



**WE COULD BE
(EVERYDAY)
HEROES**



**WE ARE
HERE**

WE ARE HERE
CREATIVE PEOPLE AND PLACES WEST CUMBRIA
CALL FOR PROPOSALS

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We could be (everyday) Heroes (Working title)

West Cumbria Creative People and Places is seeking expression of interest from artists, arts and community organisations, digital agencies or suitable consortia comprising any or all of the above to devise and deliver a high-profile, mass-engagement project aimed at engaging communities across the West Cumbrian Coast. We are particularly interested in applicants based (or predominantly based) in Cumbria.

This impactful campaign intends to highlight and celebrate everyday acts of kindness, the kind of things that may go unnoticed. Selfless acts that may pass with a simple thank you then disappear from memory. This campaign will ask the recipient of a kind act to hold onto that memory long enough to let us know and we will do the rest.

These acts could be as simple as someone running down the street to hand back a toy fallen from a pram, your mum lending you a tenner or a stranger holding a door open. They could also be deeply profound acts of personal sacrifice. We are interested in celebrating the very best of humanity, something which starts with being kind to each other.

The working title is a nod to the 55th anniversary of David Bowie performing at Whitehaven's Rosehill Theatre, but we're not precious and all for better ideas.

What will it be?

The activity commissioned will be under three main areas:

- **Engage**
- **Digital**
- **Physical**



Engage

This will be a high-profile campaign that is granular (and inspiring) enough to actively engage individuals in every ward across West Cumbria from Maryport to Millom. The only way this project will work is if people are emotionally invested on an individual level. This is entirely user generated and must be as simple as possible to contribute to. We want this campaign to be high quality, accessible and inspirational, celebrating the very best of the people who live here.

This is a West Cumbria-wide love letter to itself from itself.

Respondents to this call must show how they plan to engage a wide range of individuals and communities; how will you enthuse people to share their stories of everyday acts of kindness? We want to flood the map with goodwill.

Digital

At the heart of the project will be a user generated online map of West Cumbria, a place that geo-locates the spots where kind acts have taken place. We expect this interactive site to be developed integrating existing platforms such as google, but to be tailored for anyone to submit a picture, text or voice note detailing the act of kindness.

We will develop this platform over the long-term and continually build onto it throughout the lifetime of the CPP. Creating new traditions, centring the importance of human connections in everything we do and providing inspiration for future work.

Physical

A number of selected acts of kindness will be recipient of a blue plaque (or similar). This will be a living, constantly evolving, emotional map of West Cumbria, drawing on personal and social history and a true expression of the very best of this place.. The unveiling of which should be marked by some form of ceremony and a picture of the installation added to the digital map for posterity.



Next steps

This brief is intended to be treated as a framework for applicants to respond to and shape how they see fit. At its core is the desire to celebrate the small and often unnoticed in a public way and the successful proposal will be required to work closely with the CPP to deliver something impactful, popular and celebratory.

The programme will remain under constant review, this is viewed as a pilot project and as such may be subject to extension.

Timeline:

- **Call published: 17/04/23**
- **Deadline for questions / clarifications: 28/04/23**
- **Questions / clarifications published: 02/05/23**
- **Proposals submitted : 08/05/23 by 12pm**

Scope:

We want this process to be as simple as possible and happy to discuss any questions you may have.

For full transparency we will collate relevant questions and answers in order to publish them via our social channels on 02/05/23.

The nature of this project will be collaborative, and you will be expected to work in close partnership with the Co-Directors of the CPP.

We are looking for three key areas and proposals will be scored according:

Creative & communications 45%

No more than 800 words responding to the brief above. Including:

- How will you engage the communities of West Cumbria in this project ?
- Your concept for a ceremony and installation of temporary plaques

Digital and communications:

- What is your preferred platform for creation and hosting of the kindness map?

Separately we would like you to submit

Team 30%

Names, bios and links to proposed team

Budget 25%

We have suggested a maximum budget of £30,000 (Gross including VAT) for this initial phase of the project. This will be for at least six months live activity. At a minimum this must include breakdown of

- Fees
- Production Costs
- Marketing and communications (including digital)

Timeline (not scored)

A suggested timeline for development and delivery of activity (to be completed within 2023)

Although it is intended that this project will form a central part of the CPP communications strategy and as such will have numerous cross over with the core programme, we would like you to budget and plan as though it were a stand-alone commission.

Successful applicants will need insurances (including public liability) and relevant policies in place. Group application will require a nominated and constituted organisation who will be contracted on their behalf.

If you require this document in any other format please do email us and we will endeavour to provide the content in the most accessible way for you.



Please send the above to: kieransheehan@cumbriaaction.org.uk & samhunt@cumbriaaction.org.uk

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