

Create Berwick

Cultural Resource Hubs THE BRIEF

Summary

Culture and creative sector are a key part of Northumberland's economy and is valued highly within the County. As such, the Council has attracted £1.5m of funding from the North East Combined Authority to develop an ambitious Culture and Creative Zone (CCZ) for Berwick upon Tweed to support the growth of the sector, to attract tourism and benefit local people.

Taking inspiration from other UK and international cities the CCZ project called Create Berwick will focus on supporting the existing and emerging clusters within Berwick and Northumberland through the progressive implementation of a range of tailored interventions that are authentic to Berwick's challenges and opportunities set out in the Cultural Investment Plan. This scheme responds to Work Programme 4 'Places & Space's challenge to provide catalyst funding to transform empty or unused spaces as creative and cultural hubs.

Northumberland County Council invites proposals for temporary 'pop-up' or time-limited cultural resource hubs to increase the quality and range of cultural and creative opportunities in Berwick upon Tweed. The time limited hubs will boost the visibility of Berwick's creative and cultural sectors and increase people's access and engagement with creativity. They must also provide economic opportunities for creative professionals to make, sell, lead workshops or masterclasses.

Proposals are sought from new and existing cultural organisations, community or volunteer-led organisations or partnerships to transform existing or new spaces into creative hubs for workshops, exhibitions, concerts, performance, events and creative and communal activities. Cultural Resource Hubs can 'pop-up' for a few days or for several months but must act as spaces for people to see, experience and take part in creative and cultural activities.

We have allocated £51,000 to support Cultural Resource Hubs in 2024/25 and seek proposals from a range of organisations for:

1 x £20,000 Cultural Resource Hub 12-18 months

2 x £10,000 Cultural Resource Hubs to run 6-12 months

£1,000 to £5,000 to support 'pop-up' events from 3 days to 5 months

Cultural Resource Hubs

Northumberland County Council has allocated revenue funding from our WP4 Places & Spaces programme strand towards pop-up or time-limited creative and cultural hubs in Berwick. The aim is to repurpose existing or new buildings as dynamic spaces for creative activity. The hubs will breathe life into empty buildings or re-energise existing venues with creative and cultural activity for the benefit of residents and visitors, and provide places for the creative sector to make, showcase and sell work. Examples may include an empty shop unit transformed into an exhibition space or an existing room in a youth club, CIU or W.I. set aside for regular creative workshops or cultural activity. It will support the creative sector as well as hobbyists and amateur arts groups wanting space for classes, cultural organisations working with residents or visitors and businesses wanting to employ creatives to animate unused spaces. We are looking for proposals which support community organisations to develop new activities, as well as new spaces for the creative sector to showcase work to audiences or markets.

We are looking to support a diverse range of organisations each year; from community groups wanting to put a spare room to use as a creative space, to creative collectives working together to programme a building and organisations wanting to extend their reach with engagement and audience development projects. Cultural Resource Hubs will also cover a range of artforms, from digital, music, performance, dance, literature and visual arts and might be a combination of more than one artform.

Funding will be used for revenue costs; including rent, insurance, cultural or creative programmes, volunteer training, marketing and artists' fees for professional services, including workshops, project development and design. Small capital items required to deliver a project or programme of work will be considered, for example equipment to support accessibility needs. If you are contracting creatives for workshops and activities, then fees must be charged using England Artists Union rates.

We welcome proposals with a strong vision which strengthens the cultural offer in Berwick and has identified an audience or user-group. You will have a building or space in mind for your activity and will have permissions in place to use the space for your chosen activity. You will be able to provide a Risk Assessment for the proposed site and evidence you have safeguarding policies and procedures in place if you intend to work with young people, vulnerable adults or any other group.

NCC seeks proposals from diverse organisations with ambition to animate spaces and places as exciting, engaging and creative cultural hubs within Berwick. And to provide employment and business opportunities for the creative sector as well as opening opportunities for residents and visitors to experience culture and creativity.

NCC supports place-making and community well-being agendas and is also committed to demonstrating Equality, Diversity and Inclusion in all its projects. Applicants must demonstrate a commitment to EDI and uphold these values without compromising on the quality of experience and programming.

NCC expects to receive monitoring and evaluation data for reporting purposes and the proposal must outline how you will achieve this. We want to receive qualitative and quantitative information which will evidence your activity and help us understand how the Cultural Resource Hub contributes to the regeneration of Berwick upon Tweed. We also want to know how many jobs (both directly and indirectly) the Cultural Resource Hub creates and if you will be targeting opportunities for young people or disenfranchised groups. We will also ask you to provide data on the number of businesses you have supported through selling work and ticketed performances.

Overview:

Berwick-upon-Tweed has a range of assets and strengths that make it the ideal location for the Northumberland CCZ Create Berwick. It is a town with a significant cultural and creative capital of artists, makers, craftspeople, and heritage assets, as well as being the location of two Arts Council National Portfolio Organisations, The Maltings and Berwick Film & Media Arts Festival as well as Museum Northumberland and the Kings Own Scottish Borderers Museum which is linked to the town's military heritage.

This most northerly of English towns also has a varied festival calendar including Berwick Literary Festival as well as traditional events rooted in the past, for example Salmon Queen and Riding the Bounds. Bordered by the River Tweed, the North Sea

and countryside, the town is a magnet for diverse artists and makers, poets and designers.

Create Berwick is working in partnership with the cultural, creative and community sectors to deliver culture-led regeneration between 2023-2027. Our programme is designed to support an energised and dynamic creative economy and provide opportunities for residents and visitors to experience and participate in creative and cultural events.

Vision

Celebrating our heritage, creating our future

By 2030 Berwick upon Tweed will take its place among the UK's most distinctive, must-see cultural destinations. Fusing rich heritage with contemporary culture, it will be a trailblazer in nurturing successful creative communities, and an innovator in culture-led town regeneration. It will be a thriving creative hub, where new opportunities and experiences for businesses, young people and visitors combine with an unrivalled quality of life in a stunning coastal location.

CCZ Berwick: Create Berwick

Create Berwick is an opportunity to coordinate and scale up Berwick's many cultural and creative assets and activities, creating significant impact and meaningful growth of the sector. It also offers the opportunity to build on and amplify the impacts of planned strategic investments in the town, including the Borderlands Growth Deal and developments of The Maltings Theatre, Cinema and Arts Centre and Berwick Barracks. CCZ Create Berwick will deliver:

- A 2027 vision for Berwick delivering transformational change
- A focal point for strategic coordination and collaboration, bringing together the wide range of existing and planned cultural and creative projects and activities
- Co-designed complementary and new cultural programmes
- Providing the relevant training and advice to ensure the sector develops and grows, supporting workspace provision, facilities and resources
- Improved and coordinated visibility of Berwick's cultural and creative offer

Create Berwick will benefit people, businesses and communities across the whole of the Berwick area, its physical location will be in the Town Centre. Over the next few years Create Berwick is working in partnership with a wide range of partners, from artist-led networks, independent creative businesses, heritage organisations to theatres and civil societies. Through collaboration and cooperation, we will grow and expand Berwick as

a truly creative town where vernacular and contemporary culture are valued equally, and creative businesses and ideas flourish.

A highly visible focal point for the culture and creative sector, the Create Berwick will create jobs, generate investment in cultural and creative people and businesses, and support more people to make a career in the creative industries, helping to attract and retain talent in the local area. We want to ensure Create Berwick to be a truly grass-roots led project, designed to meet the needs of Berwick's current and future creative practitioners, as well as its communities and visitors. For more information, please refer to:

<https://createberwick.co.uk/>

Cultural Resource Hub funds 2024-25

The total amount we will invest this financial year is £51,000 to be split between three different sized Cultural Resource Hub. This is because we will test how different scale Cultural Resource Hubs operate and to encourage smaller developmental projects alongside larger initiatives. Proposals are sought for one of three models:

- **£20,000** Repurposing an empty building as a shared cultural and creative hub for a period of 12-18 months
- **£10,000** Repurposing an empty building or establishing as a shared cultural and creative hub for a period of 6-12 months
- **Up to £5,000** Hiring a room in a community space for creative activity or 'pop-up' events in new spaces to last between 3 days and 5 months

You may only submit a proposal for one of the above. It is also worth considering this as a developmental opportunity and testing your idea on a small scale this year to produce evidence for scaling up and fundraising in future years.

Your Proposal

The amount of detailed information you provide is dependent on the scale of your project and cost. However, we expect all proposals to provide information on the following topics.

Location

CCZ Create Berwick is funded by North East Combined Authority to deliver culture-led regeneration within the Elizabethan town walls and supports those living and working in the TD15 postcode area. Funding for Cultural Resource Hubs must contribute to the culture-led regeneration within Berwick's Culture & Creative Zone and explain how it will

increase economic and creative opportunities for those living and working in the TD15 postcode area as well as attract more visitors to the town.

Vision and programme of activity

Fully developed proposals are sought for temporary Cultural Resource Hubs in Berwick. The proposal will identify a building or rooms within an existing building for the Cultural Resource Hub and describe the programme of activity you plan to deliver. The proposal will explain what you want to do and why, for example creatives selling work to new markets, or community and volunteers groups employing creatives to run skills development, workshop activities and putting on events and performances.

Management

Please let us know how this project will be managed and who is responsible for different activities or tasks. We need to understand you can manage the programme and its finances and if you have secured additional services or partners to help you. It will be helpful if you can describe previous experience of managing similar projects and let us know how you will apply your knowledge and experience to the Cultural Resource Hub. For example, will you undertake a Risk Assessment for your project and describe how you will manage finance and people. Other things to take into consideration:

- Safeguarding and Health & Safety
- Financial management
- Site management
- Planning and contracting services
- Reporting and accountability

Frequency and duration

Describe how long the Cultural Resource Hub will be in operation, its opening hours and how many events will be scheduled over the period. Please provide as much detail as possible about who will be leading on cultural activities, how often and for how long a session. We understand it may not be possible to confirm an event several months in advance, but we want to see you have the contacts and the ability to deliver your plans in the future.

Audience and user-group

Please provide a description of your audience or participants in your programme of events. Are you able to demonstrate there is demand for your activity and can you tell us how you intend to reach and engage with your target audience or user-group. We

expect you to monitor and evaluate the number of people who attend activities at the Cultural Resource Hub therefore it is important you tell us how you will capture audience data.

NCC is committed to Equality, Diversity and Inclusion as it is vital in supporting social well-being and inclusive and healthy communities. CCZ Create Berwick wants to support projects which bring new people and communities together and provide opportunities to be skilled or participate in creative and cultural activity.

Marketing & Comms

Your proposal must include an outline of your planned marketing and communications work. This includes the frequency of posts to social media platforms and websites as print distribution of posters and flyers.

Monitoring & Evaluation

It is vital we understand what you have learnt from managing a Cultural Resource Hub and how many people you have benefited. Please describe how you will capture quantitative and qualitative data for your events and what you hope to achieve as a legacy of this project.

Budget

Your proposal must include a detailed budget with costs for the Cultural Resource Hub, including unit cost of individual items and the cumulative amount needed for your project's duration. Costs may include rent and rates, Artists' Fees, materials for creative work, marketing, costs associated with statutory requirements (e.g. DBS checks) and hiring equipment for projects or events. They must be realistic and based on quotes wherever possible and must be proportionate to the size and scale of the Cultural Resource Hub activity.

If you are paying an artist, we ask you reference England Artists Union for rates of pay and reference professional agencies, e.g. an [The Artist Information Company \(Home - a-n The Artists Information Company\)](#) and Arts Council England for guidance on working with artists.

Please include any additional sources of income for the Cultural Resource Hub, for example, grants from other sources and in-kind support. Indicate if the additional funding source is confirmed or if a decision is pending let us know when you expect a

decision. If the budget incorporates income from ticket sales or a sale of goods, then you must explain why you think it is realistic and how you have arrived at that figure. Also let us know what plans you have in place if income generating targets are not met as it is important we understand plans are in place to respond to financial risk.

NB: Cultural Resource Hub funding is for revenue costs only and cannot be used to purchase buildings or major capital items.

CCZ Create Berwick Essential Outputs & Outcomes

Your proposal will deliver a minimum of two of the following outputs:

- Animate an unused building or space for cultural activity
- Repurpose an existing building or space for cultural activity
- Create employment and business development opportunities for creatives
- Provide opportunities for residents to engage with creative and cultural activity
- Develop audiences or increase visitors to Berwick town centre

Submitting Your Proposal

It is advised you refer to CCZ Create Berwick's Cultural Investment Plan to inform you of our ambition and aims for the Berwick upon Tweed. Further information can be found here: [Cultural Investment Plan](#)

Your proposal will set out a programme of activity to begin from Monday 10th June 2024 when decisions will be made and applicants notified of Northumberland County Council's decision. We cannot consider proposals which begin before that date and cannot be held responsible for expenditure you undertake while a decision is pending. Furthermore, the CCZ Panel decision is final and while we will offer unsuccessful candidates feedback decisions will not be reversed.

Your proposal must describe what you want to do and include a description of how the following topics:

- Vision and programme of activity
- Location for the Cultural Resource Hub
- Management
- Timescale
- Audience engagement
- Marketing

- Monitoring & Evaluation
- Finance – the budget

The proposal will contain information about any partners or additional support you may have from other service providers or agencies.

Northumberland County Council asks you submit the names and contact details of two referees who will be contacted with your permission.

If successful you will abide by the terms and conditions set out in a contract between you and NCC and include the use of funders logos on all published material (digital and print).

Please submit your proposal to Northumberland County Council Portal by 5pm 24th May 2024.

**A shortlisting panel will meet the week beginning 27th May to assess proposals
All candidates will be notified of the decision by Monday 10th June 2024**

If you wish to discuss this opportunity beforehand, please contact Andrea Oliver, CCZ Manager on andrea.oliver@northumberland.gov.uk