

Reimagine Redditch

Creative Brief

Issued: Wednesday 11th October

Title - Have a Go!

Reimagine Redditch is an Arts Council England Creative People and Places programme. Its mission is to work with communities in the borough of Redditch to co-create creative activities with local people.

Context

Reimagine Redditch received its grant funding in April 2022. Now that we have been successful in securing this grant and have developed a programme with Redditch people, we are working to build a cultural programme that reflects Redditch and its ambitions for the future. Redditch is the most diverse borough in Worcestershire, and our programme reimagines the role culture can play in bringing people together. Redditch has a rich history of making things and our programme will continue that tradition into the future.

Reimagine Redditch is committed to:

- Facilitate or add value to at least 112 events, cultural activities, installations, and exhibitions.
- Co-design at least 18 high quality, new temporary or permanent commissions as eye-catching as the Paolozzi Mosaics, as innovative as the Anglepoise Lamp, as globally connected as our spring and needles.
- Create, or return to public use, at least 2 venues per year to be used, temporarily or permanently, for creative activities.
- Nurture a vibrant cultural eco-system so organisations based here are attracting more of Redditch's fair share of public investment and working towards financial stability.
- In 2025, co-produce an inspiring celebration or series of celebrations, the precise form of which will be determined by sustained community engagement over the next three years.

We will deliver a high-quality creative programme that is ambitious in scope and in scale. We will build on the cultural infrastructure in Redditch to deliver creative activities that put local people in the driving seat; from poetry and public art installations to live spectacle in music and dance, we will work with local people to transform the Borough's cultural offer. In particular, the programme will focus on Redditch's rich history, heritage and its diverse communities while taking a bold, future-facing approach, exploring narratives about the most pressing issues for people who live, work and study in Redditch for the years to come.

About Have a Go!

Have a Go! will deliver creative activities in neighbourhoods across the borough of Redditch. The sessions will take place in a range of community venues, and they will bring people together to get creative and to share their skills. At its core, the workshops are for people who don't usually take part in creative activities, and they will invite local people to 'have a go' at something new.

HAVE A GO! PROGRAMME

But Have a Go! will go further than this. We have partnered with Redditch District Collaborative to work closely with social prescribing link workers in Worcestershire. Social Prescribing is about connecting people experiencing mental health challenges with non-medical sources of support in their communities. Activities such as singing, painting, dancing, walking, gardening, and sporting activities are proven to improve health and wellbeing and Have a Go! will provide a meeting point for people who experience loneliness and isolation to come together and connect.

Who are we looking for?

We are recruiting high quality, novel and engaging workshop creative practitioners and artists to run workshops in winter 2024 for Reimagine Redditch's Have a Go! programme. This is a pilot project, and the programme may be funded beyond March 2024 depending on its success. Organisations may apply, but it's important the individual who will lead the event make the application.

We are particularly interested to hear from creative practitioners and artists who have expertise supporting and improving wellbeing and mental health through creative activities.

Are you eligible to apply?

This opportunity is open to creative practitioners and artists with experience of delivering workshops to people who do not regularly engage in the arts and in culture. You might be an artist, curator, dancer, designer, musician, performer, or writer.

We particularly welcome applications from creative practitioners and artists who are under-represented in the arts and in culture. Body art, costume making and theatre and make up, for example, have all been identified by the community as examples of different types of creative activities.

Applicants from Worcestershire and neighbouring counties are especially invited to apply.

Applicants will be registered as self-employed and will be responsible for paying their own tax and national insurance. Successful applicants will also have relevant insurances.

Fee and conditions

We offer fee is in line with Artist Union of England guidelines.

The fee is inclusive of all costs including your fee, materials, and travel to the venue.

How to apply

Please send us a CV (max 2 sides of A4) that outlines your experience, and a video clip no longer than 2 minutes in length describing what you would do in your workshop, and why your activity will be novel and of high quality for the participants that this project is aimed at. Please also tell us about your experience delivering creative activities with communities.

The closing date to submit your interest is 8th November 2023 at 9 am. Please send your CV in a Word, PDF, or PowerPoint presentation file and your video application via WeTransfer to info@reimagineredditch.org File names should include your name, Have a Go and EOI.

How do we decide what we will support?

We will shortlist applications which meet the minimum requirements outlined in the brief. This shortlist will go to a panel of community members who will select the artists based on:

- The candidate's experience working with communities.
- The quality of the proposed activity.
- The ability for the facilitator to connect with Redditch communities.

We will inform you of the outcome by mid-December. Delivery is expected to begin from January and to be completed by April 2024.

If your application is successful, we will set up a short meeting to brief creative practitioners and artists about the project. We will also work with you to establish delivery dates for Winter 2024.

Any questions, please contact us

If you have any questions, have access support requirements, or would like any assistance with the language and terms in this document, please contact us and we will be able to discuss further and/or arrange support for you.

Email - Huw Moseley at info@reimagineredditch.org with "Have A Go!" in the subject line.

Access and Support Statement

If you have specific access support requirements, please outline these in your covering email with your application to let us know how we can meet your support or adjustment needs.

Equal Opportunities

Please complete our **Equal Opportunities Form** when you submit your application. This data is anonymous but helps Reimagine Redditch to understand who is applying for our opportunities, ensuring that we are constantly working to share them as widely as possible.