



**CULTURE**  
**ACTION**  
**LLANDUDNO CIC**

MOSTYN COURT, 2 MOSTYN STREET, LLANDUDNO LL30 2PS

COMPANY NUMBER 9152494

INFO@CULTUREACTIONLLANDUDNO.CO.UK

WWW.CULTUREACTIONLLANDUDNO.CO.UK

## Open Call for a Creative Producer

TRE CWM CELF

Residency project

### Who are we?

CALL is a social enterprise set up to look at how the arts, culture and heritage can be an intrinsic part of a town's regeneration and future.

Cross sector and partnership working are very much part of our ethos. Our social enterprise was set up to deliver one of the seven Ideas: People: Places projects supported by Arts Council Wales.

We are looking to continue this work now with a two-year residency project supported by the Paul Hamlyn Foundation, in partnership with Cartrefi Conwy ([www.cartreficonwy.org](http://www.cartreficonwy.org)), North Wales Housing ([www.nwha.org.uk/](http://www.nwha.org.uk/)), Ty Llywelyn Community Centre, and MOSTYN gallery ([www.mostyn.org](http://www.mostyn.org)).

### The Project

The Tre Cwm Housing Estate in Llandudno is encompassed by a wall (140m long by 2m high tbc) clearly segregating the community living there from the surrounding town. We propose to develop artworks with the community which transforms this boundary, addressing issues of exclusion, division and social isolation that it perpetuates. We want to commission an Artist and a Creative Producer to work with the community at Tre Cwm to co-author this artwork in a way that empowers them. Working with key arts and housing sector partners, our project will test ideas around artist-led regeneration and community-led place planning, promoting active citizenship and social pride and increasing participation in the arts.

The commissioned Artist and Creative Producer will work with the residents, who will be involved with the research and development of the project, the design and the creation of the outcome, as well as its installation and evaluation.

The project activities, workshops, events and interventions instigated by the commissioned artist(s), supported by the creative producer will foster a safe, exciting and stimulating environment for residents of the Estate to interact with each other. They will provide the means to build relationships between residents, the commissioned artist/producer and our cross-sector Arts and Housing partners. We

want to engage the broadest possible remit of the community including young disadvantaged people, individuals with learning and physical disabilities and older residents.

With this project we want to test the following questions:

- Will having a proposed artistic legacy at the start, influence the engagement process, “who” as well as “how” we engage?
- Will developing a community-specific engagement process as well as a large-scale long-term artistic installation change the short, medium and long-term impact of the project?
- Will this co-authored artistic metamorphosis of the boundary wall, confound preconceived ideas and the negative perceptions the wider community has about the Estate’s residents?
- How will the project increase access, skills, confidence, self-belief and motivation of participants?
- Will the resulting artwork generate local pride and encourage positive behaviours and lead to further participation?

The answers to these questions will give us insights into whether and how a community, artists and landlords co-authoring a space is a feasible approach in North Wales with a view to advocating for their further development in this region.

We hope to find out how collaboratively working with artists will potentially:

- Give participants transferable skills useful for personal development, employability and social development and well-being
- Improve community cohesion through engagement and the collective development of a visible element of environment.
- Combat social isolation through participation in a variety of interactions/activities/debates
- Address issues of vandalism and lack of civic pride
- Improve residents’ relationships with each other and with our housing and arts sector partners
- Build evidence about what works, so that we can improve our practice and achieve greater impact with our work
- Uncover alternative models of engagement relevant to this community
- Enable us to share our findings with our arts and housing sector partners

## Evaluation

It is crucial to us that we record our learning throughout this process. The evaluation and documentation process will therefore be a key factor in the project. It is on a par in terms of importance with project delivery. The commissioned Artist and the Creative Producer will be very much involved in this process and there is the possibility of the Artist also leading on this aspect of the project supported by the Creative Producer or vice versa. Throughout the duration of the project the information identified through our evaluation strategy will be assessed and collected. We will ensure that what is collected remains relevant by regularly reviewing our evaluation strategy and developing it if necessary. The information and documentation will be reviewed and placed online, creating a resource that can be built over the course of the project. This resource will include photographs, recorded conversations, films, maps, research and surveys, designs, artwork, thoughts and developments. This online resource will be public, so that the communities we are working with can see how the project is developing and how the physical and less tangible outcomes are being addressed. By the end of the project we should have a dynamic online resource, which makes our learning shareable with others and which will archive the development and the stages of the projects, its successes and its failures. We are very interested in Creative Producers who would be confident enough with technology to support the artist in gathering this information or who has ideas in terms of how this could be accomplished.

## What we are offering

We are looking for a Creative Producer, who can commit time to this project over the course of 21 months.

- You will have use of the CALL offices in Llandudno.
- You will support the artist with planning, engagement, evaluation and project delivery. If there is an artist, you work with regularly and you wish to both apply please see details about the artist role here [www.cultureactionllandudno.co.uk](http://www.cultureactionllandudno.co.uk)
- You will receive a total fee of £16,000 over 21 months, which includes travel and accommodation for Creative Producers living outside North Wales.
- There is potentially an additional fee for evaluation. This will be discussed at Interview stage.
- There is potentially an additional fee if you are able to do the project documentation (filming and photography). This will be discussed at interview stage.

The commissioned artwork:

- The end product needs to be for exterior use and highly durable
- The artwork needs to require minimal maintenance
- The end product needs to be resilient to vandalism
- The end product needs link to the community to create a sense of identity and place

## Governance

The Creative Producer will be commissioned by CALL and will be answerable to the project steering group, which will consist of members of all of the partner organisations. Practical support will be given through CALL and Cartrefi Conwy, however you will need to be capable of working independently and with minimal supervision.

## How to apply

Please email a letter of application of at least 500 words and your CV. In the letter you should outline the following relevant experience including:

2. Ability to work with a budget and to deliver the project within this budget
3. Ability to deliver a project in a given time frame
4. Ability to work with our Finance administrator to enable invoicing and payments
5. Ability to work with a wide demographic of partners and community stakeholders
6. Ability to market the project where relevant to the community
7. Previous experience of evaluation and ideas around project evaluation for this project.

## Application Timeframe

Open Call available	15 <sup>th</sup> February 2019
Application Deadline	15 <sup>th</sup> March 2019
Interviews	Week of the 25 <sup>th</sup> March 2019
Offers made:	Week of the 25 <sup>th</sup> March 2019
Project start date:	April 2019

Please send all applications to [nicole@cultureactionllandudno.co.uk](mailto:nicole@cultureactionllandudno.co.uk) by 5pm on Thursday the 15th March 2019. We will acknowledge receipt of your application.

For more information about us , please go to [www.cultureactionllandundo.co.uk](http://www.cultureactionllandundo.co.uk) to get an idea of the sort of projects we have run in the past.