



## PEDALLING CULTURE ENGAGEMENT PROGRAMME 2018

### Commissioning Brief

Timescale for Delivery:	<b>June – September 2018</b>
Commission fees:	<b>£5,000 - £10,000</b>
Deadline for applications:	<b>5pm, 7<sup>th</sup> March 2018</b>

#### 1. Project Summary

This commissioning opportunity is open to artists, practitioners and cultural organisations that wish to deliver arts activities/interventions during Summer 2018, which encourage greater engagement with the Redways of Milton Keynes. We are looking for projects that will encourage citizens and visitors to take part in active exploration of the Redway network, its environment and the cultural venues and sites that the network links to.

The Arts and Heritage Alliance are managing this commissioning opportunity in partnership with the Pedalling Culture project, funded by Arts Council England through the Cultural Destinations Fund.

#### 2. Background

Pedalling Culture is a 2-year funded programme running from April 2017-April 2019. The project is led by a consortium of cultural organisations: Arts and Heritage Alliance, Bletchley Park, Destination MK, MK Council, MK Gallery and MK City Centre Management. The first phase of Pedalling Culture has focused on improving and building infrastructure, including increasing the number of electric vehicle charge points at cultural venues and improving wayfinding and signage to cultural venues on the Redways.

The second phase of this project is community engagement – encouraging people to make use of the Redways, better understand the combined walking and cycling network, and to use it to find their way to cultural venues across the city. To do this we are commissioning a programme of walking and cycle based events that use interactive arts activity to engage local residents and people working in Milton Keynes, as well as attracting visitors to Milton Keynes.

The community engagement programme aims to embed sustainable transport into the mind-set of local people. It specifically aims to engage children and families, adults ages 25-50 and diverse communities with the Pedalling Culture project. A Pedalling Culture Cultural Champions Coordinator has been appointed, to promote the project and its aims to the local community. The Co-ordinator will work to promote the innovative events programme and support commissioned partners to increase attendance at their events from key community groups.

#### 3. Programme of events and activities

This community engagement programme will commission artists, practitioners and cultural organisations to deliver a range of innovative arts activities/interventions on, around and using (to get from one place to another) Milton Keynes' unique Redway network and cultural venues. These commissions will encourage interaction with the Redway network and its environment – allowing audiences and participants to experience the network in a new way, celebrate the role of the Redways in linking our city's cultural spaces, and encourage walking and cycling around Milton Keynes. We are interested in proposals that highlight how the Redways aid movement, create a sense of freedom and link the city's cultural venues and sites.

The successful proposals will form the community engagement programme for Pedalling Culture and



all events will need to take place between 1<sup>st</sup> June and 30<sup>th</sup> September 2018.

Commissions will range in value from £5,000 to £10,000.

We welcome projects that support existing or planned cultural activity taking place in Summer 2018, for example: MK Festival Fringe, Sharing Heritage (European Year of Cultural Heritage), or Heritage Open Days. Events that will form part of an annual or pre-existing programme must be new additions to that programme. If your proposal will form part of a wider programme, we will require a statement of endorsement from the organiser of that event/programme/festival.

#### 4. Aim & Objectives

**Aim:** To create an inspirational and innovative programme of arts activities/interventions that raise the profile of the Redways (and their use for walking and cycling) and cultural venues in Milton Keynes. To engage families, adults aged 25-50 and diverse communities (from Milton Keynes and beyond) in activity on the Redways, encouraging them to use the network more often.

#### Objectives

1. To offer a diverse and engaging programme of cultural events and activities that make use of, and celebrate the Redway network in new and different ways
2. To encourage the communities of Milton Keynes to use the Redways and understand that they can navigate Milton Keynes by using them
3. To offer opportunities for citizens and visitors to attend our cultural venues, and to do so by sustainable transport
4. To attract and engage families and adults aged 25-50 years through targeted events, activities and communication/marketing
5. To provide opportunities for citizens and visitors to use the Redways for physical activity, improving health and wellbeing.
6. To celebrate and raise the profile of the Redway network and how it can be a route to culture for residents and visitors
7. To encourage people to change negative perceptions of the Redways that they might hold
8. To provide data on how many people engaged with the events and activities.

#### 5. Commissions

The total commissioning pot is £48,000. Commissions between £5,000 and £10,000 will be awarded to cover planning, (local and bespoke) marketing, delivery and evaluation.

#### 6. Marketing

Pedalling Culture is engaging marketing, communications and PR support to ensure that the whole project is suitably marketed to both residents and visitors. The marketing strategy that is developed and delivered will provide a platform for the successful applicants to promote their activity as part of the wider Pedalling Culture programme. This support will be high level, such as inclusion in radio or regional press campaigns and will not include leaflets or localised marketing.

#### 7. Evaluation

All commissioned partners will be expected to provide basic evaluation data for their events. Depending on the nature of your proposal, we may agree more detailed evaluation data collection in discussion with you. Data required:

- Number of people taking part
- Number of people watching
- Overall satisfaction/enjoyment of event by audiences/participants.



In addition, where possible, fieldworkers will be commissioned to carry out surveys to collect in depth audience research.

## 8. Timescales

Application deadline:	7 <sup>th</sup> March 2018
Proposal selection:	w/c 12 <sup>th</sup> March 2018
Draft programme presented to Pedalling Culture Project Board for sign off:	21 <sup>st</sup> March 2018
Commissions awarded:	w/c 26 <sup>th</sup> march 2018
Events/activity delivery:	June-September 2018

## 9. Applications

To apply please provide:

- **Event or activity proposal** – detailing what you will do, your target audience, how your event/activity meets the brief, details of how this event/activity will be part of a larger, existing or planned programme (and endorsement from organiser), timescales and how you will evaluate the project
- **Examples of previous work** – up to 3 examples of previous work (post project reports, films, photographs) shared via Dropbox
- **CV(s)** – of artists, practitioners involved
- **Budget** – to show total project costs and details of how this funding will be used for your delivery, and detailing any match funding (including whether expected or secured)
- **Referees** – details of two referees

Applications should be sent to [Lallie.davis@aha-mk.org](mailto:Lallie.davis@aha-mk.org) by **5pm, 7<sup>th</sup> March 2018**.

Applications will be assessed against the aims and objectives above. It should be noted that the Project Board are looking for innovative submissions.

Selection will be made by a panel based on proposals received, and will need to be approved by the Pedalling Culture Project Board before commissions are awarded. A detailed project plan will be required before delivery funds are released.

## 10. Contact information

Lallie Davis, Arts and Heritage Alliance Programme Manager, [Lallie.davis@aha-mk.org](mailto:Lallie.davis@aha-mk.org)