



The Milton Keynes Cenotaph Trust - Tender Brief

Engagement and Sustainability **Freelance** Support Role
The Milton Keynes Rose

Timescale for Delivery September - November 2020
Contract Value 10 Full Days (8 hours) @ £300.00 per day (Inc.VAT & expenses)
Closing Date for Tender 5pm Friday 31st July 2020

1. Summary

The Milton Keynes Cenotaph Trust (the Trust), wishes to appoint **freelance** support to create a Strategic Action Plan for their engagement work at The Milton Keynes Rose. The Action Plan will guide audience development, engagement value and financial sustainability. For the three separate areas of focus; Activity, Communications and Fundraising, plans should be generated.

2. Background to the Milton Keynes Rose

The Milton Keynes Rose is an artwork situated in Campbell Park which brings people together through moments in time. The Trust was co-commissioner of The Milton Keynes Rose which was designed by Public Realm Artist Gordon Young. The Trust values it's working partnership with The Parks Trust and Milton Keynes Council.

3. Scope of Work

Organisational Structure

- Review the Trust's objectives, name, identity and delivery.
- Review the Partnership Agreement with The Parks Trust.

Events and activities

- Review and analyse current use of the Milton Keynes Rose and the Trust's ambitions to increase audience reach and diversity.
- Consider the calendar of events and specific opportunities for diverse groups and organisations to get involved, exploring impact and identifying new partnerships for long term "ownership" of pillars, engage with stakeholders.
- Identify opportunities to integrate the Arts and Artists wherever possible and generate an Activity Plan.

Communications

- Review the Milton Keynes Rose website and assess how developing its content could enable audiences to have greater access to information and engagement opportunities, this in conjunction with The Parks Trust.
- Review the Milton Keynes Rose presence on Facebook/Twitter/Social Media with a view to encouraging engagement with pillars especially where events are not yet

established – for example inviting people to share a joke on International Joke Day (1st July). Measure existing social media activity.

- Consider key messages, communication styles and ways of capturing audience feedback. During the recent lockdown the Trust has explored different forms of communication to engage a remote audience in events at the Milton Keynes Rose, this has evolved as a reaction rather than through strategic planning. The Trust can therefore see the potential to increase engagement and inclusivity in this way.
- Summarise findings, advising on establishing a data base and a Communications Plan.

Fundraising

- Expand the potential of the existing Local Giving and match funding opportunities to maximise funds for activities and events.
- Identify how the Milton Keynes Rose could market itself as a charity in need of support.
- Identify grants and awards for groups and organisations for activities, engagement and events to enable usage, ownership and artistic content to increase.
- Draft a fundraising plan which connects with the activities plan and can help with deliverability and sustainability.

4. Management

Invoicing daily, itemising the work covered. Invoices will be sent to the Chairman of the Milton Keynes Cenotaph Trust.

5. Working Pattern

It is anticipated the appointee will work independently one day per week starting in September. Attending meetings of The Project Team (comprising Trustees of The Milton Keynes Cenotaph Trust and representatives of its partners) at the beginning, interim and last day to gather information and provide feedback.

6. Contract Value and Payments

The contract is for 10 full days (8 hours) @ £300.00 per day (inclusive of VAT and expenses) 1x day per week, invoiced daily.

Payment will be made in two instalments at Invoice 5 and 10

7. Selection Process

The Milton Keynes Cenotaph Trust are inviting tenders from **freelance** contractors with a track record of arts in the community, project management and partnership working. Applications for this role will be assessed by our Project Team using the following criteria:

Experience of:

- A successful track record of Arts projects in the community, developing and nurturing partnerships, success in securing funding for projects and activities, experience of reporting and making strategic recommendations, an interest and understanding of Milton Keynes.
- A successful track record of working with diverse community groups and excellent communication skills with stakeholders and committees.

8. Timescales

Closing Date for Tenders 5pm Friday 31st July 2020

Shortlisting 10th August

Interviews (possibly Zoom) 17th & 18th August

Start Monday 14th September attending a meeting at 11am.

Expected Completion. During November

9. Insurance

Own Public Liability insurance necessary.

10. Submitting a Proposal

The following documents should be sent via email to Debbie.brock100@gmail.com by the closing date:

- a) An up to date CV
- b) A personal statement which outlines your experience and ability to deliver the tasks set out in this brief. This should be no longer than two A4 pages.
- c) Acceptance of the Timescales (as set out at 8. Timescales) and confirm ability to travel across the borough for activity relating to this role.
- d) Outline a schedule to accomplishing the tasks required.
- e) Contact details (email and telephone) for 2 Referees: these should be from recent clients (contact will be made for shortlisted applicants).

Please note that failure to provide the required information requested may lead to your application being rejected.



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