



TYNE & WEAR
archives &
museums



*Creative
Classrooms*
Professional development hub for schools

Tyne & Wear Archives & Museums: Regional Cultural Learning Creative Classrooms Communications Freelancer - Call-out Brief

Creative Classrooms: Professional development hub for teachers

Background

Tyne & Wear Archives & Museums (TWAM) is a regional museum, art gallery and archives service. We manage nine museums and galleries across Tyneside and the Archives for Tyne and Wear. We are supported by the four local authorities in Tyneside and Newcastle University. TWAM is also a National Portfolio Organisation funded by Arts Council England.

We hold collections of international importance in archives, art, science and technology, archaeology, military and social history, fashion and natural sciences.

We deliver a number of regional programmes including the Regional Cultural Learning programme, which aims to continue the legacy of the Culture Bridge North East programme by linking the cultural and education sectors together to ensure that children and young people benefit from access to excellent cultural learning opportunities.

Culture Bridge North East launched Creative Classrooms in September 2019. It was an online Hub for CPD and resources for teachers. TWAM are now continuing to host and redevelop this successful and well used resource for the region's teachers.

2. Objectives of this consultancy

We are seeking to appoint a freelance communications freelancer or company to work with us from October 2023 to April 2024.

The work will entail

- Editing of 5 online training sessions (Zoom)
- storyboarding/production/editing of 8 reels.

CreatED: Museums and Galleries

An online training series for primary school teachers

- CreatED: Science
- CreatED: Art
- CreatED: History

Workshops will also be recorded and edited for the TWAM Creative Classrooms Professional Development Hub for teachers.

There will be 5 x 2-hour sessions focusing on collections from TWAM venues.

Sessions will include takeaway digital resources which will also then be available on the Compendium resource bank on the Creative Classrooms Hub.

Alongside this there will be 8 'reel' type mini videos made about each site, with the view of giving confidence to early career teachers (ECTs) to make their first self-led visits to our venues. They will be filmed by ECT or ITT students making a visit to each venue and will be short, snappy, fun, rough, ready and informative videos about how teachers can lead a successful visit with their class.

[3. Deadline for submission of proposals](#)

17:00 on Friday 15 September 2023

[4. Criteria](#)

We are looking for the following knowledge experience and skill set

- Quality editing skills
- Quality film making skills/storyboarding skills
- Experience of working with teachers and school pupils
- Experience of working within the cultural sector

Administrative and communication support are available to the communication freelancer from the TWAM Regional Cultural Learning and Communications teams

Timescale

- Proposals must be received by 17:00 on Friday 15 September 2023
- Successful applicant will start contract on the 1 October 2023
- Development of mini videos October 2023 – February 2024 (Launch end March)
- Live session edits March 2024 (Launch end April 2024)

5. Procurement

The deadline for submission of proposals is **17:00 on Friday 15 September 2023**.

Quotation assessment

There is a fixed price (inclusive of VAT) for this work, including all time, travel, subsistence and other costs.

Budget

£5,000

Proposals

Based upon the information we have provided and the outputs we have stipulated in this brief, explain how you would propose to undertake this commission and outline the programme for delivery. Please provide details of how you propose to deliver this work, including:

- How the commission will be delivered.
- How you will communicate and collaborate with TWAM's Regional Cultural Learning Team
- Your experience of work relevant to this commission.

Please submit your proposal, on no more than 2 sides of A4, by email to: charlotte.dack@twmuseums.org.uk. Proposals must be received by **17:00 on Friday 15 September 2023**

6. Contact

If you have any questions or would like an informal discussion about this work, please contact: charlotte.dack@twmuseums.org.uk to arrange a call.