



HEY CREATIVE



## Consultancy brief: Mapping of Hull & East Yorkshire's international cultural and cross-sector connections

### HEY Creative - Hull and East Yorkshire's Cultural Compact:

<b>Fee:</b>	£9,500 (includes travel and any other expenses)
<b>Where:</b>	Remote with some anticipated in person work in Hull and East Yorkshire
<b>When:</b>	Between June and September 2024, at a mutually agreed schedule
<b>Contract:</b>	Self-employed or consultancy
<b>Responsible to:</b>	Max May, Chief Officer, HEY Creative

**Closing date for applications: 12 noon 9<sup>th</sup> May 2024**

HEY Creative strives to champion diversity in all its forms, and is committed to equality and inclusion. You are encouraged to share any access requirements you may have in your application.

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## Part 1: The Brief

### Introduction

[HEY Creative](#) is Hull and East Yorkshire's [Cultural Compact](#), and is one of twenty such boards set up in 2019 by the Arts Council and the Department for Digital, Culture, Media and Sport (DCMS), following recommendations from the [UK Cultural Cities Enquiry](#) (2019). Compacts are multi-sector partnerships that exist to support their cultural sector to grow and develop - increasing partnerships across education, health, business etc. to fulfil the potential of culture's importance throughout every dimension of local life.

HEY Creative strives to '*create the conditions in which culture and creativity can flourish for the benefit of all*'. Having recently appointed a Chief Officer, HEY Creative is now in a position to build on strong foundations regionally and take forward an important project, funded by the British Council.

This first stage of the British Council funded project is to **map the existing international connections in Hull and East Yorkshire**, in both the cultural sector and beyond (education,

business and health etc.). This reflects HEY Creative's focus on working across sectors to support arts and culture. We want to work with the appointed consultant(s) to understand Hull and East Yorkshire's current international connections and better understand the strengths, challenges and potential of these connections.

Some cultural organisations in Hull and East Yorkshire have well-established international and inter-sectoral relationships. Others have few or none, or do not see this as a priority. Some parts of the education, business and health sectors see the value and relevance of partnering with culture, and others do not know how to make this happen, or do not see its value. Through the lens of internationalism, HEY Creative wants to shine a light on **the potential of these international and where appropriate cross-sectoral partnerships**, to better understand existing and explore future relationships.

This commission is for an **initial stage of mapping**. A further commission will seek a consultant to facilitate creative consultations with stakeholders, and develop plans for ambitious programmes and funding strategies to deliver them. It may be that the same consultant is appointed to deliver all work, however at this stage, you can only bid to deliver the mapping project.

## The Deliverables

We require the appointed consultant(s) to:

- **Map and interpret the nature, scale and characteristics of existing international cultural relationships in Hull and East Yorkshire, and in 4-5 identified overseas cities / regions with whom we may connect (to be identified during the research phase)**

We are interested in what makes these relationships work; their strengths, weaknesses, potential for growth, possible new opportunities etc. The work should cover the spectrum from individual practitioners up to large arts organisations.

It will be possible to liaise with and work through various networks and collectives to make information gathering as easy and speedy as possible. Contextual information about local international connections within other sectors can be provided by key representative HEY Creative partners like our two local authorities, the education sector, business groups etc. This will offer a broader context to the international picture and should point up existing synergies, gaps and potentials to support the development of new cross sectoral connections.

- **Produce a report detailing findings that can be used to inform both the next steps of our British Council project and ongoing work by partners about future ambitious international creative projects**

The deliverables of this project will support HEY Creative, the wider cultural sector and strategic initiatives such as future cultural strategies and a potential UNESCO City of Music bid.

## Your Skills

To deliver this piece of work effectively, you will:

- have significant knowledge and understanding of the arts and culture sector and structures in England, ideally with some existing knowledge of the sector in Hull and East Yorkshire
- have significant knowledge and understanding of at least some international arts and cultural sectors and structures
- have undertaken previous research and/or mapping projects that seek to understand and catalogue existing models, frameworks or connections
- have a nuanced understanding of internationalism in relation to arts and culture, and have the ability to identify and propose connections across sectors and industries

## Practical Information and Support

The consultant/consultancy will be responsible to HEY Creative and, on a day-to-day basis, will be managed by HEY Creative’s Chief Officer, who will support on commission-related issues. The consultant/consultancy must have valid and appropriate policies, procedure and insurances.

### Fees and Resources available

- A fee of £9,500 inclusive of all expenses. If you are registered for VAT, please make this clear within your application.
- Use of office / desk space in Hull and East Yorkshire venues
- Operational support (e.g. contact list, introductions, support with meeting arrangements) to connect with multi-sector partners who can provide specific knowledge, insight and further connections relevant to this commission.

### Timescale

Date	Activity
12noon 9 <sup>th</sup> May 2024	Deadline for applications
Thursday 16 <sup>th</sup> May	Meetings with shortlisted candidates
June – September 2023	Project delivery. Exact start and completion date to be agreed with the appointed consultant/consultancy

## Application and selection process

### Selection Criteria

We will appoint based on application materials and the outcome of meetings with selected candidates. Selection will be based on how well, in both your application and our meeting, you address your approach to the key outcomes and processes described in this brief and the relevant experience that you have.

### Making an application

If you are an experienced consultant / consultancy or collaboration who is excited and inspired by this commission, we would be delighted to receive your application. Please include:

- **A two-page document** that outlines your proposed approach to this brief, and indicates how you would allocate your time over the proposed period
- **A CV** that demonstrates your previous relevant experience and working practices
- **Any access requirements** - HEY Creative is committed to equality and inclusion. If you have any access requirements, please share them with us in your application.

Please submit your application electronically to [info@hey-creative.co.uk](mailto:info@hey-creative.co.uk) by 12noon on Wednesday 9<sup>th</sup> May.

If you are making an application and have a brief query, please contact Max May, Chief Officer, on [max.may@hey-creative.co.uk](mailto:max.may@hey-creative.co.uk)

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## Part 2 – Background information

### Hull and East Yorkshire – a snapshot

Area	Local authority	Population
Kingston upon Hull	Hull City Council	260,000
East Riding of Yorkshire	East Riding of Yorkshire Council	334,000

The port city of Hull is surrounded by the rural landscape of East Yorkshire, creating a substantial geography with a rich history of independence and innovation. The region has varying dynamics and demographics, a Europe-facing geography and multi-faceted cultural practitioners and communities. In recent times, the region has refocused its relationship with water by positioning itself as a leader in green energy and as the UK's Energy Estuary - with offshore wind industries, as a testbed for decarbonisation and with international connections for flood resilience. The region has recently completed public consultation on a [devolution deal](#) with central government worth £400m over 30 years. Both [Hull City Council](#) and the [East Riding of Yorkshire Councils](#) have arts development teams which support culture, oversee grants programmes, and provide other important assistance to the sector.

### Hull

Situated on the River Humber, Hull is a historical port city that has seen fortunes rise and fall over centuries, but maintains a central connection to its maritime identity. Extensive wartime destruction and the deterioration of the fishing industry in the sixties resulted in both social and economic decline from which the City is still recovering. However, an inbuilt attitude of independence and self-reliance has helped fuel an extensive multi-sectoral movement of re-imagining and regenerating Hull for the twenty first century.

Hull's longstanding geographical, maritime and overseas trade connections have produced a city that '*keeps her face half-turned towards Europe*' (Philip Larkin, 1975) and the city has longstanding historical connections with Europe, Scandinavia and further afield. Through its historical links with slavery abolitionist William Wilberforce, Hull is twinned with Sierra Leone and has had active engagement programmes over the years. Hull is also a 'sister city' to the port cities of Raleigh, Nagata, Reykjavik and Stettin; and is a member of the modern [Hanseatic League](#), having its historical roots in the medieval trading guild linking ports across Northern Europe. Hull is also one of six Global Flood Risk Programme Cities - Miami, Mexico, Cape Town, Amman and Addis Ababa.

Hull was UK City of Culture in 2017 and experienced unparalleled cultural investment in the surrounding years. As well as delivering a transformative year of cultural experiences, City of Culture also galvanised Hull's business community who contributed funding as Business Angels and sponsors to connect with culture in new and meaningful ways. Similarly education, health and other sectors plugged into culture and experienced the relevance and joys of culture first hand. The legacy of Hull's City of Culture year has undoubtedly been positive, but momentum has slowed and some areas have not received enough focus in the ensuing years and against the backdrop of Brexit and Covid19. International connections developed in the run up to 2017 were not evolved during the Year of Culture, and have not been able to be nurtured since.

Hull City Council's arts development team set the scene and groundwork for City of Culture 2017, and continues to focus on the importance of fostering creative ambition. They have recently commissioned a new cultural strategy and are exploring an application for UNESCO City of Music designation. The Council's Hull Maritime project is an ambitious c.£30m cultural heritage programme to celebrate Hull's maritime connections and its position as Yorkshire's only Maritime City. Hull's culture sector landscape is characterised by a relatively small cohort of larger organisations (mostly National Portfolio Organisations), and a larger number of small arts companies or individual practitioners. [Hull Truck Theatre](#) and the [Freedom Festival](#) are two examples of organisations with established national and international reputations and connections, while many smaller companies and individuals are doing innovative work in their fields – some with regional, national and international reach. However, for many, pressures post-pandemic make sustainability and growth challenging.

## East Yorkshire

East Yorkshire is a predominantly rural area, stretching over nearly 2,500 km<sup>2</sup>, with an ancient and dramatic Jurassic coastline stretching from Bempton Cliffs in the North to Spurn Point at the Humber Estuary in the South. Market towns like Beverley, Driffield, Market Weighton and Pocklington sit alongside seaside resorts like Bridlington, Hornsea and Withernsea, where a comprehensive coastal regeneration programme is underway. East Yorkshire has an attractive and tourist-friendly mix of landscapes from the seaside to the Wolds: several historic towns with important buildings, sporting facilities and venues, varied habitat nature reserves and long-distance footpaths and trails. Alongside tourism, agriculture and renewable energy are key economic drivers, with some significant food-production companies also based in the region.

The culture sector in the region is characterised by a small number of independent arts organisations and individuals, alongside Council-run venues for events and performances. There are a handful of NPOs in East Riding, and festivals like [The Beverley Puppet Festival](#) and the [Beverley and East Riding Early Music Festival](#) are popular annual events that are independently run and Council-supported, with some international connections and collaborations. The culture

sector is growing, although faces challenges surrounding rurality/connectivity, critical mass and skills development. The council is currently exploring the first steps of updating its cultural strategy, making it more outward facing and in strategic alignment with regional and national priorities.

The East Riding of Yorkshire Council is developing strategies to expand the region's cultural offer locally, regionally, nationally and internationally. During Hull's City of Culture year in 2017, East Yorkshire increased cultural programming for the year and maximised its cultural connections and partnership with the city. Some of these programmes generated international interest and relationships that can be further built on, and recent and upcoming exhibitions in various cultural venues are based on international artists and artworks throughout Northern Europe.

The region's towns are twinned with others in France, Germany, Poland and other European countries, and East Yorkshire is a popular visitor destination with tourists from neighbouring Northern Europe and Scandinavia. It hosts European nature and sporting events with a wide international audience.



HEY CREATIVE

## About Us: HEY Creative - Hull and East Yorkshire's Cultural Compact

### The Vision

HEY Creative is creating the conditions in which culture and creativity is flourishing in our region to enhance and benefit the quality of life for all.

### The Mission

Building on the success of the last 10 years of growth of the creative sector in the region, we will deliver our vision by:

- **Unite**  
We will break down barriers and build cross sectoral partnerships that hear all voices and can use culture to drive creativity and economic vitality and regeneration in our region.
- **Advocate**  
We will help showcase the talent of our region and unlock new opportunities to advocate change.
- **Growth**  
We will champion the building of structures to facilitate growth of the region through culture and creativity.
- **Inclusion**  
We will ensure equality and access and be proactive in identifying those under-represented and providing opportunities for engagement.

## **HEY Creative Board Members**

- Dominic Gibbons, Wykeland Group (Chair)
- Janthi Mills-Ward, Hull Truck Theatre (Vice Chair)
- Andrew Pearson, E52
- Anja Hazabroek, NHS Humber and North Yorkshire Integrated Care Board
- Councillor Nick Coultish, East Riding of Yorkshire Council
- Councillor Rob Pritchard, Hull City Council
- Diana Taylor, Future Humber
- Dr Darren Mundy, University of Hull
- Elaine Burke, Arts & Health Consultant
- Francis Ahiakpa, Humber All Nations Alliance
- Garry Taylor, Hull City Council
- Giles Bridgeman, City Healthcare Partnership
- Ian Rayner, East Riding of Yorkshire Council
- Jan Brumby, For Entrepreneurs Only
- Katy Duke, The Deep
- Paul Smith, Chair of Cultural Collisions
- Trish Dalby, Chair of Generation Hull
- Vickie Bissett, We Are Creative

### **Observers:**

- Claire Drury, East Riding of Yorkshire Council
- Jess Farmer, Arts Council England
- Kath Wynne-Hague, Hull City Council
- Kevin Hadfield, East Riding of Yorkshire Council