stoke-on-Trent City Council intend to submit a bid to be the City of Culture in 2021. The bid will be submitted in 2017. The City will be required to demonstrate that there is a social and economic value beyond the finances invested. However, there is also a need to consult widely with stakeholders across the City including residents and local communities, the arts and cultural sector, businesses and public sector organisations. Using creative tools to engage local people in the process will help to build relationships with communities and key organisations who through the consultation process will develop a greater understanding of the City of Culture bid.

The Creative Communities Unit is involved in several large scale evaluation projects. These include the evaluation of Appetite, First Art and Creative Black Country. The methodology for these three programmes includes the use of creative tools to gather feedback from programme participants and audiences. A broad range of creative tools have been developed and used, including wish trees, tea pot and sugar cube voting, ribbon wheels and balloons. In some cases we have worked with artists to develop the ideas for and to create the tools which has had the effect of increasing the artistic quality of the evaluation tools.

The use of creative tools has resulted in the evaluation being accessible to a much broader audience than more traditional methods such as, for example, questionnaires. The creative tools do not rely heavily on literacy skills, and evaluators can support the participants to understand and use the evaluation tool. The tools are also attractive, encouraging people to take part in the evaluation itself.

The Social Value Forecast

The Creative Communities Unit would like to adopt the use of creative tools to consult with a broad and representative group of stakeholders across Stoke-on-Trent to forecast the social value of the City becoming the City of Culture in 2021. This forecast will illustrate the social value of the City of Culture in relation to:

- Housing
- Environment
- Economy
- Education and Skills
- Employment and Volunteering
- Social and Community
- Crime and Justice
- Health and Wellbeing

The creative tools will need to be developed ready for use in by 8th May 2016. This will enable us to consult with stakeholders throughout May and June 2016.

Artist Commission

The artist(s) will work closely with the City of Culture Social Value team at the Creative Communities Unit to design and create either one, or a series, of creative evaluation tools. We expect the tools to be easily transportable, simple to use and offer a means of recording feedback from individuals and larger groups of people.

The artist(s) will meet regularly with the City of Culture Social Value team to negotiate the development of the creative evaluation tool(s), ensuring that they offer the means of consulting on a series of questions and gathering feedback from a range of different stakeholders from across the City.

Key responsibilities

The responsibilities include, though are not limited to:

1. Meet with members of the City of Culture Social Value team on a regular basis to identify and discuss the requirements of the project in relation to the research questions, the stakeholders to be consulted and the needs of the team for the consultation tools.
2. Ensure that the evaluation tools and/or arts activities are high quality, creative, participatory and engaging.
3. Ensure the tools and arts activities are fit for purpose, safe and meet all health and safety requirements.
4. To produce the tools within the timeframes given.
5. Ensure that any creative work developed can be housed and displayed at the Creative Communities Unit or with Appetite and can be used in future Creative Communities Unit and Staffordshire University evaluation sessions.
6. Deliver a minimum of one day of evaluation activity within the community, working alongside the Project Researcher.
7. Attend consultation meeting(s) with group of community members with the Project Researcher.

Experience:

The successful artist(s) will have a wide range of experience of high quality participatory arts work. They will need to have worked with a diverse range of communities to explore issues in a creative and meaningful way.

We also need the artist(s) to have excellent:

- Communication skills
- Organisational skills

The Artist(s) will need to demonstrate a commitment to equal opportunities.

In addition experience and understanding of

- Participatory consultation
- Research and/or evaluation would be advantageous

Timescale and Length of Residency

The Commission will be for April 2016. The tools will need to be produced and ready for use by the Creative Communities Unit by 8th May 2016.

Fee

This is a freelance role and the overall fee is £2,000 which is inclusive of all expenses, materials and VAT. Payment will be made once the consultation tool is handed over to the team. The fee is inclusive of all materials and expenses and is outcome based.

Proposal and Selection Criteria

Selection will be based on submission of an outline proposal and how this demonstrates meeting the following criteria:

- Experience of high quality participatory arts practice.
- Response to the challenge of engaging and involving residents in creative, meaningful conversations.
- Outline budget giving an indication of artist time and materials.

Your proposal should be a written statement (maximum 750 words), please include images of relevant work.

Please also include:

- An up-to-date copy of your CV (maximum 2 A4 pages).

- Two references or statements from previous clients.
- Confirmation that you have appropriate public liability insurance.

Please email your application to n.gratton@staffs.ac.uk . Or you can post it to:

Nic Gratton
Creative Communities Unit, Flaxman L220
Staffordshire University
College Road
Stoke on Trent
ST4 2DE

Applications should be received by email or post no later than Friday 1st April 2016. Shortlisted candidates will be notified on Tuesday 5th April and interviews will be held on Thursday 7th April 2016. We would like the successful candidate to start work w/c 11th April 2016. Interviews will be held at:

Creative Communities Unit
Staffordshire University
College Road
Stoke on Trent
ST4 2DE

We look forward to receiving your application and thank you again for your interest in our work. If you have any access needs in relation to your application and interview then please let us know in advance. If you have any questions relating to this please contact n.gratton@staffs.ac.uk or call 01782 292751.