

Create Gloucestershire potentially has access to some limited start-up capital/investment for the Cultural Education Partnerships, on a case-by-case, budgeted and needs-led basis. This investment will need to bring a demonstrable return to the partnership, including financial, lead to a sustainable business and operating model for each partnership, and produce evidenced leverage of further funding, opportunities and resources at local level.

1. Background

Create Gloucestershire (CG) is an umbrella arts organisation founded in 2011 to be the leading research and development resource for the arts and cultural sector in the county. It is driven and resourced by its members and its purpose is to enable and support strategic and collective action at a time of unprecedented financial pressures on the arts. Its goal is 'making arts everyday', a greater understanding of the central role and purpose of the arts in our lives. A list of our 8 manifesto pledges can be found [here](#).

Cultural education is a critical area of work for members to drive the changes agreed in an 8 Pledge Manifesto for the arts and cultural sector that can be downloaded here. This Manifesto emerged from a series of workshops with people from across the sector, many of whom work with children and young people.

NB References in this document to arts and culture are aligned with Darren Henley's definition, taken from his 2012 review and include archaeology, architecture and the built environment, archives, craft, dance, design, digital arts, drama and theatre, film and cinemas, galleries, heritage, libraries, literature, live performance, museums, music, poetry and the visual arts.

2. New Cultural Education Partnerships

Our aim is to select leaders for the new Cultural Education Partnerships who will mobilize, inspire and join up cultural organisations, education providers, young people led networks, creative businesses, artists, philanthropists and others interested in cultural education.

Each new Cultural Education Partnership will:

- provide a single, visible, local and trusted entry point into the arts and cultural sector. This should be a physical and virtual portal,
- ensure opportunities for collaboration are identified and exploited,
- grow access in the locality to physical/creative spaces for young people to collaborate, engage, get their own ideas going,
- signpost, support and train teachers, artists, youth workers and others to increase delivery of arts education in schools and in informal learning environments,
- work in an imaginative and enterprising way – and with CG and other cultural education partners - to bring in funding, support and resources

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- to support this area of work in your locality,
- develop and support vibrant and sustainable young people-led networks,
- use a joined-up approach to move cultural education towards more cohesive, long-term planning.

We do not have a fixed idea of who will be in each partnership. Each partnership may be different. The key thing is the leadership group plays to the strengths of their chosen geographical area, builds on any specific opportunities and addresses any specific challenges that might exist. Partners could come from within or from outside the cultural sector. While we expect the majority would operate in Gloucestershire, partners from outside the county/region who bring a particular resource or expertise are encouraged.

3. Relationship with Create Gloucestershire

CG will co-ordinate a forum in which each Cultural Education Partnership has a regular opportunity to:

- share best practice and entrepreneurial ideas
- increase leverage to secure joint funds,
- lobby influence to change policy at a regional and national level,
- profile the work at a regional and national level,
- develop shared evaluation tools and practice.

This forum will include representatives from RIO, the SW Bridge organisation, ACESW, GFirst Creative Industries sub-group, Gloucestershire Music Hub, GCC, GASH (Secondary Headteachers' network), HE, FE, Primary Schools and each of the 6 District Councils.

By bringing together individual Cultural Education Partnerships with regional organisations we will be very well positioned to address some key issues that our discussions to date have highlighted, including:

- need for new business models to sustain cultural education
- lack of cohesion of the 'demand side' of the creative education offer,
- post code lottery of provision,
- fragmented offer that makes it hard for young people and parents to access what's on,
- lack of attunement with supply to demand,
- poor talent spotting across all art-forms,
- lack of equal access especially for those with a disability or from particular social backgrounds,
- inconsistent and not joined up evidence base,
- low political support- arts as an added extra rather than core,
- lack or low take-up of appropriate training for teachers and artists.

4. Outcomes of the new network of Cultural Education Partnerships

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We have a clear idea of the longer-term outcomes we want to achieve but do not want to prescribe a 'one size fits all' leadership and delivery model. Our vision is to build on and embed the ideas, networks, existing programmes and experiences that exist across Gloucestershire.

We are looking for partnerships that can develop and deliver two or more of the following:

- new sustainable business models for creative education that are not dependent on public subsidy.
- increased visibility for the arts and cultural ecology across Gloucestershire,
- clear pathways for all schools including early years through to secondary and PRUs and specialist schools,
- clear pathways for all informal learning venues,
- vibrant and active teacher-led networks that drive demand and support skills and confidence in the classroom,
- dynamic young people-led initiatives that provide coproduction and leadership opportunities,
- active groups of cultural education ambassadors who advocate for cultural education across the county,

We expect that all partnerships will contribute to an excellent evidence base demonstrating the value of creative education, which is joined up across organisations.

5. We will know we've been successful if the Cultural Education Partnerships have achieved the following long-term indicators of change:

Young people and/or parents:

- have places to create and learn that are local, accessible, welcoming and relevant to them
- are supported to take up leadership and volunteering opportunities
- can easily navigate, and feed into the development of, local provision,
- have their talent identified and nurtured,
- are aware of progression routes and opportunities.

Schools, Heads and teachers:

- use arts and creativity as a tool for a range of development needs not just those linked to the curriculum,
- develop new "business to business" projects with arts and cultural organisations,
- feel more inspired and confident teaching creative skills so that there is an increase in school teaching of the arts and culture,
- Take up more personal and professional development,
- have more engagement with arts and cultural organisations where there has been little or none before,
- have a deeper level of engagement where there is already a

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relationship with arts and cultural organisations.

Artists and arts and cultural organisations:

- are more involved in “upstream” curriculum development.
- obtain more income from schools, youth services etc. through development of work that meets schools’ etc. business needs
- have more work opportunities e.g. for artists through schools supply offer,
- offer cross-sectoral support e.g. insurance, network, mentoring, background on school, that improve the experience for schools and artists,
- have collaborative opportunities to work in partnership,
- open out spaces to be used by young people,
- are sharing artists across organisations,
- work with schools to activate educational spaces outside of school hours, and support artists to use the facilities,
- have more young people involved in their leadership.

Funders and commissioners:

- have a ‘one stop shop’ at district level providing ease of access,
- perceive the Cultural Education Partnerships to be financially sustainable, and value for money,
- are offered credibility and quality, building on Create Gloucestershire’ reputation as a trusted provider,
- see leverage of other partners and monies,
- get genuine return on investment,
- have a good platform for consultation with other groups in the district, with access to analysis of need at local level.
- understand the power of collective data,
- see the exciting value and impact of art (as opposed to just the data).
- are proactively approached to co-commission, e.g. organisations actively inviting Council and other key commissioners to develop work,
- see the arts and cultural sector leading the conversation about evaluation to make it more creative, broader and higher impact – especially early years.

6. Application process:

By creating space for people to work together in new ways our aim is to increase influence and grow the market for high quality cultural education activity. In this first round we would like to hear your broad ideas on this and indicate some of the opportunities you think you can create and resources/funds you can secure as a result.

At this stage we are asking for expressions of interest that outline:

1. Name of your organisation, or lead organisation(s) if applying as a consortium.

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2. Proposed geographical area of scope.
3. How your organisation/consortium would scope, establish and grow your proposed partnership. (max 250)
4. Your initial business and operating model, including ideas around leverage, growing the market and opportunities you want to seize (max 400)

7. Selection Process:

A selection panel with experts from the cultural education field, locally and from further afield will assess each application. The selection panel will include:

Matt Little, Director: RIO

Raj Patel: Children and Young Peoples Relationship Manager (Arts Council England)

Francis Gobey, Outcomes Manager Youth Support Commissioning (GCC)

Pippa Jones, Create Gloucestershire.

There will be additional input from other people involved in sector delivery, and at least one young person, during the networking meeting.

Applicants who are successful at this stage will be invited to a networking meeting on **15th July 2013- venue tbc**. The aim of this meeting will be to tease out synergies and geographical and art form spread, and introduce people with crossover areas of interest to see if this develops into new partnerships.

There will then be a second-stage application for you to submit a detailed proposal, building on any new partnerships and relationships developed in the above meeting.

If you are not shortlisted that is not the end of the process – we will be happy to give feedback, and look at how you might be involved in the partnerships in the future.

8. Application timescale:

Deadline for EOI's:	5pm 5th July 2013
Notification of outcome:	w/b 8th July 2013
Networking meeting:	15th July 2013 (am)
Second-stage application deadline:	13th September 2013
Interview for shortlisted applicants:	w/c 23rd September 2013
Start of initiative with partners:	October 2013 onwards

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