

## Invitation to Tender – ‘Youth Voice’ a Creative Bridge Initiative

### Introduction to this brief

We are looking for an experienced individual or organisation to project manage and produce an online digital magazine series that highlights elements of best practice around ‘youth voice’ in the context of creative and cultural learning. It will comprise of 5 or 6 imaginative episodes that can be released over time and curated on one central online platform.

The audience for the publication is professionals working in the cultural, education and the youth sector. We expect that the examples will be drawn from across England and organised thematically, showcasing examples of adult-led youth-informed work as well as youth-initiated work. The Bridge England Network are well-placed to signpost the contractor to the strongest practice.

The appointed individual or organisation will work with a pan-Bridge steering group who will provide the brief for episode/s, have editorial oversight and be responsible for quality assurance. We are looking for a contractor who can produce accessible and visually stimulating material that will both surprise, inspire and be informative.

Our goal is to demonstrate the range of conditions that enable young people to develop their voice in different contexts e.g. cultural sector, youth sector, education sector, community etc. We want to reflect the impact of Covid19 on young people and how they have adapted to using different platforms to get their voices heard. We want to encourage greater interest in and uptake of leading practice around encouraging youth voice and young people’s leadership in a range of settings. We will seek to identify roles for young people in the project realisation process.

### Long term objectives for this programme

- *To create a professionally facing, episodic online product designed to meet the needs of both the culture and the education sector*
- *To use this programme to build a community of interest around this work and support professional confidence and a can-do attitude in our stakeholders*
- *To promote high quality, accessible practice that profiles needs-led solutions that work with diverse populations of children and young people aged 0 to 25.*

### About Bridge Organisations

The Arts Council funds a network of 10 Bridge organisations to build strong working relationships between the cultural sector and the education sector so that children & young people can have increased access to great arts and cultural opportunities.

Bridges work with local schools, art organisations, museums, libraries, music education hubs, local authorities, Further Education and Higher Education Institutions and many other partners to develop a network of cultural provision.

They also support schools to achieve Artsmark and organisations to deliver Arts Award.

Royal Opera House Bridge is the lead Bridge Organisation on this piece of work. They will be the point of contact for the external partner, liaise with other partners, hold the budget, contracts and monitor the programme achieving its objectives.

## Three Phases of work

We anticipate this piece of work will take place in three distinct phases:

### **Phase 1: Content Review and Development**

In consultation with Bridges, review content from any research already completed around good practice and work with named members of the Bridge network to identify additional organisations whose practice in promoting youth voice we would seek to profile.

We anticipate that these will include education settings (from different phases), cultural organisations, youth service providers, other organisations where young people are in positions of responsibility and leadership e.g. youth parliaments, healthy living centres, youth councils and youth boards.

Following consultation with the steering group, the project manager will arrange the conducting of interviews with participants whose practice in promoting youth voice we would seek to profile, producing raw content for each episode in the series.

### **Phase 2: Platform research**

This phase can happen concurrently with phase 1.

Explore options for hosting the content on a digital platform and present up to 3 approaches/treatments to the steering group for decision. We will expect a range of cost options including the option for Bridge members to have access and control to manage the content.

Our aim is to have one central place to hold all the content ensure a consistent identity for the series with the ability to create social assets to share via social channels with stakeholders and interested parties.

Depending on the approach agreed, the implementation of this phase is likely to be managed through a separate contract.

### **Phase 3: Production**

The project manager will arrange to compose, edit and regularly publish content on the agreed site.

We are interested in varying the style and treatment of the episodes published and we welcome the use of multi-media. This may affect the collection method used.

The project manager will also be responsible for collecting photographs/filmed material with accompanying permissions for use, that will be able to be published online. This could be a combination of:

- Photographs from the participating organisations that they are willing to share (with attribution)
- New photographs commissioned for this purpose (additional budget may be made available to cover this external cost)
- Appropriate photographs from the National Bridge Network's existing photo library

We recognise this phase could be supported with live streamed elements and if desired and affordable this would be supported with additional budget.

## Fee

The total fee for this commission will be in the region of £7000.

If travel expenses are incurred while undertaking research, including mileage, this will be reclaimable at ROH rates.

## Timeline

5pm, 9<sup>th</sup> November 2020 – Deadline for submission of proposals

24<sup>th</sup> November 2020 – Interviews, decision and initiation of contracting process

2<sup>nd</sup> December – successful applicant's first creative meeting with the Bridge Steering group

**Phases 1 and 2 completed by 1<sup>st</sup> March 2021**

**Phase 3 to span March to July 2021.**

**NB Timeframes may be subject to change in the light of the constraints of the pandemic**

## Application Process

Please submit a proposal describing your approach to this challenge (no more than 3 sides A4) based on this brief by 5pm on 9<sup>th</sup> November, including an indication of how you would manage your time and budget.

Please ensure that the structure of your proposal is informed by the selection criteria listed below:

- The quality, creativity and innovation of the applicant's proposal (also illustrated in links to previous work)
- The understanding of the concept of 'youth voice' demonstrated in the application
- The extent to which the proposal represents value for money
- The extent to which the proposal is an accurate interpretation of the brief.

Please include links to any relevant previous work that you have undertaken for reference, and a brief 'biog' of individuals who are likely to be fully involved in the process.

We welcome applicants from diverse cultural backgrounds and ethnicities and invite applicants to let us know if they have any particular access requirements with regard to responding to this opportunity.

Please submit completed proposals to [Bridge@roh.org.uk](mailto:Bridge@roh.org.uk) by 5 p.m. on 9.11.20.

For enquiries in relation to this tendering process contact [sally.manser@roh.org.uk](mailto:sally.manser@roh.org.uk)

