

Contract Brief:

Arts Participation & Engagement Manager

Deadline: 9am, Monday 26th November 2018

Contracted by: Edinburgh & Lothians Health Foundation, NHS Lothian
Reporting to: Arts Manager, Edinburgh & Lothians Health Foundation
Timescale: 24 month freelance contract with option to extend by 12 months.
Based: Waverley Gate, Edinburgh EH1 and NHS Lothian sites across Edinburgh and the Lothians, with some home working as suits.

Introduction

Edinburgh & Lothian Health Foundation (ELHF) Trustees wish to appoint an arts manager to work closely with the ELHF Arts Manager to support the Foundation in developing the participatory, live arts and engagement activity as part of the wider ELHF Arts in Health and Wellbeing Strategy. The contracted arts manager will develop, manage and support provision across NHS Lothian sites and develop engagement from staff, patients and visitors in the wider ELHF arts programme.

NHS Lothian (NHSL)

NHS Lothian provides a comprehensive range of primary, community-based and acute hospital services for the second largest residential population in Scotland - circa 800,000 people. It is one of the fourteen regions of NHS Scotland and provides healthcare services in the City of Edinburgh, East Lothian, Mid Lothian and West Lothian areas. It employs approximately 24,000 staff at a number of locations including 21 hospitals, including 4 major teaching hospitals. www.nhslothian.scot.nhs.uk

Edinburgh & Lothians Health Foundation (ELHF)

ELHF's emerging vision is of healthier, longer lives for the people of Lothian.

Its mission is to invest in the promotion of better health and wellbeing across Edinburgh and the Lothians. Working in strategic partnership with NHS Lothian, our primary beneficiary, and with others who share our vision and values, we make a difference to people's health and wellbeing on a local, regional and national level. ELHF is a corporate trustee of NHS Lothian and is a registered charity. www.elhf.co.uk

ELHF agreed an *Arts in Health and Wellbeing Strategy* in 2015, which aims:

- To improve and support the health and wellbeing of staff, patients and visitors through the well-managed provision of high quality arts and creativity in the healthcare environment and patient experience.
- To conserve the artistic assets of NHS Lothian.
- To foster a culture in which the benefits of the arts and the skills of the artist are valued across the service.

Over the period 2015-2020 the ELHF arts programme is focussing on achieving the following goals:

1. To develop a well-managed, high quality art collection, art provision service and gallery programme.
2. To support and develop a thriving, innovative participatory and live arts programme delivered by and in partnership with specialist arts organisations.
3. To improve emotional and physical environments through a programme of high-quality art and design commissions and projects.
4. To develop a culture of valuing the benefits the arts can bring to health and wellbeing across NHS Lothian.
5. To enable a sustainable programme of staffing and funding to manage and deliver this programme.

Brief

ELHF is seeking to contract an individual with knowledge of engagement and participation, ideally with expertise in the live and performing arts. Building on existing activity, the manager will develop and support the programme through partnerships with NHS staff, existing activity providers and local cultural organisations to help fulfil the ELHF arts strategy, benefitting patients across NHS Lothian.

The primary outcomes of the contract are envisaged as:

- A well-supported and effective programme of workshops, residencies and performances in public and patient areas, benefitting NHS staff, patients and visitors, particularly in long stay units.
- Building on existing activity (primarily delivered by *Artlink Edinburgh & the Lothians* and *Music and Hospital and Care*), a developed programme, increasing and diversifying activity with pilot work.
- Selected participatory projects, engaging staff and patients in the ELHF arts programme.
- A small scale but engaging marketing programme, developing a sense of ownership for and engagement with the arts programme in NHS staff, patients and visitors.
- Development of evaluation methods and possible research opportunities.
- Collaborative working relationships developed with NHS Lothian key staff (e.g. Charge Nurses in long stay units) and support for any key onsite logistical challenges.
- Newly initiated relationships with - and support for - artists, arts organisations and funders.

An agreed work-plan will include but may not necessarily be limited to the following tasks:

- A brief review of current activity (NB an in-depth mapping exercise took place in 2016/17) and assessment of gaps in the programme and opportunities for activity with new and existing partners.
- Development of relationships with a community of practitioners, funding bodies, the media, artists, researchers and key partner organisations, in the context of the ELHF arts programme.
- Development and delivery of fundraising, in the context of wider ELHF activity. Liaising with external partners and stakeholders to develop partnerships and to diversify funding sources.
- Ongoing development of Arts and Health evaluation methods and research opportunities.
- Co-delivery of branding development and internal & external communications around the ELHF arts programme (documentation, web, social media, NHS communications channels).
- Contribution to the development of the ELHF arts programme and operations, where appropriate.
- Liaison with NHS, ELHF and contracted arts colleagues on current delivery of arts programmes (ELHF Collection Managers, Gallery Managers, Hospital Redevelopment Arts Project Managers, Artlink, Music in Hospitals and Care), ELHF Grants and NHS Arts Therapies.
- Recommendations for programme going forward, including arts strategy allocation and fundraising opportunities for new participatory and live arts activity.

Experience

In order to fulfil this brief we anticipate the successful manager will have:

Key Skills

- Experience of developing varied participatory/ live arts activity.
- Interest in participatory arts practice/ offsite arts events/ community based art events management.
- Support for the aims of ELHF and the *Arts in Health and Wellbeing Strategy*.
- Knowledge of Scottish and UK arts, in particular the participatory arts field.
- Awareness of and sensitivity to the needs of staff, service providers and users in healthcare environments.
- Good marketing skills.
- Ability to initiate and manage work-plan independently, with team working and networking skills.
- Excellent written/ verbal communication skills and excellent interpersonal/ empathetic skills.
- Excellent organisational skills.
- Good budget management skills.

Desirable Skills

- Undergraduate degree in the arts, with expertise in at least one area of performance/ live arts.
- Knowledge of and experience in the arts and health field.
- Experience of strategic thinking in the context of a wider arts programme.
- Knowledge of arts project evaluation.
- Understanding of the professional arts / arts & health infrastructure.
- Good collaborative skills, with ability to engage with a range of arts and non-arts partners and balance needs of various parties.
- Good design, web and social media skills.
- Fundraising experience.

Support provided by ELHF

- An annual operational programme budget of £15,000 (excluding the budget for management fees), with access to additional budgets for marketing engagement, etc.
- Collaboration with ELHF Arts Manager on selected parts of the programme, in particular marketing-engagement activity.
- Regular project liaison with ELHF Arts Manager and other arts programme partners.
- The individual will be comfortable managing their work-plan independently, but will be supported by the ELHF Arts Manager for regular reviews and will report to the ELHF Arts Advisory Group quarterly.
- Access to and an induction of NHS Lothian sites and key staff/ partners.
- Use of NHS Lothian offices and meeting rooms.
- Support from ELHF finance colleagues.

Application Submission

To apply, please email the following documents by 9am Monday 26th November 2018 to elaine.blaney@nhslothian.scot.nhs.uk. (Please note there is a 13MB limit to emails).

A maximum of eight A4 pages detailing:

- Current CV including relevant work experience, projects, clients and qualifications.
- A statement detailing how you meet the Key and Desirable Skills detailed in the brief, and any additional skills which you would bring to the project.
- A proposed approach you would take to deliver this work, including core tasks that you expect to undertake.
- Availability: number of days available and available start date. (The contractor will ideally deliver 4-5 days/ week for a number of weeks per year, mostly M-F, with some possible out of hours working).
- A proposed daily fee rate. This must include all VAT and associated expenses. Please also note whether you are VAT registered.
- Contact details of two references from a similar project (please detail whether these can be contacted after interview without prior briefing).

The following criteria used to assess the proposals:

CVs & statement detailing relevant experience (50%)

Proposed of approach to the contract (20%)

Value for money (20%)

Communication skills (10%)

During shortlisting the 3-4 highest scored applicants will be invited to attend interview to present.

Submission Timetable

- Deadline for applicants: 9am Monday 26th November 2018
- Shortlisted applicants will be contacted and invited to interview by Friday 30th November 2018.
- Interviews will be held on Tuesday 11th December, unless otherwise requested in Edinburgh, EH1.
- Work ideally to commence January 2019.

Disclaimer

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Please note: my standard working week is Monday – Wednesday.