

beyondbricks

**Invitation for Expressions of Interest
Press and PR Officer
Birmingham and Sandwell, West Midlands, UK**

Beyond Bricks is entering its second year. We are expanding this programme of temporary creative activities to take place in nine different neighbourhoods in the Birmingham and Sandwell Housing Renewal Pathfinder area over the next six months.

Beyond Bricks provides opportunities for artists and residents to work together to respond to the social, economic and environmental changes taking place in local area. The programme celebrates the culture and pride of local community, its heritage and its future.

The programme is an exciting collaboration initiated and led by Urban Living and Arts Council England, West Midlands. Delivery of the programme is managed by local community arts organisation, Multistory.

Beyond Bricks is currently looking for an experienced individual or organisation to undertake the PR and Press for this second phase of Beyond Bricks from March 2010 to September 2010.

Expressions of Interest submitted via email or post will be accepted up to the deadline of **12 noon on Monday 08 February 2010.**

If further information is needed at this stage we will contact shortlisted candidates by phone.

If you need support or advice before you submit a proposal regarding sites, venues, or any other aspect of the project please contact Karl Greenwood, Project Coordinator on:

T: 0121 524 2135

E: karlgreenwood@multistory.org.uk

P: Multistory, First Floor, Landchard House, Victoria Street, West Bromwich, B70 8HY



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Background Information

Client Group

Arts Council England WM
Urban Living

The client group represents the joint working of ACE, WM and Urban Living.

Arts Council England works to get more art to more people in more places. They develop and promote the arts across England, acting as an independent body at arm's length from government.

The 9 regional offices invest public money from government and the National Lottery in supporting the arts. This is the bedrock of support for the arts in England. They distribute lottery funds through our Grants for the Arts open access scheme which is open to arts activities that benefit people in England, or that help artists and arts organisations

Arts Council England believe that the arts have the power to change lives and communities, and to create opportunities for people throughout the country.

They aim to encourage a wide range of people to take part in the arts, by broadening and diversifying opportunities for both audiences and participants. Further information is available at www.artscouncil.org.uk

Urban Living is one of nine Housing Market Renewal Pathfinder areas in the UK set up and funded by the Department of Communities and Local Government (DCLG). The Pathfinder covers substantial areas within North West Birmingham and Sandwell, specifically - Aston, Newtown, Lozells, Winson Green, Handsworth, Smethwick, West Bromwich and Greets Green. The scheme has the overall aim of strengthening the housing market.

The Urban Living community cohesion and engagement strategy identifies the importance of creative thinking when engaging diverse communities. Recent work such as 'Our shared Future 2007' by Darra Singh has made reference to the link between art and a shared purpose. Urban Living sees the community as being the experts for regenerating the community, as they have experienced the issues that have caused community break down and multiple deprivations. Urban Living therefore believes that the community will have ideas of what works and what does not.

Further information is available at www.urbanliving.org.uk



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Programme Context

In its first year Beyond Bricks focussed on the specific areas of Lozells and East Handsworth. The eight projects which made up the programme had a significant impact on the local residents, both as artists, participants and audience members.

Urban Living and Arts Council England, West Midlands are investing in a second year to engage residents in the wider Urban Living Pathfinder area to build upon the successes and lessons learnt in year one.

The impact to peoples' lives involved in the Urban Living programme will involve improvements to their own or neighbouring homes, relocation, a revitalised sense of place, improved green spaces and conservation of heritage. Much will be gained through this process, some things lost, and some replaced. This provides a wonderful opportunity for creative projects to explore, discuss and reflect upon the changes that are taking place.

The importance of culture and creativity in addressing issues within urban regeneration and social exclusion is widely recognised. Art can be used as a mechanism to bring members of the community together to create a shared vision and an understanding amongst all of what a sense of belonging means. Art activities can be used to creatively strengthen the voice of local communities and reflect the aspiration and needs within an area.

Beyond Bricks aims to:

- Distinguish Lozells and East Handsworth as a positive, imaginative place in which to live and visit, increasing community identity, pride and vitality.
- Use a series of art based projects as a method of building community cohesion.
- Impact on perceptions and increase aspirations.
- Provide opportunities for the community to come together to strengthen their connections to one another and to contribute to the changes happening in the area.
- Develop a series of high quality arts activities that reflect the aspirations of the local communities in the pathfinder area.

For more information on the first phase of Beyond Bricks and the people involved visit www.beyondbricks.net



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What We Are Looking For

The nine projects which will make up the Beyond Bricks programme will be designed and driven by the local residents and neighbourhood managers. An artist will be appointed to run each of the projects to begin in March 2010.

The PR and Press Officer will be expected to:

- Provide a range of media coverage for the programme's launch and the final celebratory event
- Attend the monthly partnership meetings when appropriate and liaise with UL and ACE communications teams
- Work closely with each project team and the programme partners to devise a Press and PR plan for the programme
- Continue to use the agreed Beyond Bricks branding
- Update and maintain Beyond Bricks website together with Multistory
- Work to gain the best/most appropriate coverage for each project
- Raise awareness of the programme and profile its achievements and outcomes locally, regionally and nationally through all media streams

The individual or organisation must have an understanding of using the arts within community and regeneration contexts and in promoting this type of work within both general and specialist media streams.

The fee for this position is £3,000

Expressions of Interest

To apply for this post please send an expression of interest via email or post containing the following information:

- 1) **C.V and examples of work** in a similar context i.e. no more than five articles/images and no more than a five minute showreel
- 2) **Statement/covering letter** - summarises your interest in the post and to include a breakdown of number of days for the above fee.

All proposals must be received by Multistory by the deadline of 12 noon on Monday 08 February 2010

All proposals are to be sent to Multistory via email or post:

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