



Title	Torbay Culture Ambassadors Co-ordination		
Project	Great Place Scheme Cultural Volunteering	Project reference	C2
Theme	Engaging Audiences		
Commissioner	Torbay Culture (part of TDA)		
Contract period	August 2019 to January 2020		
<b>Deadline for submissions</b>	<b>10:00am, Friday 12<sup>th</sup> July 2019</b>		
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## 1. Background

Torbay adopted a new ten year cultural strategy in 2015 ([www.torbayculture.org/cultural-strategy](http://www.torbayculture.org/cultural-strategy)) and partners across the Bay are working with Torbay Culture to transform cultural provision and engagement in the region. With support from Arts Council England and a grant of £1.2m from the Great Place Scheme ([www.greatplacescheme.org.uk](http://www.greatplacescheme.org.uk)), we are investing heavily in our cultural infrastructure and heritage assets to ensure that everyone living, working and visiting Torbay has the opportunity to experience and be inspired by arts and culture, and that culture is shaping the local area by placing it at the heart of local vision.

We have some of the lowest levels of cultural engagement in England (The Audience Agency 2016), but are ranked 243 out of 325 for heritage potential (RSA Heritage Index 2016). We are working hard to grow the number and range of people participating in and attending arts, culture and heritage in Torbay. We are gaining insight into our audiences and the barriers to engagement, helping to celebrate and develop the offer as something for everyone, and ensuring that everybody is invited. We need to increase participation to help residents feel connected to and proud of this place, and sharing with visitors our sense of what makes Torbay unique.

Endorsement of local arts, culture and heritage by other Torbay residents is crucial to gaining the attention of those inclined to feel that it is not "for them". Informed by our 2015 review of cultural volunteering across Torbay (see [www.torbayculture.org/s/Cultural-Volunteering-Strategy-Web-pages-9dkl.pdf](http://www.torbayculture.org/s/Cultural-Volunteering-Strategy-Web-pages-9dkl.pdf)), and inspired by volunteering programmes like London 2012 Olympic Games Makers and the UNESCO Global Geopark Ambassadors, we are taking the opportunity to bring together Torbay's passionate cultural participants to be vocal advocates in the community amongst local residents, and giving them the opportunity to contribute to the vibrancy and sustainability of the cultural sector by volunteering at events and venues.

## 2. Torbay Culture Ambassadors

We ran a test-and-learn programme of cultural volunteering during 2017 at The Tale and the International Agatha Christie Festival. This led to the development of the Torbay Culture Ambassadors scheme and its launch at the beginning of this year.

Torbay Culture Ambassadors are a group of local people who are well-informed, positive supporters of Torbay's cultural life and are the 'go-to' volunteers for arts and heritage events and projects throughout Brixham, Paignton and Torquay. We are supporting people looking to volunteer in this way by providing:

- an induction
- regular news of opportunities to volunteer, via email and closed Facebook group
- invitations to special events
- opportunities to take part in focus groups or feedback groups

- training sessions in key skills that our local organisations need from their volunteers
- opportunities to provide feedback on your experience as a volunteer
- offers and benefits to thank them for their support.

Our aim is for Torbay Culture Ambassadors to be:

- strong, positive advocates for Torbay's arts, culture and heritage, in person and/or online such as through their own social media presence or established platforms like *The Shorely* ([www.theshorely.com](http://www.theshorely.com))
- engaged, passionate, open and welcoming individuals
- Made to feel valued, important members of Torbay's cultural community, having an almost celebrity status at the events they volunteer at
- Representative of the diversity of Torbay
- Ready and able to support cultural events (festivals, exhibitions, performances, etc.) and venues including roles such as stewarding, delivering visitor surveys, ticketing, interpretation etc.

We also work with potential host organisations (venues, festivals, events) to ensure that their volunteer placements provide a positive experience and the Scheme is useful to them. We have designed a toolkit and 'host agreement' to support this work. At the moment the scheme focuses on ad hoc events with one-off volunteer needs. Whilst taking care not to duplicate regular volunteering offers within Torbay organisations, the Torbay Culture Ambassadors scheme has the potential to grow to support wider cultural volunteering across Torbay.

Full details of the Torbay Culture Ambassadors programme are available online at [www.torbayculture.org/volunteering](http://www.torbayculture.org/volunteering)

## **2. Commission brief**

### **2.1 Key outputs and activities**

Now that the Torbay Culture Ambassadors programme is up and running, we are seeking a freelance individual or organisation with volunteer management expertise to co-ordinate the scheme and grow the number of Culture Ambassadors over the next 6 months.

Outputs for the volunteer co-ordination contract include:

- a) **Oversight and implementation of the light-touch framework that has been developed for the induction and development of local people as Culture Ambassadors, to include:**
  - receiving and reviewing application forms, sending welcome emails, meeting new people if appropriate, and establishing skills and interests of our Ambassadors
  - working with local host organisations to identify opportunities for the Culture Ambassadors, whether as volunteers or simply as word-of-mouth advocates/promoters
  - management of the Torbay Culture Ambassadors closed Facebook group to promote opportunities and encourage Ambassadors to get involved in new things
  - monthly e-newsletter newsletter with relevant news, promotion of local cultural events (via The Shorely), volunteering opportunities and training courses for Ambassadors and Host organisations
  - promoting training opportunities (including any external) as required
  - co-ordinating and running welcome meetings that ensure new Ambassadors understand their role as advocates for Torbay's cultural sector
  - co-ordinating and run social events and thank you events as required
  - overseeing expenses payments for Ambassadors attending training and welcome events in collaboration with TDA admin/finance support
  - ensure that communication and personal data is managed in accordance with GDPR.

We are intending to set up a Better Impact account to streamline the administrative processes involved in managing the scheme ([www.betterimpact.com](http://www.betterimpact.com)). The contractor would be expected to manage this.

- b) Development and provision of generic training & development activities to ensure our Culture Ambassadors are ready to provide a well-informed, confident service as a volunteer and feel a valued part of a community**
  - Establishing need for training based on event / host organisation and Ambassador requirements – including setting the level required
  - Co-ordinating training sessions from booking the venue and facilitator, to dealing with bookings and queries and making payments as necessary
  - Providing refreshments during training
  - Promoting training opportunities to existing Ambassadors and using as a hook to attract new signs ups.
- c) Marketing and promotion of Torbay Culture Ambassadors to increase the number of people signed up to the scheme and to raise awareness of the programme, to include:**
  - Regular social media posts (e.g. via Torbay Culture's own Facebook/Twitter accounts and other local Facebook groups)
  - Registering the scheme with networks and other web listings and keeping them up to date (e.g. student guilds, colleges/universities, U3A)
  - Encourage sharing of volunteers across organisations via the Torbay Culture Ambassadors
  - Appropriate use of the Torbay Culture Ambassadors brand toolkit.
- d) Working with Torbay's cultural sector organisations to provide worthwhile opportunities for the Culture Ambassadors by:**
  - Building the network of Host Organisations by advocating the benefits of them signing up Contacting local organisations to build the network of host organisations, advocate the benefits of Culture Ambassadors
  - Keeping in regular contact to ensure we have up to date opportunities from them and that they remain aware of their role and responsibilities as per the Host Agreement
  - Promoting the Volunteer Toolkit as a shared resource
  - Ensuring opportunities are valid and beneficial to both the organisation and Ambassador – clear role profiles and processes are important Liaison with host organisations to ensure they are clear that they are responsible for managing the volunteers at their venue/event and that they provide training specific to the role/ organisation/event.

There are several big events taking place in autumn 2019, so discussions with these hosting organisations will be a priority to establish requirements and associated recruitment and training plans for our Culture Ambassadors.

- e) Support for the evaluation of the scheme, to include:**
  - collecting information on the number of volunteer hours contributed by the Torbay Culture Ambassadors on a quarterly basis
  - co-ordinating a one-off survey of their experiences in collaboration with the Great Place Scheme programme manager.
- f) Assistance for attracting funding to cover the future running costs of the Torbay Culture Ambassadors scheme as required.** Torbay Culture will be looking to make funding

applications to support the scheme into 2020 and beyond. The contractor will be asked to look out for any funding opportunities and to input into the development of bids, though won't be required to write the bids.

- g) Ensure Torbay Culture Ambassadors scheme adds value to the existing volunteer offer in cultural venues/organisations and other sectors in the local area**
- h) Take up opportunities to network on behalf of Torbay's volunteers e.g. as part of the South West Museums Development Programme.**

We are open to the growth and development of the scheme as recommended by the appointed contractor.

## **2.2 Objectives and outcomes**

The outcomes we are seeking through this work are:

- A well-trained pool of positive, informed advocates who can communicate knowledgeably, proactively and enthusiastically about Torbay's overall cultural offer, ideally around 100 in number
- An increase in quality, networked cultural volunteering opportunities
- More people who live in Torbay are able to advocate for arts, culture and heritage in Torbay through being a cultural volunteer, and feel proud to live in Torbay
- Residents and visitors are able to find out about quality arts and culture in Torbay more easily, through local ambassadors
- Torbay's cultural sector has a go-to volunteering resource for events, festival, venues, etc., to ensure that their work is delivered in sustainable and resilient ways
- Torbay has a cultural volunteering scheme that is sustainable beyond the end of allocated Great Place Scheme funding (January 2020).

As part of the National Lottery Heritage Fund/Arts Council England's evaluation of their Great Place Scheme investment across the country, this project will contribute to the following outcomes:

- 2: Communities have greater input & influence in decision-making in the cultural sector.
- 5: People have a greater sense of collective efficacy.
- 7: Arts events, activities, sites and facilities are enhanced. Events and activities are higher quality/more innovative. Events and activities have greater reach.
- 8: Heritage events, activities, sites and facilities are enhanced. Events and activities are higher quality/ more innovative. Events and activities have a higher reach. Heritage is in better condition.
- 9.1: More people, and a wider range of people engage with arts and heritage.
- 10.1: Stronger, better networked cultural sector. Local networks between culture, heritage and creative industries organisations are better developed.
- 11.1: Stronger, more connected and happier communities. Local pride is increased.
- 11.2: Stronger, more connected and happier communities. People feel a greater sense of belonging to a place.

## **2.3 Great Place Scheme goals**

Ultimately, this strand of the Great Place Scheme will contribute to the five Great Place goals:

1. Everyone has the opportunity experience and be inspired by culture
2. Local area is a better place to live, work and visit
3. Local economy is boosted
4. Cultural and other organisations are more resilient
5. Sustainable partnerships are built with other sectors & agencies.

### **3. Key relationships**

Your main relationships will be between the Torbay Culture Ambassadors, and current/potential host organisations across Torbay.

The contract will be managed by the Great Place Programme Manager, based within Torbay Culture at TDA. As a Great Place Scheme project, the Torbay Culture Ambassadors work is ultimately overseen by the Great Place Scheme Working Party and Torbay Culture's board.

You will also benefit from working closely with the Great Place Scheme Creative Director (Nathalie Palin), The Shorely (Lisa Gardiner at Wonder Associates) and audience research specialists South West Museums Development (Victoria Harding and colleagues).

There will be a handover/induction from the team responsible for setting up the Torbay Culture Ambassadors scheme.

### **4. Fee and contractual requirements**

Our maximum budget for the volunteer coordination contract, including contractor expenses, training and VAT, is £6,000. The agreed fee would be paid at intervals according to the agreed delivery plan and on receipt of an invoice. There is a small additional budget for volunteer expenses.

The contractor is required to have relevant insurances in place including Public Liability Insurance to the value of £5,000,000 and, if appropriate, Employers' Liability Insurance as required by law. On appointment, the contractor will need to provide a statement about how they manage personal data to GDPR standards.

Please note, in order to comply with the terms of the contract, the successful contractor will be expected to provide (at their cost) a suitably skilled and qualified substitute to perform the services on their behalf in the event that they are unable to perform the services themselves. The substitute must be able to meet all of the criteria of this brief and be approved in writing by TDA.

### **5. Outline project timeline**

Activity	Description	Dates (estimated)
Contract start date	TDA will provide a letter of agreement to reflect both the brief and the approach detailed by the applicant during the submission process, to be signed by client and contractor.	End of July 2019
Kick-off/induction meeting	Contractor attends meeting with programme team. Approach and delivery plan agreed.	End of July 2019
Contract delivery	According to contractor's delivery plan	1 August 2019 – 31 January 2020 (or 6 month period from signing of contract)

## **6. Submission and selection process**

### **6.1 To apply**

Please submit the following by email to [culture@tda.uk.net](mailto:culture@tda.uk.net):

- Name and whether applying as sole trader, limited company, partnership, etc. If appropriate, include company name, company address, company registration number and company legal form.
- A written statement, maximum 2 sides of A4, detailing your approach to delivering the brief (including how this will lead to the desired outcomes), relevant experience that demonstrates your ability to meet the brief and details of your capacity to meet the brief (including estimated time commitment to meet the brief and confirmation of your availability).
- CVs of the key individuals to be involved
- A budget outlining costs for delivery of the brief, bearing in mind the total fee available
- Confirmation of insurances held
- Confirmation of GDPR compliance and any relevant data protection policies

### **6.2 Selection process and timetable**

<b>Activity</b>	<b>Description</b>	<b>Dates</b>
Brief issued		TBC w/c 17 <sup>th</sup> June 2019
Closing date for submissions	Applications to be sent by email to <a href="mailto:culture@tda.uk.net">culture@tda.uk.net</a>  Please state “Torbay Culture Ambassadors” in the title of the email.	10am, Friday 12 <sup>th</sup> July 2019
Shortlisting	Submissions will be evaluated against the brief and shortlisted by a panel	Shortlisted applicants will be contacted on Monday 15 <sup>th</sup> July
Interview	Shortlisted applicants are invited to interview by the selection panel (panel members TBC) in Torbay.	Interviews will take place on Thursday 18 <sup>th</sup> July
Contract award and kick-off meeting		Week commencing 29 <sup>th</sup> July 2019.

These dates are given as a guide only and may be subject to change by Torbay Culture/TDA.