



Creu Conwy Creative Mapping Brief

Project Reference: Creu Conwy Creative Mapping/May 2022



DIWYLLIANT
CONWY
CULTURE



UK Government Wales
Llywodraeth y DU Cymru

www.ConwyCulture.com

INTRODUCTION

- 1.0 Culture and the arts contribute more than £11.8 billion pounds to the UK economy each year. Conwy County Borough Council (CCBC) values the contribution made by the cultural sector and the development of a Culture Strategy (*Creu Conwy – Creating the Spark, a Cultural Strategy for Conwy County Borough 2021-2026*) is committed to placing culture-led regeneration at the heart of forward planning. Initial engagement and implementation work for the strategy has been funded by the UK Government through the UK Community Renewal Fund.

BACKGROUND

- 2.0 The vision for Creu Conwy is ***Culture creates the spark for economic growth, wellbeing and connection***. The strategy advocates for an approach that increases accessibility and broadens the appeal of culture. Using the principles of playfulness and adventure, the programme will bring events, installations and performances that are fun and thought-provoking, popping up in unexpected places and inviting us all to join in. A third principle - connected – invites collaboration at local, national and international scales to support innovation and excellence, and to grow the network and profile of Conwy's creative sector.
- 2.1 A new partnership – Creu Conwy is providing leadership, strategic direction and co-ordination at a county level. In order to support delivery at town level a cultural 'Launchpad' model, that has been pioneered in Colwyn Bay and is now being developed in the 4 other main towns (Abergele, Conwy, Llandudno and Llanrwst). These Launchpads will support locally-driven and community-led projects that support culture led regeneration.
- 2.2 A key priority in the development of the 'launchpad' areas will be to gain a better understanding of the 'cultural footprint' of each Launchpad areas; what makes each community distinct and unique? What are its strongest cultural assets? How do we identify and inspire the individuals that will drive the strategy at community level?

THE REQUIREMENTS

- 3.0 Conwy County Borough Council is seeking to commission an Artist(s) / Creative Facilitator(s) to deliver a countywide series of workshops as part of the Creu Conwy programme of engagement. We want this project to embody and bring to life the Creu Conwy themes of **playful, adventurous and connected**. The workshops will be designed to invite people to creatively explore their sense of place and share what culture means to them. Our aim is to build a picture of what this looks like currently locally and also how it could look in the future using the themes of Creu Conwy. As part of this commission the creative outputs from these workshops will be used to co-produce a map of the county that captures the diverse and unique characteristics of the cultural landscape of Conwy and playful, adventurous and connected ideas for the future!
- 3.1 **The objectives of this commission are:**
- To engage with a cross section of communities across Conwy and communicate the vision and principles of Creu Conwy.
 - To consult with communities to build a picture of the places and cultural experiences that are held as important to people across Conwy.
 - To co-produce creative outputs (visual or audio) that represent the current diversity of culture across the county and ideas for how this can be developed using the Creu Conwy themes
- 3.2 **Required outputs from this commission include:**
- The delivery of a series of engaging workshops that embody the principles of Creu Conwy (accessible, playful, adventurous and connected).
 - Co-produced creative outputs (visuals or audio) that build a map of culture (current and future) across the county
 - End of project report

3.3 Knowledge skills and essential qualities required:

- An understanding of Conwy's communities and cultural landscape
- Proven record of facilitating creative workshops in a range of community settings
- Excellent communication and facilitation skills with the ability to engage and inspire groups and individuals
- Strong track record of co-production approaches and working inclusively with diverse communities
- The ability to facilitate creative workshops bilingually through medium of Welsh and English
- Experience of monitoring and evaluating project outcomes
- Flexible approach – able to offer workshops / sessions at times that suit community (evenings / weekends if required)

3.4 Provisional Schedule

Milestone	Date
Deadline for Submissions	10 th June 2022
Contract award	13 th June 2022
Contract End	31 st September 2022

3.5 Budget

There will be a maximum budget of £9,000 is available for this commission.

SUBMISSION AND EVALUATION OF PROPOSALS

4.0 When submitting your quote for this work please provide the following information:

4.1 Please give examples of similar projects / commissions you / your organisation has worked on in the last three years.

4.2 Please describe how you will approach the commission outlining initial ideas for approach, artistic vision and what the creative outputs would be. Please include number of workshops, details of the person / people who will be undertaking work, including their background and their specific input into the commission.

4.3 Please describe how you will go about engaging with communities and evaluating the impact of this commission.

4.4 Please describe how your work will foreground the Welsh language and ensure that delivery provides equal opportunity to experience Welsh and English content in keeping with CCBC's Welsh Language Guidance.

4.5 Proof of insurance will be required.

- 4.6 When submitting your quotation please provide a detailed breakdown of costs that includes: Total cost excluding VAT and all expenses for completing the work, e.g. planning, attendance at meetings, administration, materials, facilitation and end of project reporting.

Requirement	Quantity	Individual Unit Cost (£)	Total Cost (£)
Planning / development (to include attendance at meetings)		£	£
Workshop facilitation (please include hourly / day rate)		£	£
Promotion and engagement		£	£
Venue hire		£	£
Project reporting / evaluation		£	£
Any other costs considered applicable to the specified contract requirements (please detail below, if applicable):		£	£
		£	£
		£	£
Total	£		

Please submit your proposal no later than 12:00hrs midday on 10th June 2022 by email to helen.jackson5@conwy.gov.uk. Any queries in relation to this contract should also be sent by email to this address.

ADDITIONAL INFORMATION

- 5.0 The supplier will be expected to consider the context of the following while undertaking the commission:
- Creu Conwy – Creating the Spark – A Cultural Strategy for Conwy County 2021 - 2026
<https://conwyculture.com/explore-culture/creu-conwy>
 - Colwyn Bay 'Launchpad'
 - Well Being of Future Generations (Wales) Act 2015
<https://gov.wales/topics/people-and-communities/people/future-generations-act/?lang=en>
 - Conwy County Borough Council's Welsh Language Guidance
<http://www.conwy.gov.uk/en/Council/Welsh-Language-Standards.aspx>