



Commission for 'Made In Cov' Creative Programme

Coventry City Council is seeking to appoint suitably experienced organisations or practitioners to deliver a new project as part of a wider programme of activities that will support and develop the cultural landscape of the city.

Background

Through the [Commonwealth Games Legacy Enhancement Fund](#) (CWGLEF), the West Midlands Combined Authority has allocated funding to its 'Culture & Heritage' pillar, from which funding has been issued to each of the 7 constituent local authorities to support long-term strategic outcomes and ambitions for culture and heritage, with activities contributing specifically to two key strands:

- ◆ Creative Commissions: cultural engagement and co-creation with local stakeholders and residents
- ◆ Placemaking: place-based culture and heritage activity including small scale feasibility

To deliver to these outcomes, Coventry City Council and its strategic partners, informed by local cultural sector insights and consultation, have agreed a programme of funded activities with the WMCA to be completed during the remainder of 2024.

Commission brief

Expressions of Interest are now being invited for the **'Made In Cov' Creative Programme**, which will support our ambitions for the Creative Commissions strand by developing hyper-local programming, co-produced with community organisations and local residents.

The programme will build on principles of inclusive practice established locally to prioritise the collaboration of local artists and community organisations, and to support and develop participation from within communities and groups that are both historically and currently least likely to engage in public-funded cultural activities.

Projects that engage citizens with the lowest level of life chances are projected to have the highest Social Return on Investment. Such engagement and participation will further have a direct impact on the individual lives of many participants, leading to the

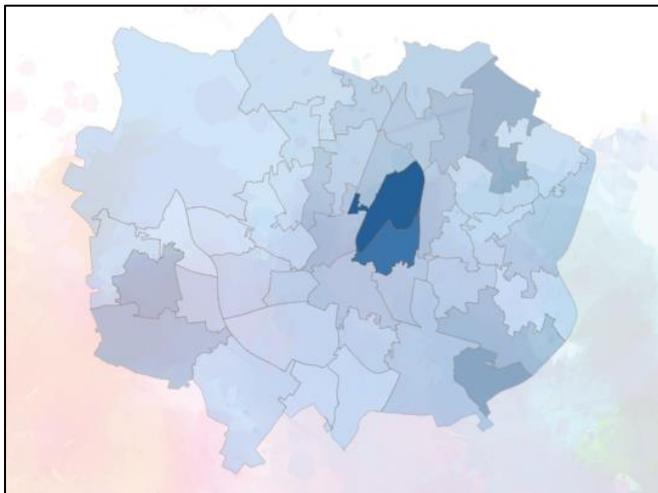
formation of new social connections; a developing sense of agency and inclusion; and an increased sense of ability to influence change.

There are 3 area-based commissions offered, which focus on different neighbourhood areas of Coventry. These 3 areas are composed of clusters of one or more Middle Layer Super Output Areas (MSOAs)¹ as follows:

Area 1: Wood End, Henly Green and Bell Green

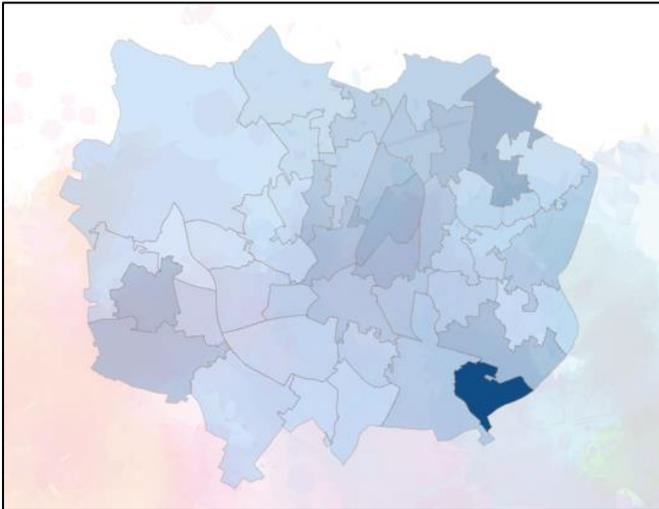


Area 2: Foleshill East and Hillfields



¹ Middle Layer Super Output Areas (MSOAs) are made up of groups of Lower layer Super Output Areas (LSOAs), usually four or five. They comprise between 2,000 and 6,000 households and have a usually resident population between 5,000 and 15,000 persons. [Follow link for more information](#)

Area 3: Willenhall



These 3 areas have been identified through detailed analysis of participation and socio-economic data² as having the highest characteristics of low cultural participation. These area priorities also recognise active cultural engagement work already in progress in other parts of the city.

In these neighbourhood areas, delivery partners are required to:

- Design and deliver a programme of cultural/creative events in the locality, co-created with residents of the focus neighbourhood area to align with one or more of the 5 Goals of the Cultural Strategy 2017-27: Partnership; Lifelong Learning; Diversity; Health & Wellbeing; Economic Growth
<https://culturechange.coventry.com/>
- Supply and/or commission appropriately qualified and experienced artists/practitioners to deliver co-creation activities and creative events

Commission value

A total of **£42,000** is available to each commission. This will be payable in 3 instalments:

- 80% on award
- 10% at mid-point progress review
- 10% on completion

Commission timeline

All activity, including evaluation, must be completed by **the end of December 2024**.

² Data sources include Index of Multiple Deprivation (2021) Coventry Household Survey (2022) National Census (2021)

Eligibility - Who can apply?

- Constituted organisations which state arts, culture or heritage as a main objective within their official governance document
- Organisations which are formally constituted in the UK and have their own bank account with at least two signatories (registered at different addresses)
- We will accept applications from organisations working as a consortium, partnership, network or group. One organisation must act as the lead organisation and submit the application
- Freelance (sole trader) cultural practitioners, over 18 and based in the UK with a UK bank account in the name of the applicant
- Coventry City Council departments/services are not eligible to apply but may be included as a partner in the delivery of programmes
- It is expected that applicants are based in the Coventry local authority area (CV1 – CV6). Applicants from outside of the area will be considered if they can demonstrate substantial familiarity with the city and experience of working with Coventry communities
- Applications can only be submitted for 1 of the 3 available commissions. To be considered for more than 1 commission, applicants would need to submit separate applications and demonstrate their specific interest and suitability for each area

Eligibility - Commission criteria

Eligible applications **must**

- Be able to deliver a cultural programme within the available budget of £42,000, to cover all related costs including but not limited to: management fees, evaluation, licensing fees, insurance, marketing and promotions, artist commissions and any costs relating to engagement and event delivery (venue and equipment hires, hospitality, accessibility)
- Be able to deliver and evaluate a cultural programme by the end of December 2024 (exact evaluation requirements will be agreed post-award with successful applicants)
- Be directly focussed on residents of the selected neighbourhood area, with a secondary focus on engagement with groups that are both historically and currently least likely to engage in public-funded cultural activities: black, Asian and minority ethnic residents; people 60+; and residents with disabilities
- Involve professional artists/ practitioners in delivering the activity. Coventry City Council promotes fair pay principles and would expect successful applicants to consider fair pay in the contracting/commissioning of freelance artists. Further suggested guidance can be found at the [Living Wage Foundation](#) and the [Artists' Union England](#).
- It is expected that applicants would prioritise the use and contracting of Coventry based artists/practitioners in the delivery of activities

Eligibility – What we won't fund

- Programmes which do not involve professional artists/ practitioners.
- Programmes which do not involve co-creation with Coventry residents from the priority area(s)
- Applications which do not meet the commission brief.
- Activities which have already happened or are going to happen before the decision date for the application.
- Continuation of ongoing projects previously funded by Coventry City Council. Similarities with previous activities will be acceptable where it can be clearly demonstrated how proposals will specifically meet the project brief
- Capital costs, including the purchase, repair and maintenance of buildings and facilities
- School or college courses or items already within the curriculum delivery. For a school/college-based project to be considered it must demonstrate substantial community involvement and benefit
- Prizes, competitions or fundraising events.
- Programmes without activity and outcomes that can be measured and evaluated.

Timeline – Key dates

- **Application period opens: Monday 8 July 2024**
- **Application submission no later than: 5:00 pm Wednesday 24 July 2024**
- **Applications assessment: from 25 July 2024**
- **Applicant notification*: 1 August 2024**
- **Project delivery phase: August 2024 to December 2024**
- **Deadline for project evaluation reports: 31 December 2024**

*Subject to change depending on volume of applications and availability of panel. Applicants may be contacted for further information/clarification during the assessment period.

How to apply

- Go to <https://www.coventry.gov.uk/artsopportunities>
- Download and complete the application form and submit together with any required documentation to artsdevelopment@coventry.gov.uk no later than **5:00 pm, Wednesday 24 July 2024**
- If you have any queries about this commission or the application process please contact artsdevelopment@coventry.gov.uk.