



East Durham Creates seeks Artistic Associate

18-month freelance contract, immediate start – with potential to extend

£15,000 fee inclusive of travel and expenses

[East Durham Creates](http://www.eastdurhamcreates.org.uk) is looking to recruit an exceptional and creative professional or organisation in a new exciting role, supporting the development and delivery of our phase two [Creative People and Places](#) project, funded by [Arts Council England](#). As an integral part of the team, our new Artistic Associate will ensure East Durham Creates gains input from captivating artists to developing meaningful and relevant work, building on our audience led approach. The ideal candidate(s) will be passionate, experienced and committed to our ethos, taking the lead on curating a high quality programme of new commissions. This role will also play a fundamental part in developing a creative vision to help EDC realise future ambitions.

Deadline for expressions of interest is 5pm, Wednesday 9th August 2017 to Nikki Locke, Head of East Durham Creates: nikki@eastdurhamcreates.co.uk. We envisage holding interviews in the area week commencing 28th August and 4th September.

For further information or to discuss the role, please contact stayintouch@eastdurhamcreates.co.uk or 0191 518 5073.

See www.eastdurhamcreates.org.uk for further information on the project.

For full details and the brief, please visit www.eastdurhamcreates.co.uk/work-with-us/

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Artistic Associate, East Durham Creates

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1.0 Summary

East Durham Creates is an Arts Council England Creative People and Places-funded project, now entering its second phase from 2017 to 2020. These next three years form the crucial midpoint in our ten-year vision whereby 2024, we will have created the conditions for the arts to enrich the quality of life in East Durham on a sustainable basis.

So far, we have tested a whole host of approaches to explore what works (and what doesn't) resulting in a clear appetite for the arts and creative activity. Our phase two creative programme has been designed to specifically focus on further increasing confidence, capacity and infrastructure in the area with local people taking the lead in shaping their own cultural offer.

We are now seeking to work with an individual or organisation to provide exceptional and creative expertise as our new Artistic Associate, supporting our ambition to develop a programme of the highest quality. Ensuring East Durham Creates secures input from captivating artists to developing meaningful and relevant work with our people and for our place, building on our audience led approach; whilst also maintaining our reputation for creative experiments inspired by the area.

The ideal individual (or organisation) will be passionate, experienced and committed to our ethos, taking the lead on curating our programme of new commissions. This role will also play a fundamental part in developing and delivering a creative vision to help EDC realise future ambitions.

The project team will work with you to make connections with the other programme strands (talent development and grassroots-led work), to build new audiences, create progression routes across the programme, and join all strands up into one cohesive whole.

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We expect that you will have experience of producing, and of creating imaginative projects with and for wide range of audience groups. You will have an exciting network of contacts, and be able to bring fresh ideas and perspectives to our programme.

2.0 Background and context

East Durham Creates (EDC) is delighted to have been awarded a further £1M from Arts Council England to continue our work until 2020 as part of Creative People and Places. This flagship, strategic funding stream focuses on making art an everyday part of life in areas where engagement falls significantly below the national average.

East Durham Creates is managed by Beamish and East Durham Trust working in partnership and supported by Durham County Council via East Durham Area Action Partnership and Culture and Sport Services.

In the first three years of EDC's ten year journey we've experienced something extraordinary, uncovered hidden talents of our people and have told important stories about our place. We've created new outstanding artworks with world-class artists, supported the ideas of our imaginative communities and teamed up with some inspirational partners.

We're now entering into a new chapter, applying the lessons we've learnt and successes we've achieved so far. Our long-term vision is to ensure everyone here has the opportunity to choose art and creativity as part of their everyday lives, no matter what their circumstances. We also believe there's a longer-term potential to be explored - in how culture can be used as catalyst for change in a place which can often feel forgotten.

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The ten-year plan for EDC is:



East Durham – the place

The community of East Durham comprises of a number of former mining village in semi-rural settings across 21 communities, including two towns, Peterlee and Seaham. The population stands at 98,000 and has experienced social and economic deprivation exacerbated by the pit closures between the early eighties to early nineties. Public transport links are poor and car ownership levels remain below national averages.

Since the 1970s East Durham has witnessed a period of major economic restructuring following the closure of coal mines. The locality faces challenges across health, education, employment, household incomes and underperforms compared to County Durham, North East and national averages.

Following many years of investment in regeneration and the ambitious reclamation of the stunning Durham coastline the new generation of communities across the locality is slowly rediscovering an identity that is not entirely bound up in its mining past; young people have no recollection of the pits and the sense of betrayal and bereavement that accompanied the demise of coal mining in East Durham is giving way to a new hopefulness and a determination to forge a fresh identity.

3.0 Progress to date

We are proud of the progress of EDC to date and feel confident this is the right time to move into phase two. Phase one has focused on “testing” a range of approaches – exploring what great art means to East Durham, how we provide genuinely

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accessible opportunities, and exploring potential spaces for arts and creative activity, as we have no formal cultural venues.

So far, we have:

- Engaged over 27,500 people across a broad range of arts events and cultural activities.
- We have delivered six ambitious new commissions with national and internationally renowned artists across visual arts, music, crafts and digital that have tested new approaches in engagement.
- Created a new, original multi-art form contemporary music piece From Out A Darker Sea with SO Percussion – a Brooklyn-based critically acclaimed group who are the ensemble-in-residence at Princeton University and have performed at internationally renowned institutions such as Carnegie Hall and the Barbican.
- Enabled world-class architects Umbrellium to create VoiceOver in Horden, which has since been the focus of a Ted-X talk, exploring participatory cultural infrastructure.
- Commissioned “The Pan Hag” project, our longest artist residency with Gayle Chong Kwan, a BBC BAME Expert in Fine Art, which has featured on BBC Radio 3 and secured an upcoming feature on the BBC’s Countryfile programme.
- We have supported 22 arts projects with over £46,500 of Let’s Create funding, enabling more than 3,000 people to access over 400 hours of new arts activity.
- Presented performances by Arts Council England supported companies such as Darren Ellis Dance, DNA Puppetry and Visual Theatre, Spilmilk Dance, The Paper Birds Theatre Company and Protein Dance as part of our Cultural Hubs programme with ARC Stockton.
- Shortlisted for two Journal Culture Awards; F110s: False Lights Seaham, Ed Carter (2014) and From Out A Darker Sea, So Percussion (2016).

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For further highlights from our phase one programme please visit www.eastdurhamcreates.co.uk

4.0 East Durham Creates 2017 – 2020: Phase two

Vision

By 2024, we will have tested and created the conditions for the arts to enrich the quality of life through cultural wellbeing on a sustainable basis for the people living in East Durham.

Mission

Through engagement in a programme of high quality arts and creative activity we will build confidence, increase skills and establish the infrastructure to support East Durham's evolving cultural scene. We will maintain a focus on artistic quality and risk-taking, further establishing East Durham as a place for creative experiments which are distinctive to our place, working alongside local people as participants, creators and commissioners.

Aims

To enable EDC to deliver its mission for 2017 -2020, our aims are:

- To increase participation in the arts through providing an inspirational creative programme which improves people's lives and is for everyone.
- To support the growth of East Durham's arts provision which is owned by our people and relevant to our place.
- To deepen participation in the arts through developing local confidence, skills and infrastructure.
- To develop projects of the highest quality to enable sustainable provision, through brokering multiple-sector partnerships with local people.
- To support creative experiments with and for local people, artists and partners which enhance people's lives and the place they live on a long-term basis.
- To increase investment for arts and creative activity in East Durham.
- To enable more people to run and sustain their own creative projects beyond the funding period.

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- To take the lead in sharing our learning with the wider arts sector and increase awareness of how to enable everyone to take part in great art, regardless of their background or circumstances.

Our vision, mission, aims and objectives will be delivered through our new Creative Programme, featuring three interlinked strands:

This Place We Call Home (New commissions)

New artworks which are familiar, show our place in a different light and tell people's stories have been the most successful.

We will lead three new commissions, working across East Durham with residents, artists and partners to explore their idea of home – making the most of what we have and using our unique place.

Ambition

Raise local pride, bring people together and showcase our wonderful area by using the arts.

Art for Everyone (Creative Community Leaders)

Local people choosing, shaping and delivering their own arts offer has been a key element of our work to date.

We will continue to focus on regular activity and support more ambitious projects through Let's Create. We will inspire and support a pool of creative community leaders.

Ambition

East Durham feels confident in developing and leading their own arts provision which is both ambitious and responds to local need.

Strikes of Brilliance (Talent development)

Phase one has shown us what incredible skills and creative talent there is in East Durham, we have a responsibility to nurture and grow this.

We will support and develop East Durham's creative expertise and offer high quality opportunities to develop skills. We will explore ways to utilise this talent both in and out of the area.

Ambition

Enable and support a wide range of capacity to continue work beyond 2020 and specialisms which our people and place are recognised for.

For more detailed insight of phase two, please see the Business Plan Executive Summary.

5.0 Scope of role

The role will involve:

1. A short period of research and development, spending time in East Durham

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and getting to know the place and its communities. The project team and consortium members will brief the Artistic Associate on opportunities, art forms and themes of interest.

2. Lead for EDC's commissions strand This Place We Call Home, working closely with the Head of East Durham Creates, Senior Producer and advisory group.
3. Develop a commissioning model for This Place We Call Home, responding to our Business Plan, phase one learning and good practice from the sector. This will include collaborating with our Advisory Group, project team and consortium to create a brief and participate in the decision-making process.
4. Oversee the first commission – offering practical support to the team in robust project planning, delivery and evaluation - underpinned by EDC's quality principles.
5. Supporting the team to ensure projects are managed on time, meet objectives and to budget – sourcing best value at all times and bringing investment into the area where possible.
6. Identifying and helping to secure further investment for This Place We Call Home through fundraising, in-kind support, sponsorship and earned income.
7. Over the contract period work with the project team, to explore what makes art great in East Durham, building and developing an artistic vision for year two and three of the programme – aiming towards a shared ambition for the area post our Creative People and Places funding in 2020.

The vision will:

- Build on learning, local interest, capacity and infrastructure whilst creating space for inspiration and imagination.

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- Support local people to progress from attendance to engagement, from spectator to commissioner, and from participant to leader.
 - Maximise the potential of our unique communities, stunning coastline and rich heritage as a place to make, create and present great art.
 - Bring together the various elements of the EDC programme as a cohesive whole, as we move forwards into phase 2.
8. Identify and support in-depth progressive creative talent development opportunities from This Place We Call Home to inform our Strikes of Brilliance strand for years two and three.
 9. Work with the team to evaluate achievements against set strategic objectives and targets in the context of EDC's commissions strand.
 10. Support open and transparent communications on a regular basis between commissioned artists, advisory group, residents, consortium and the wider public.
 11. Work in line with EDC's policies and procedures, advising on the development of project policies and procedures that relate to artistic programming.
 12. Providing guidance across the programme with the aim of ensuring that all artistic projects realise their creative potential whilst adhering to EDC's quality principles.
 13. Be an advocate for East Durham Creates through sharing our learning, championing our approach and developing our reputation for producing outstanding work.
 14. Add value to the programme through identifying and negotiating opportunities to co-commission new work with appropriate partners.

6.0 Deliverables

- Development and delivery of our first East Durham Creates: This Place We Call Home commission including a strategy for legacy.

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- A minimum of one 'Sharing our learning' document showing EDC's approach and journey in developing and delivering our first commission.
- Contribution to our longer-term strategy to explore what makes art great in East Durham – our approach for consultation with residents, artists and partners which can be delivered as part of our creative programme.
- A statement setting out the East Durham Creates artistic vision for year 2 and 3 developed collaboratively and signed off by the EDC consortium and community panel.
- Research, development and a brief for our second This Place We Call Home commission by April 2018.

7.0 Person specification

We are looking for an individual who can demonstrate the following

- Field leader in developing and producing new commissions with outstanding and innovative approaches to community engagement and artistic quality.
- An extensive network of artistic and creative contacts.
- Have an understanding and demonstrable experience of developing and delivering engaging combined arts projects featuring participatory activity and large-scale events.
- Experience of working collaboratively with artists, a range of target groups differing needs, stakeholders and partners.
- An understanding and enthusiasm for creative talent development, particularly in areas with socio-economic challenges.
- A genuine passion for and commitment to the ethos of East Durham Creates and Creative People and Places.
- The ability to work flexibly, taking an action learning approach whilst focused on making a difference to the area on a long-term, sustainable basis.
- Enhanced people skills, with the ability to communicate complex ideas and concepts in an accessible way; able to deal effectively with a diverse range of people.
- Awareness of current sector trends and approaches to arts engagement including excellent strategic skills in both development and delivery
- Track record of delivering projects which demonstrate value for money and securing additional income from a range of sources.

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- Charismatic with the ability to collaboratively explore creative ideas with people at different levels of experience in the arts.

8.0 Fee, days per month, expenses and timescales

A total fee of £15,000 is available, which includes expenses for your own personal travel and accommodation to/from the area (if applicable). Expenses occurred in line with the deliverables to be agreed with the Head of East Durham Creates.

In the first instance, we would expect to agree an interim period of sufficient time spent at the start of the contract getting to know the area, our project and the communities you will be working with. A longer-term schedule for the remaining contract period will be developed in line with the stated deliverables.

Please note maintaining a regular local presence (minimum once a month) is considered essential to this role however we do appreciate the need to adopt a flexible working arrangement.

Contract start is immediate.

9.0 How to express an interest

- Please submit an expression of interest letter setting out why you are interested in applying, how you meet the brief, your track record and what you can bring to EDC (no more than three sides of A4 please, plus links to examples of work).
- Your CV including skills and experience relating to the role outlined with any relevant examples (including links to websites)
- Details of your fees indicating expected number of days including time allocated time spent in the area across the contract period.
- Two referees with full contact details.

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