

SECTION 1: INTRODUCTION

This brief is for the procurement of a consultant or organisation to deliver the services of an evaluation framework and report impact of the Kirklees Year of Music 2023 (YOM2023). The contract will run from 1 September 2021 through until 31 March 2024 with a total fee of £40,000 broken down into three yearly payments. Bids over £40,000 will be eliminated.

SECTION 2: BACKGROUND INFORMATION

It is an exciting time for culture in Kirklees and for Kirklees Council who, after adopting a place-based approach to cultural development, have instigated two key strategic initiatives that support priorities within Culture Kirklees, the vision for the Council's Cultural Services. These initiatives are:

- WOVEN in Kirklees, a biennial textiles festival that celebrates the industry and research in the district; and
- Music, working under the brand of MUSiK. This is a development programme that includes delivering a Year of Music in 2023. The Year of Music 2023 will be our support to the regional cultural programme led by Leeds 2023, and supported by other neighbouring Authorities and their cultural programmes.

The vision for 2023:

Kirklees is a district of world-class music that stands proud on its rich and diverse musical heritage. Music is the beat of our heart; it is the sound of our communities and it is the pulse of our towns and villages.

Kirklees is a place where everyone can hear world-class music through our festivals and programming; where children and young people have access to world class musical experiences and education; and where the next generation of musicians and music professionals can build and sustain a high-quality career, with access to the very best industry advice, career opportunities and performance routes.

2023 will be a year where this vision comes to life, where residents are able to enjoy the richness and diversity of music today, inclusive of all genres, all communities and in all forms. Our Year of Music will give opportunity and space to encounter new and traditional music, where you will be invited to be part of a community that lives and loves music.

Kirklees Council has committed to deliver a Year of Music in 2023. This will be a transformational system change programme that strengthens the music ecology of Kirklees from within, including education, health & wellbeing, night-time economy, music tourism, aspiration & skills and inclusion, with a view to supporting tackling poverty, reducing inequalities and inequity and in developing an inclusive economy, built on localism and citizenship.

We understand how music contributes to the social fabric of place and the health and wellbeing of individuals and communities and that music can play a significant role in the recovery from COVID 19, and its subsequent impact to our lives.

The Year of Music 2023 will provide the umbrella under which social activity through music can hang together and reach more of the district than single projects and approaches, tackling agendas such as

mental health and loneliness, as exasperated through COVID 19 and the impact of inequalities on achieving a quality of life for citizens of all ages in Kirklees. It will foster:

- Support to individuals, businesses, improving the wellbeing of residents and our community, enabling the inclusive growth of the economy, through increased productivity.
- Music to take a prominent role within social agendas, connecting with projects such as Community Plus, linking individuals with a local music offer.
- An environment where music is viewed as a vital and valuable contributor to people in all stages of their life, so that the residents of Kirklees achieve better lives lived well.
- Music to help a person-centred approach from opportunities to care, for example drawing on memory connection to create new shared experiences for older people in care settings.
- The future to be one of a mixed inclusive economy, with sustainability, diversity, and innovation as key drivers. The business planning will be built on the combination of commercial and subsidised activity. This is ever more needed with the impact of COVID 19 and social distancing on the music sector, from live music, recording to education and singing in your local choir.
- Each strand of activity to have multiple entry points and methodologies, so we are working towards equitable access and not over reliant on one form of access, exchange, or income generation.
- The Year of Music 2023 to be accessible from the physical to the digital as much as possible, creating spaces to connect, share and experience music within a built environment and online.
- A music industry with an A-Z of careers, with skills and professional development programmes to support the sector to be resilient, sustainable and to develop innovative approaches, making Kirklees a place that understands music as an ecosystem.
- A year of music that at its core is about inclusivity, creating a nurturing environment that creates the conditions for a quality of life for all residents. Which delivers a rich programme full of excellence, quality and passion, providing lifelong memories for all involved.

Year of Music 2023 has identified 5 key strands that will be the focus for delivering activity, these being;

- **Children, young people & families** - increased engagement in and attainment through music for young people
- **Aspiration & Skills** - Growth in employment opportunities for those aspiring for a career in the music industry
- **Industry Development** - Increased and inclusive economic growth, resilience and productivity of music businesses and start-ups
- **Community** - Growth in music-based opportunities created by, and for, residents, their neighbourhoods and communities, supporting active citizenship and localism.
- **Health & Wellbeing** - Improved health and wellbeing for individuals and communities.

The Year of Music 2023 will build on Kirklees existing music infrastructure and eco-system, drawing on the skills and expertise within the sector and community. Providing opportunities to connect and enable

cohesion. Break down barriers to participation, act as a catalyst and engagement tool, and will shine a spotlight on our local music identity.

We will know when we have successfully achieved our vision, when we have created a legacy that will keep the agenda of music moving beyond the 2023 programme. With increased community, infrastructure and capacity to engage and increase citizen led cultural production, improved relationships, and YOM2023 is viewed as ground-breaking in its approach; receiving national and international recognition.

Progress to date

The Year of Music 2023 development process has actioned a range of projects, including:

- **TownSounds** which collated information on the history of music created and performed in Huddersfield
- **Roots to Inspire** a project that placed musicians in local schools and communities, leading to the development of a collaboration tool kit and new composition.
- **Head Shoulders Knees and Toes** a family and children project in partnership with Early Years, look at supporting speech development in young children.
- **Warbling for Wellness** a weekly singing session for council employees
- **Across the Globe** a song writing programme connecting young people in Kirklees, West Yorkshire, with young people in the US via the I'll Fly Away Foundation, the GRAMMYS Museum Mississippi and the Stax Academy.

We have also conducted a number of consultations. These helped to map out the Kirklees music offer, provided base line information and a good sense of the musical environment. More recently, we have held online presentations with the district's choirs, brass bands and community music groups. To inform them how they can get involved, we will be holding a community launch in the near future.

The development process has brought together several partners, who currently invest in the music ecology and infrastructure of Kirklees and whom all have a desire to collaborate and create a truly unique experience. Several steps have been taken to galvanise the music sector and encourage joint working and partnership across sectors and fields, these being;

- The establishment of a Music Partnership Board, who will have strategic oversight and lead the Year of Music 2023 project
- An internal Kirklees Council working group to help facilitate music cross working in the authority has been created and meets regularly
- The establishment of several delivery groups to coalesce like-minded organisations to consider opportunities for programming, business and skills development, joint promotion and to share best practice and tackle issues. There are still areas of work to be developed, such as a Climate Emergency task group. As YOM2023 develops, there will be others established where relevant and appropriate.

The delivery groups are:

- **Classical Music Group** - To assist in ensuring the Year of Music 2023 has a diverse programme of classical music and promotes it to new audiences. Whilst, also providing on an ongoing basis, opportunity for liaison and mutual support for both professional and amateur classical music groups that draw members from across Kirklees.
- **Music Festivals Group** - Bringing together music festival organisations to strengthen partnership working, by sharing experiences, supporting each other, collaborating on festival issues and creating plans that will help the festival sector thrive.
- **Music Venues Group** - looking at best practice, sharing knowledge and expertise, the development of respective spaces and places and supporting making the spaces safe for all communities
- **RepreZent Group** - Artists and community members working to enable and create product that will provide meaningful representation of the diversity within Kirklees.
- **Music Education Hub** - already in existence but has adopted the lead for Year of Music 2023, through the establishment of a specific working group for Children, Young People & Families

SECTION 3: STATEMENT OF REQUIREMENTS

Aim

To share the story of Kirklees Year of Music 2023, its impact and development process, critically examining its activities, characteristics, outputs and outcomes.

Objectives

- To measure how the Kirklees Year of Music 2023 delivered its vision, aims, objectives, plans and goals identifying strengths, limitations and barriers.
- To assess the effectiveness of the Kirklees Year of Music 2023, in its use of communication and marketing, human and financial resources.
- To assess Kirklees Year of Music 2023 ability to engage, support, and enable local creatives, musicians and groups/organisations.
- To assess the Kirklees Year of Music 2023 relationships between the council, key stakeholders, delivery groups, and all those who provided activity.
- To assess the effect of the Kirklees Year of Music 2023 components on creatives, stakeholders, participants and audiences. Its programme, its plans for wellbeing, children, young people and families, aspiration and skills, industry development and community, as well its accessibility and ability to enable Equality, diversity and inclusion.
- To establish a baseline benchmark, collect and analyses data in order to assess the Kirklees Year of Music 2023 audience and economic impact.
- To identify learning outcomes.
- To articulate the journey travelled, assessing the level of transformation and systemic change in the sector, and whether a strong sense of place through music has been established.
- To use imaginative and creative approaches, that will engage a wide range of participants and audiences.

Outcomes

An evaluation report for the Year of Music 2023, that brings together all the learning, impact (community, social and economic) and reach of the initiative, and the identification of 5 key ambitions that will inform the legacy and future planning.

An illustrated and imaginative document that is available in all formats, which is accessible in tone, and captures the essence of the year.

TIMESCALE

The funding for this work begins on 1 April 2021 and ends on the 31 March 2024. We are looking to award the contract to start in September 2021. Interviews in August.

The contract will be completed by 31 March 2024.

PROJECT BUDGET AND PAYMENTS

The fee for this three-year contract is £40,000 and is broken down into three yearly payments of

2021/2022: £10,000	2022/2023: £10,000	2023/2024: £20,000
--------------------	--------------------	--------------------

with instalments on receipt of invoices as agreed in the induction session and on agreement of a proposed working plan. Unless otherwise stated all figures shown in the budget, are exclusive of VAT. If you are VAT registered VAT will be payable provided valid VAT invoices are submitted. Invoices will be paid subject to agreed project milestones being reached

Reporting requirements

- First introduction meeting to discuss and approve the methodology for the evaluation process.
- Quarterly meetings to monitor progress.
- A yearly written report for discussion submitted to one of the yearly meetings as agreed.
- Additional meetings can be arranged as required.
- Final meeting in March 2024 to sign off completed document.

Additional resources

The Creative development team will support the process by assisting in the sourcing of participants, provide access to relevant information and undertake the marketing and launching of the evaluation report.

TO APPLY

Deadline to apply: 5pm on Tuesday 27 July 2021

How to apply: Please submit an Expression of Interest of no more than 2000 words on, how you would approach creating a framework that meets the aims and objectives and explain your approach and methodology. Please also send your CV and two example reports that you have completed. From this, we will shortlist to interview.

For further information: Contact Kath Wynne-Hague kath.wynne-hague@kirklees.gov.uk