

Brief for UK School Games Creative Coordinator “Welcome to the North East”

The UK School Games (UKSG) Cultural Programme

The UKSG event is a domestic multi-sports event competition contested by 1,600 boys and girls aged 16 – 18 from England, Scotland, Ireland and Wales. Gateshead Council, in partnership with the Culture team at NewcastleGateshead Initiative, led a bid on behalf of partners across Tyne and Wear; we were successful and will host the games in 2010. This event will take place in NewcastleGateshead and Sunderland from Thursday 2nd – Saturday 5th September 2010.

In the North East, we often talk of welcomes – the great North East welcome. As part of the UK School Games, in addition to the sporting events we also intend to develop a cultural programme which welcomes participants and visitors to the UK School Games, and also raises local awareness. This cultural programme will run alongside the sporting competition to create a true ‘Cultural Olympiad experience’. The programme will be developed in partnership with cultural agencies and local authority partners across Tyne and Wear. It is also an opportunity to develop a number of creative outdoor projects involving young people which may tie into the region’s plans for London 2012 and other major outdoor celebrations across Gateshead and Newcastle or other parts of the North East such as the 2015 Rugby World Cup and the FIFA World Cup in 2018.

As part of this programme we are keen to develop a programme of cultural activity which could be in the form of:

- Short performances at the beginning of sporting competitions at UKSG venues
- Short performances to welcome visitors and competitors at key entry sites (Airports, Train stations, Metro stations etc)
- Short performances in public locations throughout Gateshead, Newcastle and Sunderland (also possibly on public transport or at public transport hubs) to raise the profile of the event.
- Visual arts activities that decorate, animate and celebrate the cities’ spaces with city dressing and other visual presence

Potential and Existing Links (this list is not exclusive nor is it prescriptive, it merely illustrates the potential opportunities available)

We have already talked to a number of cultural partners across Gateshead and Newcastle; the organisations and projects listed below are keen to get involved in the UK School Games:

Theatre Royal

'Seconds Out' is the title for a portfolio of projects led by Theatre Royal Newcastle that link the worlds of boxing, contemporary dance and the performing arts in the North East. This portfolio, which will be delivered by the Theatre Royal and a range of local, national and international partners is the Theatre's creative response to the challenge of the Cultural Olympiad 2012, though its reach extends beyond the Olympiad to a range of new ventures, many of which will focus on excluded and marginalised young people. In each, boxing, dancing and performing art forms will be interwoven. The projects will begin in 2009 and last for a four-year period ending in the Olympic year of 2012. Participants will be encouraged to think about creative links between the performing arts and sport, particularly the sport of boxing, and thus a cultural gateway will be created through which the worlds of drama, dance, scriptwriting and theatre production can be explored. www.seconds-out.co.uk

Gateshead Arts Team

Gateshead Council Arts Development Team is developing a series of 'Dance Bites' to be devised by regional choreographers, working with local young people. These short dance pieces will each represent a sporting completion taking place during the UKSG. They will be designed to be performed by individuals and as group pieces, with each 'bite' able to be programmed separately or as an element of a larger group performance. The project aims to reflect the games by engaging young people in a creative response to the sports.

Educational cards – Gateshead Arts Team are also developing a series of education packs, related to each sport in the games, and linking the sports to the curriculum. These will be made available to schools in the Spring term 2010, to engage with schoolchildren before the summer holidays (particularly important as the games are held the weekend before schools return after summer holidays).

The above activity is being developed in Gateshead, but can be rolled out across Tyne and Wear.

Newcastle Arts Team

Newcastle City Council Arts Development Team are keen to further develop the Carnival activity commissioned in partnership with NewcastleGateshead Initiative and produced by Walk the Plank, for the 2009 New Year's Eve Winter Carnival celebrations.

Dance City, People's Palace Projects and AfroReggae

Dance City is part of the 'AfroReggae UK Partnership', a partnership between Dance City, People's Palace Projects and AfroReggae, and has committed to a four year programme of activity with members of this International cultural organisation. AfroReggae performed in JUICE in 2008 and as part of the 2009 two week residency. AfroReggae created a newly commissioned piece entitled

'Together Apart' with Dance City based break dance group Bad Taste Cru. Building on this a potential further residency is planned for June 2010 as part of a national tour, the development of this work could potential lead to BTC and local young people presenting work in the context of the UKSG and other outdoor celebratory events.

Great North Run Cultural Programme projects

'True Spirit', a large-scale commission, managed by Beth Bate of the Great North Run Cultural Programme. The project involves a major commission for an internationally-respected artist which will involve a public engagement programme with a regional amateur sports group and will culminate in a publically sited work at the time of the Great North Run 2010. Artists to be approached of the stature and acclaim of Douglas Gordon, Mark Wallinger and Tracey Emin.

Great North Run's 30th anniversary exhibition at the Great North Museum, from July – October 2010, which will include many of the GNR Cultural Programme commissions, as well as memorabilia, artefacts, stories and histories of the event.

Projects awarded support through Generation 2012

Possible connections with the nine confirmed Generation 2012 projects should also be explored. www.generation2012.org.uk

In addition to the sporting competition the following events will also take place:

- Opening Ceremony – Gateshead International Stadium (GIS), Thursday 2nd September (evening event produced by Fast Track, see background information)
- Closing Ceremony - likely to be GIS tbc, Sunday 5th September (late afternoon event produced by Fast Track as above)
- Medal Presentation Ceremonies (all above venues daily, Friday 3rd - Sunday 5th September as above)
- A principal NEEUKSG partner and guest Civic Reception is also planned at Gateshead Civic Centre, on the evening of either Friday 3rd or Saturday 4th September. This event will be hosted by the Mayor of Gateshead.

We would envisage that the coordinator will have input into the ceremonies that Fast Track is leading on, through the programme that the coordinator develops in his/her role.

Role of Creative Coordinator

We are looking to appoint a Creative Coordinator to look at the above opportunities to develop a coherent creative programme of work (building on the existing opportunities above, linking in with wider sector activity and involving local young people as well as professional artists).

The role of the coordinator will be to:

- Build on existing links and identify other potential communities and partners and manage the overall coordination of this programme
- Contribute to the preparation of information which may form part of an application to Arts Council England, and the reporting thereof
- Set out a clear coherent programme of activity which promotes exiting programme planned across the area as well as develop bespoke presentations of a range of work
- Identify artist(s) and groups of young people to engage with
- Identify locations and in collaboration with necessary production support ensure necessary permissions are gained and risk assessments and event safety manuals as appropriate are approved by a Safety Advisory Group
- Liaise with existing Volunteer programmes to maximise support for activities
- Report to the UKSG Cultural Programme Steering Group
- Liaise with the UKSG Legacy Subgroup to ensure relevant links are made
- Liaise with the wider cultural sector in the North East to ensure links are made with their programming plans for the games period
- Work with Marketing and PR colleagues at NewcastleGateshead Initiative and other partners to develop appropriate forms of communication (print, web, social media etc) to promote the project, inform and inspire people to become involved, show examples and help them to think and work creatively in response to the objectives
- Create a timetable of workshops that support people in producing material and offering training in necessary techniques
- Agree timetable/schedule for production and presentation of final performances
- Produce clear budgets
- Identify evaluation process and initiate evaluation

Legacy

We are aiming to develop a framework for the cultural programme for the UK School Games which could be developed into a long term programme of creative welcomes to be developed at a range of future activity:

- At major cultural events 2012, Tall Ships 2014, Rugby World Cup 2015, FIFA World Cup 2018
- Other civic events
- At major conference openings
- In airport arrivals
- At train stations
- ...wherever visitors arrive

These 'Welcomes' should:

- Celebrate the spirit of the city/ town/ region
- Make the visitor(s) feel welcomed
- Be able to be repeated and/or reproduced

The overall mix will reflect the range of cultures indigenous to or settled in the region. Each sub region will be encouraged to develop welcomes which can be used in their area, in place of or alongside the other elements which will work across the region.

The aims of the project are:

- To provide a launch pad for future opportunities in the city
- To create a memorable welcome which showcases the region's strengths and distinctiveness and reinforces its reputation as a destination
- To celebrate the achievements of the region and identify what makes us happy and proud to welcome others in
- To produce memorable and unique sounds and images of the region and its people for dissemination
- To create opportunities for skills development in artists and residents

Fee £12,000 for contract to run from 1st April – 1st October 2010

A programme budget of approximately £100,000 is anticipated to support the development (including the fees for the coordinator and any other staffing), production and delivery of the cultural programme.

Person Specification

The successful candidate will have a proven track record the following:

- Delivery of a range of cultural and or sporting activity
- engaging young people in the development of cultural activity
- Managing budgets of in the region of £100,000.
- Previous experience in producing work of a range of scale in outdoor and indoor locations
- Evidence of having worked on a single project with multiple stakeholders

Applications

Closing date: Wednesday 3rd March at 5pm

Interview date: Monday 8th March – please keep this day free for interview

Applicants must be available to start on 1st April 2010 and should submit:

- CV outlining previous experience
- A brief outline (maximum one side of A4) of how they would approach the role, with examples of relevant previous work undertaken

Submissions should be made via email to: eleanor.forsyth@ngi.org.uk by 5pm on Wednesday 3rd March. Applications received after this deadline will not be considered.

Management

The project will be managed by the Culture team at NewcastleGateshead Initiative working closely with regional colleagues. The Creative Coordinator will report to Carol Bell, Head of Culture and Major Events at NewcastleGateshead Initiative, and the Cultural Programming Subgroup, which convenes monthly.

For further information please contact Carol Bell on 0191 243 8816 (until 28th February) or 0191 440 5746 (from 1st March) or carol.bell@ngi.org.uk

Appendix 1:

Background to the UK School Games

The UKSG event is a new domestic multi-sports event competition contested by 1,600 elite athletes aged 16-18 from England, Scotland, Ireland and Wales. Gateshead Council, in partnership with the culture team at NewcastleGateshead Initiative, led a successful bid to host the games in 2010 on behalf of partners across the North East region.

The Youth Sport Trust on behalf of DCMS created the event in 2006 to enable young talented sports performers within the UK, a chance to compete within a 'Big Games' multi sports event, hopefully inspiring them to compete in the London 2012 Olympics and Paralympics Games in 2012 or the 2014 Commonwealth Games in Glasgow.

The main objective of UK Schools Games will be to create an inspirational and motivational setting which will encourage more young people to take part in sport. Responsibility for the development and organisation of the UK School Games lies with the Youth Sport Trust (YST) www.youthsporttrust.org. YST have contracted Fast Track www.fasttrackagency.com to deliver the event up to 2011 in the following locations:

- 2010: North East (NewcastleGateshead, Sunderland)
- 2011: Sheffield

The National Governing Bodies of the UKSG sports require their sports competitions to take place only within elite sporting venues and facilities', to ensure that the competitors can experience the 'Big Games' feel of an Olympic or

Commonwealth Games.

Both the Olympic and Paralympics sports programmes are expected to have annual growth with new sports being added year on year. In addition we are looking to develop specific “bespoke activity” in 2010 such as a “Young Peoples” welcome programme, the format of which can be used at other large scale events across the North East and nationally that will lead up to London 2012 and have a legacy beyond this. We will work with other established organisations, such as CCE (Creativity Culture and Education) to ensure that aspects have a legacy and life beyond the UKSG.

The Event will take place from the 2nd to the 5th of September 2010 at venues across Tyne and Wear:

- Athletics - Gateshead International Stadium - Arena
- Badminton - Gateshead International Stadium - Main Sports Hall
- Judo - Gateshead International Stadium - new Indoor Training Hall
- Gymnastics - Gateshead Leisure Centre
- Swimming - Sunderland Aquatic Centre
- Fencing - Sunderland Tennis Centre
- Table Tennis - Sunderland Tennis Centre
- Volleyball - Northumbria University (Coach Lane site, Benton)
- Hockey - Newcastle University (Coach Lane site, Benton)
- Cycling - Leazes Park for Criterion - (Time Trial & Road Race venue to be agreed)

Paralympics Sports:

- Athletics
- Swimming
- Wheelchair Table Tennis

North East Specific UKSG Objectives:

- To recruit, train and deploy a young people volunteer resource for the UKSG and events in the lead up to London 2012 Olympic and Glasgow 2014 Commonwealth Games
- To utilise the 2010 UKG event as a means by which the North East as a region can showcase our reputation for providing a warm and friendly ‘Welcome to Visitors’ in particular through a bespoke welcome programme delivered by young people from the region.

- To attract visitors from outside the North East to come and see the games and take part in other events / activities that the region has to offer at that time.
- To demonstrate to visitors and NGB clients the range of sporting and cultural venues that is available in the North East region.
- To showcase the strength of the cultural and sporting partnerships within the North East region through our active engagement in the opening and closing ceremonies.
- To enhance the socio economic impact of hosting the 2010 UKSG by providing an economic boost to our local economy through visitors stay and engagement of local business and sports development programmes.
- The UKSG will provide an opportunity to demonstrate and showcase the North East region's 'Statement of Intent' to bid for, and successfully host, future major sporting and cultural events.
- To enhance the North East region's relationship with as many National Governing Bodies of Sport (NGB's) and have a clear strategic set of relationships, in an attempt to encourage them to bring more sports events to the region in future.
- To provide a stimulus for North East based talented young athletes to strive to improve their personal performance towards regional and national representation at major sporting events such as the Olympics and Commonwealth Games.
- To utilise the UKSG event as a means to provide a nationwide promotional profile for the North East region.
- To build up a rapport with both able bodied NGB's and particularly to establish a rapport with the various disabled governing bodies of sports such as English Federation of Disabled Sport (EFDS) Disability Sport England (DSE) towards enhancing the number of events being held in the North East for all forms of disabled sports performers, for Learning, Sensory, or Physical Disabilities.

Appendix 2:

North East UK School Games (NEUKSG) Thursday 2nd – Sunday 5th September 2010

Organisational Structure

