

Title	Torbay Culture: communications and advocacy consultant
Theme	Torbay Culture and Torbay's Great Place Scheme
Commissioner	Torbay Culture (part of TDA)
Contract period	1 October 2018-30 September 2019, with the potential to extend to 31 March 2020
Deadline for submissions	12 noon, Weds 12 September
Client contact details	Kate Farmery (Executive Director) or Anna Matthews (Great Place Scheme Project Manager), Torbay Culture, TDA, 3rd Floor Tor Hill House, Union Street, Torquay TQ2 5QW E: culture@tda.uk.net W: torbayculture.org

1. Background

Torbay adopted a new ten year cultural strategy in 2015 (www.torbayculture.org/manifesto) and partners across the Bay are working with Torbay Culture to transform cultural provision and engagement in the region. With strategic investment from Arts Council England and a grant of £1.2m from the new Great Place Scheme (www.greatplacescheme.org.uk), we are investing heavily in our cultural infrastructure and heritage assets to ensure that everyone living in, working in and visiting Torbay has the opportunity to experience and be inspired by arts and culture, and that culture is shaping the local area by placing it at the heart of local vision (www.torbayculture.org/introduction).

We want to put Torbay on the map as a great creative centre, brilliantly communicated; to grow our reputation for innovative, community-driven arts and heritage in unusual places and spaces. We also seek to raise the profile of our collaborations with strategic partners, such as our creative commissioning programme, so that Torbay can exemplify the power of arts and heritage to contribute to social and economic outcomes. We need to shout about our work and ensure residents and stakeholders understand the growing impact of Torbay Culture and our funders' investment in culture in the area. We're looking for brilliant communications and advocacy to help us with this.

2. Commission brief

2.1 Key outputs and activities

We are seeking a freelance individual, organisation or consortium with strong skills and experience in strategic and press communications, ideally within the arts, culture and heritage sectors, to deliver our communications strategy during our Great Place Scheme funding period. **Applicants may request a copy of the communications strategy by emailing culture@tda.uk.net.**

Outputs for the communications and advocacy contract include:

- Development and implementation of an action plan for the delivery of our communications strategy, including
 - Identification and full exploitation of opportunities for strategic, place-based cultural media coverage, locally, regionally and nationally (i.e. Torbay as a great cultural place to live, work in and visit)
 - Identification and full exploitation of consumer-facing opportunities for media coverage of our 2019 cultural programme
 - Drafts, editing and publishing of press releases, blogs, thought pieces, case studies, newsletters, statements and articles for the Torbay Culture team, Board members and strategic partners including content for our website www.torbayculture.org, social media, our funders' websites (especially ACE and HLF), and trade press (e.g. Arts Professional)
 - Procurement of appropriate visual collateral e.g. images, films including documentary photography

- Amplification and wider distribution of existing material to seek a higher profile for Torbay, e.g. www.theshorely.com content
- Support to the Torbay Culture and Great Place Scheme teams to deliver the key messages consistently
- Proposals for and implementation of effective monitoring and evaluation of our work through communications, including tracking press/media coverage
- Development and management of our mailing list (hosted on Mailchimp)

All communications will need to be GDPR compliant and acknowledge funders appropriately. The contractor will be required to liaise with partners' media staff (e.g. Torbay Council and TDA press offices) when necessary, to ensure appropriate shared messaging and branding.

2.2 Objectives and outcomes

The outcomes we are seeking through this work are:

- Torbay Culture has a higher profile and our successes and social/economic impact (e.g. through the delivery of the cultural strategy and Great Place Scheme programme) are widely recognised and understood, to include the indirect impact of our work through support to our partners. Culture becomes a local priority and a positive part of everyday business for non-cultural sector partners (including the media).
- Torbay is recognised as a cultural centre, locally, regionally and nationally.
- Engagement with arts, culture and heritage by Torbay residents is increased.
- Torbay residents feel a greater sense of pride in the local area and a greater sense of place.
- Torbay residents and cultural tourists engage with and attend Great Place Scheme cultural programme events and activities.

These outcomes will be evaluated as part of the Great Place Scheme.

2.3 Great Place Scheme goals

Ultimately, this strand of the Great Place Scheme will contribute to the five Great Place goals:

1. Everyone has the opportunity to experience and be inspired by culture
2. Local area is a better place to live, work and visit
3. Local economy is boosted
4. Cultural and other organisations are more resilient
5. Sustainable partnerships are built with other sectors & agencies.

3. Key relationships

3.1 Torbay Culture and Torbay's Great Place Scheme

The contract will be managed by the Executive Director of Torbay Culture, supported by the Great Place Scheme Project Manager. Torbay's Great Place Scheme is overseen by a Working Party and the Torbay Culture board retains ultimate accountability for all Torbay Culture initiatives.

The appointed contractor will work with other members of the Great Place project team, including the Creative Director and other project leads, to ensure we are working together to the same end and are communicating consistently.

3.2 Delivery partners

In delivering the programme, the appointed contractor will be expected to work closely with Torbay Culture's delivery partners including:

- Creative commissioning partners such as Torbay Council
- TDA
- Torbay’s cultural venues, events and festivals teams
- Torbay Culture and Arts Network (TCAN) and its members
- Wonder Associates (cultural marketing and audience development consultants for the Great Place Scheme)

3.3 Stakeholders

Our communications strategy details Torbay Culture’s primary stakeholders as follows:

- Strategic partners/place leaders (Working Party, Torbay Council, TDA, NHS Trust/CCG, South Devon College, Torbay Community Development Trust, English Riviera BID Company, Torbay Together, etc.)
- Cultural sector organisations and practitioners (primarily local but also regional/national/international)
- Funders (current and potential)
- Commissioners (Torbay Council, NHS Trust/CCG)
- Internal (Torbay Culture board, Great Place project delivery team, project support team)
- Community (Torbay residents engaged with art, culture & heritage; Torbay residents not engaged; cultural volunteers)
- Visitors (regional neighbours/day visitors, national and international tourists)
- Business/Industry/Investors (tourism, developers, photonics/digital, fishing, leisure, etc.)
- Press and media (local/regional/national/trade across all platforms, to include Herald Express, BBC, Guardian, Arts Professional, etc.)

4. Outline project timeline

Activity	Description	Dates (estimated)
Contract start date	TDA will provide a letter of agreement to reflect both the brief and the approach detailed by the applicant during the submission process, to be signed by client and contractor	End September 2018
Kick-off meeting	Contractor attends inception meeting with programme team. Final approach and delivery dates agreed.	Early October 2018
Communications strategy delivery	Action plan development and delivery.	Plan to be delivered by end October 2018; ongoing delivery until end September 2019
Communications strategy year 1 evaluation	Evaluate year 1 of communications strategy delivery and contribute to forward plans.	June 2019
Contract review	Opportunity to review and extend contract to 31 March 2020, if applicable	June 2019

5. Fee and contractual requirements

Our maximum budget for the communications and advocacy contract to 30th September 2019, to include contractor expenses and VAT, is £15,000. The agreed fee would be paid at intervals according to the agreed action plan and within 30 days of receipt of an invoice.

The contractor is required to have relevant insurances in place including Public Liability Insurance to the value of £5,000,000 and, if appropriate, Employers' Liability Insurance as required by law. The contractor is required to be GDPR compliant.

Please note, in order to comply with the terms of the contract, the successful contractor will be expected to provide (at their cost) a suitably skilled and qualified substitute to perform the services on their behalf in the event that they are unable to perform the services themselves. The substitute must be able to meet all of the criteria of this brief and be approved in writing by TDA.

6. Submission and selection process

6.1 Submission requirements

To apply, please submit the following by email to culture@tda.uk.net:

- Name of applicant, role/position (e.g. director, secretary), company name, company address, company registration number (where applicable) and company legal form. Please state clearly whether a sole trader, limited company, partnership, etc.
- A written statement, maximum 2 sides of A4, detailing your approach to delivering the brief (including how this will lead to the desired outcomes), relevant experience that demonstrates your ability to meet the brief and details of your capacity to meet the brief (including estimated time commitment to meet the brief and confirmation of your availability including to deliver on any peak periods of cultural activity).
- A sample of your professional writing e.g. media release; newsletter
- Brief CVs of the key individuals to be involved, including details of two referees
- A written quotation outlining costs and proposed budget for delivery of the brief
- Confirmation of insurances held, confirmation of GDPR compliance and any relevant data protection policies.

6.2 Selection process and timetable

Activity	Description	Dates
Brief issued		w/c 13 th August 2018
Closing date for submissions – please note email address	Applications to be sent by email to culture@tda.uk.net . Please state “Communications/advocacy application” in the title of the email.	12noon, Wednesday 12 th September 2018
Shortlisting	Submissions will be evaluated against the brief and shortlisted by a panel	Thursday 13 th - Monday 17 th September. Shortlisted contractors will be contacted by close of play on 18 th September.
Interview	Shortlisted applicants are invited to interview by the selection panel (panel members TBC) in Torbay.	Interviews will take place on Monday 24 th September.
Contract award		By Friday 28 September

These dates are given as a guide only and may be subject to change by Torbay Culture/TDA.