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**Tender Brief for the Development of a Research knowledge base**

**for**

**Pioneering Places: East Kent**

We are now in the Delivery Phase of the Pioneering Places: East Kent programme and are looking to appoint a freelance individual or team to develop a Research Knowledge base. This significant central online project, will be managed by the Project Director, and will draw together the learning and experience of the four local strands, including the research and evaluation of the project’s key aims and social impact.

This platform will:

- bring together research on cultural placemaking and commissioned articles on the subject (local, national and international)

- gather and disseminate feedback and data from the four projects.

- include each partner’s collective history of placemaking since 2002

- be a live, dynamic, interactive online space

- provide a key component of the programme’s legacy

- be cohesive and play a vital role in pulling together the partners collective experiences in one place

- provide content for communications activities

- provide content for an end of programme Conference

- explore a MOOC as an option (potentially with accreditation)

**Context and Overview**

**The Great Place Scheme** is a pilot devised by the **Heritage Lottery Fund, Arts Council England** and **Historic England** designed to put arts, culture and heritage at the heart of successful communities across England. It funds projects in areas where there is a commitment to embed arts, culture and heritage in local plans and decision-making.

By strengthening the networks between culture, civic and community organisations, and by involving citizens and local businesses, Great Place projects will enhance the role that culture plays in the future of each place participating in the Scheme. In time this will lead to the wide range of social and economic benefits that arts, culture and heritage can achieve.

**What is Pioneering Places: East Kent?**

East Kent has a rich recent history of culturally-led placemaking that has helped to define the region’s sense of place. There are different drivers for development at play across the region, and therefore reflected within this project, including loss of industry and tourism leading to areas of significant deprivation in some areas, and other areas where places have lost their purpose and perceptions need shifting. Each local Council’s plan advocates combatting deprivation through social and economic action involving strong urban regeneration programmes. Each has land and buildings whose historic purpose lacks contemporary relevance; whose past has prevented a modern use.

The Creative Foundation in Folkestone submitted a successful bid to the Great Place Scheme to secure funding for Pioneering Places: East Kent. With the Kent Cultural Transformation Board as a catalyst and key strategic partner, the East Kent partnership of the Creative Foundation in Folkestone, Turner Contemporary in Margate and Canterbury City Council/Marlowe Theatre will pilot new approaches within the Pioneering Places: East Kent project that will enable cultural, community and civic organisations to work more closely together, to re-imagine East Kent’s future and help deliver that future in concrete and sustainable ways. The project partners will also collaborate with organisations in Dover to develop a further exemplar approach there, encouraging others to follow and become great placemakers.

**Artswork** has also made an investment in the programme that will benefit children, young people, teachers, parents and the wider community in East Kent. There is a commitment from each area involved to work with local schools to support them to achieve Arts Award at levels from Explore to Silver, to support school improvement plans, and enable schools to achieve Artsmark.

**Project summaries** (for full project descriptions please see Appendix 1)

**Folkestone**

The project identified for Shepway is the old gasworks site on Ship Street and Foord Road.

In 2017 it was fifty years since the gasworks were closed leaving an area of polluted land at the heart of this community. Shepway District Council is negotiating the purchase of the land from the gas board and its partners. It will address the pollution and then develop it as a mixed-use site, with private and public housing as well as self-build that will return some capital to the Council, allowing it to make an investment that will see no or little return within thirty years.

The Pioneering Places project will massively enrich the scheme by bringing the heritage of the site to the fore and including it in people's engagement with the site and in the design of the scheme.

**Thanet**

The Ramsgate Royal Harbour is a unique monument to Georgian civil engineering, but is under promoted and its heritage is little known despite its international historical and engineering significance. It is the reason why the town grew, and its existence has shaped all other developments in the town for 250 years. Thanet District Council’s ownership of the Listed site provides a significant opportunity.

Building on Turner Contemporary’s expertise in developing children’s leadership through the arts, they will identify 60 primary school children to become Arts and Heritage Leaders. They will research the history of the harbour, create their own artwork in response to it, develop interpretation for the harbour, and engage the community through discussions, events and exhibitions to understand what inspires others about this extraordinary site.

In Ramsgate they will test a new approach to Master Planning, with the brief clearly written to align to the aims of Pioneering Places.

**Canterbury**

The project will take place in the former Poor Priests’ Hospital, one of the city’s finest heritage buildings, a magnificent Grade 1 listed medieval building with oak framed roof, a spectacular ‘great hall’ and a labyrinth of period rooms. This remarkable building has lived through 600 years of the city’s history, serving many purposes including an alms house, hospital, and workhouse. It is now underused and largely ignored, playing a diminishing role in the city’s cultural life and contributing little to its creativity, cultural identity or its economy.

The Marlowe Theatre requires a new space to run its creative activities, including youth theatre, community programmes, learning, new writing and production. Finding a new city centre space to enable the Marlowe to develop and deliver its creative work and nourish its growing partnerships is one of the theatre’s highest priorities, and the Poor Priests Hospital opens up exciting possibilities.

**Dover**

Dover is an area with a particularly rich heritage that stands to gain hugely from culturally led placemaking. To date this has been more limited in the town than in other parts of East Kent.

Pioneering Places will work with agencies in Dover on a new placemaking project. The Pioneering Places Project Director will lead the process to engage Dover partners and identify a potential project, plan the works and deliver the project.

The project will have the same criteria as the other exemplar projects, identifying a historic area that has lost its original purpose which through understanding its past and working with communities will allow contemporary artists to imagine and deliver a new use.

Pioneering Places: East Kent aims to:

• create exemplary places through connecting people, heritage and creativity;

• create models that impact on future planning development structures;

• pioneer, test and evaluate 4 distinct ways of developing great places, exploring and animating heritage to inspire artists and community;

• develop new models of community consultation; inspire active citizenship, create a meaningful legacy;

• unite arts, heritage, public sector, education organisations and the wider community to understand and influence placemaking.

The programme needs to achieve the following outcomes:

**Outcome 1** Pioneering Places will make East Kent a better place to live, work and visit.

**Outcome 2** Pioneering Places will build sustainable partnerships with other sectors, agencies and organisations in the local area; culture will be reflected in local plans and strategies.

**Outcome 3** Pioneering Places willensure everyone has the opportunity to experience and to be inspired by arts, culture and heritage.

**Outcome 4** Pioneering Places will enable arts, culture, heritage and other local organisations to be more resilient.

**Outcome 5** Pioneering Places will enable the local economy to be boosted.

**Scope of services required**

**Milestones:**

**Year 1:**

* Early discussions with project partners and potential partners on the development of the platform and possibilities of developing a MOOC later in the project to assess its viability
* Create a detailed plan for how to work with and engage different user groups and through which platforms
* A detailed analysis of what data might be captured and how it might be useful, particularly in relation to capturing project outputs, and legal issues related to this in light of incoming GDPR legislation. This initial data evaluation exercise should address questions such as:
* How are these outcomes converted into SMART targets and how might digital engagement and data capture support achieving them?
* How do we establish baselines for outcomes such as “Culture reflected in local plans and strategies”?
* A thorough review and SWOT analysis of other relevant cultural/creative placemaking sites, social media accounts and projects online to be added to organically.
* An evaluation of the strengths and weaknesses of all potential platforms to inform decisions as to preferred platforms, (e.g. YouTube vs Vimeo for video, Dropbox vs Google Drive etc).
* Feedback to the Pioneering Places Delivery Group

**Years 2 & 3:**

* Ongoing development of the site, leading to end of project recommendations for its sustainability and legacy
* Feedback to the Pioneering Places Delivery and Steering Groups as required

**Essential experience:**

You will need to have proven and demonstrable skills in:

**Digital content creation and curation** – e.g. image creation and manipulation, (Photoshop), video filming and editing (e.g. Adobe Premiere), infographics, PDF documents and publications, generating Google Maps, creating and maintaining Wikipedia pages, an understanding of digital copyright issues etc. This should include technical skills to create content and also understanding of how to create and curate compelling content to maximise user engagement and fit with the project aims.

**Community management** – to include all partners and stakeholders, academic/research partners, education partners, community groups, bloggers and influencers, wider online audience, understanding of audience segmentation and pros/cons of “protecting” premium or restricted content versus open access and sharing of content to all users.

**User Experience (UX)** **design** – some understanding of how users navigate and interact with digital/social media content. How content can be presented to maximise user engagement and fit with the project aims.

**Website development, hosting and Content Management Systems (CMS)** – e.g. through simple Wordpress site, more advanced Wordpress templates or more advanced bespoke development, (if required and if budget allows), to outline hosting costs and technical issues related to hosting etc.

**Digital and social strategy** – to have a good understanding of available platforms, tools and technologies, (e.g. standard tools such as Twitter, Facebook, LinkedIn, YouTube and more specialist platforms such as Zotero, Evernote, Hootsuite, Freedcamp, Wikipedia, Google Maps etc). Pros and cons of each, how and when to integrate into overall strategy, marketing plans and community management.

**Data capture, storage and use** – to have a good understanding of legal and practical issues, including implications of new GDPR legislation, the benefits of ‘open data’ generated through the project and what tools, products or services might be created through this approach by community members.

**Digital project management** – demonstrable experience of partner/stakeholder management, digital rights management, managing budgets, scheduling and tracking against milestones, monitoring and evaluation, reporting, understanding of technical issues and processes etc.

**Data analytics** – a good understanding of Google analytics and/or Google Tag Manager, social media monitoring (Facebook, Twitter stats) etc to monitor community engagements and feed into outputs and reporting.

**Tender responses:**

We would like you to submit the following information:

* An online Application form
* Provide at least one example of similar work experience of developing a digital research knowledge base that involved the **Essential experiences** listed above and outline your strategy for delivering these outputs
* Please state what **fee and budget** you wouldpropose for the work to cover the duration of the programme
* Please provide your CV
* Please provide 2 referees

The criteria and weighting by which the Developer of a Research Knowledge base will be chosen are as follows:

* 60% - Quality of the application and alignment to our project aims, understanding of both the overarching programme and the individual projects that create it
* 20% - Cost effectiveness
* 20% - Experience of working in the arts, culture and/or heritage sectors, and an advantage to have worked with other sectors, for example, planning, housing, education, etc

Consideration will also be given to:

* Assurance that delivery and completion date can be met
* Fitness for purpose
* Track record of previous goods/service supplied (by checking references)
* Can a suitable working relationship be developed with the supplier?
* Ability to work with a diverse range of people, from all ages and backgrounds
* Innovation and understanding of a wide range of online platforms
* Clear ethical code

The closing deadline for applications will be **16 April 2018. Only shortlisted candidates will be invited to interview.**

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