

## PAID ARTISTS COMMISSION OPEN CALL



## CRADLE TO CAREER CELEBRATION EVENT

Right to Succeed invites artistic proposals to celebrate the end of their three-year Cradle to Career project at an event to be held on Saturday 15th July 2023.

The commission theme is: **Collectivity**

The event will take place outdoors, during the day, at [Birkenhead Park](#) \*subject to permissions.

**Proposal closing date: Midnight Sunday 19th March 2023**

This new special commission is for emerging or established artists and/or arts organisation living or working in the UK, who can help celebrate and represent the work done by Right to Succeed and partners as part of their long-term Cradle to Career project with the communities in the North End of Birkenhead, Liverpool City Region.

Proposals in any artform are welcome including visual arts, sculpture, technology, moving image, poetry, spoken word, gaming, performance, installation, light art etc or any combination of these.

We are especially keen to hear from artists with diverse backgrounds or with voices less often heard.

## WHAT IS CRADLE TO CAREER?

Cradle to Career is a **place-based** programme, led by Right to Succeed and a number of partners, that puts the people of North Birkenhead at the heart of education, services and local decision making. Our vision is that **every child in North Birkenhead thrives, from Cradle to Career**.

We believe that no organisation can solve the inequalities facing children and young people, but together we can. We work to a **collective impact model** which means that we bring together partners across sectors and professions and **put the people who live and work in North Birkenhead at the heart of local decision making** around children and young people. Our model works to ensure that everyone in the area:

1. Has a **shared vision** for wanting children in this area to thrive
2. **Agrees what "good" looks like for** a common measurement of outcomes
3. **Works together on creating opportunities** for children and young people in the area
4. Ensures **good communication** of what's available for children and young people
5. **Is supported to do these things by the Cradle to Career backbone team**

The Cradle to Career programme works across **3 key strands**:

### 1. Education

The programme works with 8 schools in the local area (6 primaries, 2 secondaries) who have come together to work towards a shared vision of improving outcomes for children and young people through improving literacy. Key work has included funding extra-curricular assessments to understand pupil needs in relation to literacy, attitudes towards school and potential SEN. Teachers and practitioners have also been involved in training on specific knowledge and skills which has supported the implementation of high-quality literacy interventions across all 8 schools. In 2021-2022, pupils in Cradle to Career schools gained 8 months above expected progress in reading.

### 2. Community

Community organisations across the area are involved in Cradle to Career, with the vision being to support the community to take ownership of the development of their local offer and to address the key issues affecting them. Some key pieces of work have been creating a Youth Offer to provide provision for young people in the area, and a residents Seed Fund; small grant funding for residents to design and deliver a project of their choice to positively impact the community.

### 3. Services

The third strand of Cradle to Career has worked directly with the Local Authority to co-commission a multi-disciplinary team that works to improve the engagement and support of the North End's most vulnerable families, giving opportunities they need to be healthy and happy; and by supporting the delivery of services and partnership with the local community, driving collaboration through the system.

For more information on the type of work we do at Cradle to Career, you can visit our website [here](#) or check out our YouTube channel for videos on events and work such as:

- [Year 2 reflection](#)
- [Early Language Project](#)
- [Seed Fund 1.0](#)
- [Mural time lapse](#)

### As of Now

In July 2023, we will have been working collectively with all our 41 partners for 3 years. This event and special commission will be the official end to this first phase of Cradle to Career, and we want to take time to celebrate this

with all our partners and everyone who has been involved in any aspect of the programme. And so, we're looking for an artist, artists and/or arts organisation to help make our celebration event really creative, unique and special, showcasing and valuing the collective spirit we've built over the past three years

## THEME: COLLECTIVITY

When we think about **Collectivity**, what comes to mind?

Connectivity, collaboration, common agenda, relationships, partnerships, becoming united, the collective whole to name but a few.

We believe all these terms to be a **core principle** of our work at Cradle to Career and they underpin everything we do. As a programme team working in the local area of North Birkenhead, led by partners with a shared vision, building trust and relationships, **Collectivity** is at the centre of all the work we do.

We believe **Collectivity** to be a universal phenomenon, spanning human history. Working together offers us an active and creative process by which we can create shared meaning, understand the world, and define our place within it.

**Collectivity** is greater than the sum of its individual parts. Together, we can do things that might seem insurmountable individually. System change only happens when we unite to reach for a shared vision.

However, we can and do come up against barriers to working collectively. So, we want this creative commission to continue to help break down barriers and to truly celebrate and bring all our community together in a fun, creative, interactive and accessible way.

We aim to include as many voices and opinions in our work as possible and value the diversity and creative thinking that this brings. By respecting our differences, we open our minds to new possibilities and ways of thinking, enabling us to develop creative solutions to the problems we face.

These values stretch far beyond our work at Cradle to Career. We all recognise just how valuable human connection and relationships are, particularly in a post-covid world. Ultimately, we want our special celebration event in Birkenhead Park to celebrate the power of '**Collectivity**'.

You can find out more about the work we do, and the principles of collective impact we work to [here](#).

## PAID ARTIST COMMISSION

### WHAT WE'RE LOOKING FOR

We are seeking submissions from an artist, collective of artists and/or arts organisation to create an interactive artistic activity and /or installation for our event in [Birkenhead Park](#) that is themed around '**Collectivity**' taking place on Saturday 15 July 2023.

We are looking for artist/s who understands the idea of collective working, its challenges and benefits and can bring an exciting creative idea on how to represent this through art and culture.

Proposals in any art form are welcome including visual arts, sculpture, technology, moving image, poetry, spoken word, gaming, performance, installation, light art, etc or any combination of these.

We are looking for high-quality proposals that explore the theme of **Collectivity** and would be interesting for audiences who are less engaged with the arts. Your proposed activity / installation needs to take place physically and be engaging and interactive for all ages and needs to take place outdoors. And is supported by a small number of engaging workshop sessions that can take place indoors or outdoors in the lead up to the event.

The celebration event will take place outdoors in Birkenhead Park during the day on Saturday 15 July 2023 so you must take into consideration the weather, ground conditions, and any impact this might have on the artwork.

These commissions will present opportunities for artists to create work that:

- will be made in collaboration with communities
- will be shared with local and regional press outlets
- will be part of a successful, place-based project that has gained national interest
- will build relationships with a programme team, with possible opportunities for future collaborations

As a local, place-based project, we welcome applications from artists and/or arts organisations who are familiar with the geographical area in Birkenhead and understand the cultural context, but it's not essential.

## REQUIREMENTS

- Your proposal must be:
  - o Artist-led and original
  - o Fully costed and respond to the theme
  - o Delivered on time and in budget
- You must plan for adverse weather conditions
- You should plan for a small number of workshops in local schools and community centres, involving local people in preparation for the event eg. building a structure, rehearsing for a performance etc (minimum of 4 workshops).  
NOTE: These sessions can be delivered by the Right to Succeed Team and Partners under the direction/training of the artist and/or arts organisation.
- We encourage you to detail any sustainability and legacy plans for the artwork in your submission
- If selected, you must provide Public Liability Insurance (PLI) to cover your activity at a minimum of £2 million indemnity
- If selected, you must undertake a risk assessment and provide method statements for the workshops / activity / installation where relevant

## BUDGET

The value of the commission is between £5,000 - £10,000, depending on the scale and complexity of your proposed work.

We are looking for 1 or possibly 2 commissions. The overall total budget is £10,000 - if you wish to put in a shared proposal, we will welcome that too.

## SUPPORT

In addition to the budget, the programme delivery team and their partners can offer support in the form of:

- Seeking permissions and licences for the event
- Marketing and promotion
- Extensive local knowledge
- Practical support in setting up and delivering workshops
- Volunteers for project delivery and support in workshops
- Event Management and delivery, plus practical support on the day
- Documentation of the event and your project

## SUBMIT A PROPOSAL

If you want to talk about your proposal prior to submitting, please get in touch with us on the details below. Your proposal should be no more than 2-4 sides of A4 and should include:

- Briefly tell us about you and your artistic practice
- Give us an outline of your proposed activity, the ideas behind it and how it explores the theme of *Collectivity*
- Consider outlining these areas in your proposed activity - Size of audience? How can the audience interact with the artwork / installation? What would the audience experience be? What makes it interesting for those less engaged in the arts? How does this align with the Cradle to Career programme?
- Sketches, images or weblinks to help illustrate or explain your proposal
- Working on the premise that the event will take place in a public park during the daytime, please include details of your requirements for the space, e.g. space size, hard standing or grassed area, need for covering for the artwork and/or the audience, power requirements, is seating required, AV specs etc.
- Details about any existing or potential project partners you would be working with
- Budget breakdown to include all costs for artist fees, planning and delivery, 4 lead up workshops, travel, materials and equipment.
- How you can make your work accessible e.g. sign-language interpretation, audio description, multi-sensory, large print, image description, captioning/subtitling etc.
- You can include any in-kind support in your budget (e.g. free use of equipment, support partners, etc.)
- Confirmation that you will purchase Public Liability Insurance (PLI) if selected or currently hold PLI.
- Details of one or two relevant past projects, which show your experience of producing high-quality artistic work with relevant web links to images/videos/recordings of past work
- Your full name, address and contact email and telephone number
- Contact details of a referee

Commissions selection is supported by a selection panel and will be based on the quality of your idea, connection to and understanding of the theme, your ability to deliver the work to a high artistic standard and within the timescales and budget.

We can accept proposals in any format you wish. If you would like to submit a proposal in another format other than as a word document or pdf, please be in touch via Steff or Shannon at [steffokeeffe@righttosucceed.org.uk](mailto:steffokeeffe@righttosucceed.org.uk) or [shannonkaiser@righttosucceed.org.uk](mailto:shannonkaiser@righttosucceed.org.uk)

**Closing date: Please send your completed proposal to Steff or Shannon (above email addresses) by Midnight 19th March 2023.**

## KEY DATES: PAID ARTISTS COMMISSIONS

19 March 2023	Closing date for proposals
6th April 2023	Shortlisting goes to panel
17th April 2023	Applicants notified of outcome
24th April 2023	Meet with Open Culture and Right to Succeed / Cradle to Career Team. Contract to follow
w/c 8th May 2023	Marketing info due date (copy and imagery)
June 2023	Four Workshops in schools and community organisations
15th July 2023 (*tbc)	Cradle to Career Celebration event
July/August	Feedback and Debriefing with Right to Succeed / Cradle to Career Team and Open Culture

## TERMS OF PARTICIPATION

It is essential you apply by the closing date 19th March 2023. The team coordinating the event is small with a finite capacity, and the programming is strictly time limited. If your proposal is accepted, you agree to:

- Take responsibility for your activities including any relevant licensing, insurances, and health & safety requirements as necessary.
- Have the appropriate licencing, consent, releases and permissions in place including the rights to present artwork, music and other copyrighted materials.
- Be committed to Equality, Diversity and Inclusion in the planning, production and delivery of your activity and consider the needs of a broad and diverse audience.
- Contribute to the press and marketing campaign, keeping in line with due dates and the guidance and marketing assets provided.
- Recycle or reuse materials where possible and avoid single-use plastics and other unnecessary waste.
- Complete an evaluation form provided by Cradle to Career after the festival.

## ADVICE & GET IN TOUCH

If you have any questions or would like to discuss the overall Cradle to Career project – please contact Steff or Shannon at [steffokeeffe@righttosucceed.org.uk](mailto:steffokeeffe@righttosucceed.org.uk) or [shannonkaiser@righttosucceed.org.uk](mailto:shannonkaiser@righttosucceed.org.uk).

## LEAD ORGANISATION



## SUPPORTED BY CONSULTANT PARTNER

**OPEN CULTURE**

## AND OUR FUNDERS

