

## Vibrant Shropshire: A Cultural Compact

*‘Celebrating Shropshire’ - a commission for an innovative programme of cultural activities that enables rural communities across Shropshire to participate in culture and helps to address Vibrant Shropshire’s key priorities.*

A single contract of £13,000 will be awarded to ONE Shropshire-based organisation

Application closing date: 12 noon Monday 16<sup>th</sup> December 2024

Programme must be delivered by 31 March 2025.

### Background:

Vibrant Shropshire, the county’s Cultural Compact is a cross-sector partnership bringing together culture, business, education, healthcare and allied sectors. It is currently facilitated by Shropshire Council and a volunteer board and is working to deliver the cultural strategy for the county to help and increase health, wellbeing, resilience, economic prosperity and environmental sustainability through arts and culture.

[Click here to view the Cultural Strategy.](#)

[Click here for more information about Vibrant Shropshire: a Cultural Compact](#)

Funding has been secured from the UK Government through the UK Shared Prosperity Fund to support organisations across Shropshire to deliver cultural projects that help address some of the county’s cultural priorities. The UK Shared Prosperity Fund provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and place, supporting local business, and people and skills. For more information, visit <https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus>

### Project Brief:

Vibrant Shropshire wishes to commission a programme of **cultural activities** that enables **rural communities** to overcome barriers to participating in different cultural activities.

As the commission is for the delivery of a programme of activities, it cannot be used for any capital projects.

It is appreciated that this timescale is tight, however the programme of activities must have been delivered and reported on by the end of March 2025.

You are invited to propose an exciting and innovative programme of cultural activities that focuses on ‘celebrating Shropshire’ whether it be its heritage, natural landscapes, cultural scene or something else entirely.

Priority will be given to projects that:



- actively engage people from rural communities with limited access to culture as well as addressing one of our other priorities
- demonstrate best practice in supporting the additional needs of the community
- evidence the need or demand for the activity through engagement with members of the community
- deliver the programme over multiple locations (at least three)
  - o virtual/online options are welcome

As well as working with rural communities, projects should align with **at least one** of our other priorities. Our priorities are:

- **overcoming barriers to participation in culture**, particularly for the following groups with protected characteristics;
  - o Young people (0-25)
  - o Older people (50 plus) who are at risk
  - o Isolated rural communities
  - o Members of the Special Educational Needs and Disabilities (SEND) community
  - o Financially disadvantaged members of the community
  - o Members of the community with other protected characteristics
- increase the delivery of cultural initiatives that have **a positive impact on health and wellbeing**.
- increase the number of people working in the cultural sector through **the provision of volunteer or work experience opportunities** and development opportunities for existing staff.
- engage more **children and young people** in cultural activities
- use culture to **raise awareness of climate change**, encourage the cultural sector to operate in a **more environmentally sustainable** way and **celebrate and care for Shropshire's natural environment**
- enhance cultural organisations' **long-term financial resilience** and their impact on the local economy.

### Eligible activities include:

- cultural festivals
- cultural exhibitions
- performances
- cultural talks
- cultural workshops
- the creation of a new piece of cultural work
- sporting events/ activities
- enabling sustainable access to green space

**We define culture as:** visual and performing arts, music, dance, crafts, museums, heritage, history, archaeology, archives, architecture, libraries, open spaces, countryside recreation, sport, hospitality, cafes and restaurants, visitor attractions and locally produced food and drink.

## Project deliverables:

The successful candidate will project manage and deliver the entire commission and:

- develop a full programme of activities that are appropriate and relevant for the identified community in multiple locations (at least three) across Shropshire.
- market the activities to the community
- handle all bookings
- deliver the activities
- maintain a project budget
- be responsible for the legal compliance of the programme including the health and safety and safeguarding of staff, volunteers and participants
- have in place and adhere to;
  - safeguarding policies and procedures
  - health and safety policies and procedures
  - Risk Assessments
- Have appropriate levels of insurance in place
- Evaluate the success of the activities
- Produce an evaluation report including a review of and evidencing:
  - the number of events delivered
  - the number of participants engaged
  - the number of volunteers involved (if appropriate)
  - any learning from the project
  - any outcomes/legacy from the project

## About you:

Vibrant Shropshire is keen to work with individual artists, cultural practitioners, consortia of practitioners, companies or charities.

In order to meet the funding guidelines the Compact will need to contract with a single entity that is:

- registered, constituted or has some form of governance framework.
- be based in and / or deliver the project in Shropshire (unitary area).
  - this does not include Telford & Wrekin which is a different local authority
- be a partner of Vibrant Shropshire. [Become a Vibrant Shropshire partner for free here.](#)
- hold a UK bank account in the name of the entity that they're applying in



- have experience delivering similar programmes of activity
- have a portfolio of work detailing similar cultural activities they have previously delivered
- either have in place or will have during the life of the project:
  - appropriate levels of Public Liability Insurance
  - safeguarding and health and safety Policies
  - risk assessments for all activities

#### **You cannot apply if:**

- you are applying for activities that do not benefit cultural participants or cultural audiences in Shropshire (unitary area)
- you wish to deliver activities outside of Shropshire local authority area. NB Activities delivered in Telford and Wrekin are not eligible.
- you are applying for activities that are not related to culture or do not support the delivery of our priorities
- you are delivering a political or religious activity
- you are applying for a capital project

#### **To apply please send:**

- a covering letter outlining your interest in the commission, the skills and experience of all members of the delivery team
- an overview of the proposed programme of cultural activity including:
  - the exact nature of the activities
  - the audiences you will work with
  - where activities will take place
  - how many:
    - activity sessions will be run
    - volunteers you will work with (this is not essential)
    - participants you hope to engage with (approximately)
  - a project budget
- contact details for two referees we can approach to comment on your work
- a website link or PDF document giving examples of your work

Your application should be no more than 3 sides of A4 paper.

Please submit your application to [culturalcompact@shropshire.gov.uk](mailto:culturalcompact@shropshire.gov.uk)

Please title your email 'Vibrant Shropshire Commission Application'

**Please note:** Applications in different formats, such as video, will be welcome from applicants with additional access needs.

Please contact Alice Machin, the Cultural Compact Officer, via email [culturalcompact@shropshire.gov.uk](mailto:culturalcompact@shropshire.gov.uk) to discuss your access needs or if you need any clarification about the application process.



## Timescales:

- Deadline for applications: Monday 16<sup>th</sup> December 12 noon
- If shortlisted for interview, you will be notified by 20<sup>th</sup> December
- Interview and start date by arrangement. During the interview, you will be asked to elaborate on your proposal and be asked a series of set questions.
- Project completion must be by 31<sup>st</sup> March 2025
- Duration of contract: January 2025 to March 2025

Applications will be reviewed by members of the Vibrant Shropshire Board and scored against the following criteria:

- the quality, creativity and suitability of the programme of activities 50%
- the experience of the team of running similar projects 10%
- how closely they align with the project brief 20%
- how closely the proposal aligns with Vibrant Shropshire's priorities 10%
- value for money 10%

A shortlist will be created, and these applicants will be invited to interview.

If you are invited to interview, please let us know if you have any access requirements.

We will let all candidates know if they have been successful or not.

This commission is funded the UK Government through the UK Shared Prosperity Fund and administered by Shropshire Council.

All contracts will be managed by Shropshire Council.