

### CONTRACT PACK – CITIZEN ENGAGEMENT MANAGER

**Lancashire 2025 is a creative regeneration organisation, engaging the people of Lancashire in a bold new vision for commerce, culture and creative communities. Forging new ideas, and cross sector partnerships with local, national and international organisations to deliver the most ambitious and inclusive cultural programme ever seen across the county.**

Lancashire is bidding to become UK City of Culture in 2025.

Bringing Lancashire together to form one 'virtual' city', the programme will combine Imagined Architecture, Digital Transformation and Cultural Commissioning.

Lancashire 2025 will be one hundred Urban, Coastal, Rural, multi-scale and ambitious creative projects that will showcase the County's ambition and grit to the UK. Bringing people together, the programme will represent the full scope of our creative cultures by combining Culture, Commerce and Creative Communities. Creative projects will be delivered by our most progressive leaders and pioneering creatives, under-represented voices and fresh talent.

Lancashire 2025's bid is driven by a strategic partnership between Lancashire County Council, Lancashire Enterprise Partnership and UCLAN. Delivered in partnership with Blackburn and Darwen District Council, Blackpool District Council, Lancaster City Council and Preston City Council. In association with all our local authorities. Supported by Marketing Lancashire and Digital Lancashire.

#### RECRUITMENT

We are recruiting a number of positions to join our team through a range of Fixed Term Employment Contracts and Freelance Project Contracts.

These roles will play a key part in our exciting plans and may have scope for future continuation and development, subject to shortlisting and/or winning the bid and further funding.

This contract pack outlines information about Lancashire 2025, our plans and specifically the role of Citizen Engagement Manager and type of person we are looking for.

#### CITIZEN ENGAGEMENT MANAGER – HOW TO APPLY

Please read the contents of this contract pack fully, paying close attention to the Role Responsibility, Experience, and Person Specification. We suggest you also visit and make yourself familiar with [www.lancashire2025.com](http://www.lancashire2025.com) to get a wider insight into our history, current work and future plans.

**To apply please send an up to date copy of your CV, with a covering letter (covering letter strictly no more than 2 sides of A4) outlining why you think you are suitable for the role to:**

**[recruitment@lancashire2025.com](mailto:recruitment@lancashire2025.com)**

**The deadline for applications is 2pm on Friday 30<sup>th</sup> October 2020.**

**Interviews will take place week commencing 16<sup>th</sup> November 2020. Our preference is that interviews take place in person (in Preston) but this will be covid19 dependent and online interviews are a possibility.**

## **OUR PURPOSE**

Lancashire 2025 exists to enhance the wellbeing of all people of the county and future generations, regardless of location, through a unique arts and culture eco-system.

## **OUR MISSION**

Lancashire 2025 aims to produce an ambitious and inclusive cultural programme at county scale that can be woven together to integrate the urban, the coast and the countryside.

## **LANCASHIRE 2025 LTD**

A new company, Lancashire 2025 Ltd, has been established to deliver the bid, overseen by an independent chair and board. Debbi Lander is the Bid Director for Lancashire 2025.

## **THE TEAM**

Tony Attard OBE – Chair.

Ben Blackman – Chief Operating Officer.

Andrew Caley Chetty – Technology Consultant.

Debbi Lander – Bid Director.

Mark Rawstron – Company Director.

Jenny Rutter – Company Director.

Mykey Young – Special Projects Producer.

## **ABOUT UK CITY OF CULTURE**

The UK City of Culture title has had a transformational impact on previous host cities, securing millions of pounds of investment and acting as a catalyst for creative place-making and culture-led regeneration. Lancashire joins a number of cities and areas competing for the title, with Bradford, Medway, Gloucester and Southampton already having announced their intentions to bid.

Lancashire is a network of urban centres surrounded by areas of countryside, swathes of coastline and extensive rural hinterland (covering an area of 3,075 Km<sup>2</sup> which is twice the size of Greater London) and an area of considerable geographic, demographic and political diversity.

Where once the pioneering spirit of its people brought cotton and textiles to the world, they now attract international renown for their research into emerging technologies and social futures.

New infrastructure projects such as Eden Project North, Linear Park, the Re-imagining of The Harris and The Making Rooms are a real cultural boost to the area. Programmes of activity that connect the county's strengths in research, advanced manufacturing, science, technology and engineering with its growing creative strengths include National Festival of Making and British Textile Biennial. And Super Slow way and Left Coast are the Creative People and Places Programmes for Lancashire for, by and with local communities.

## **HOW OUR STORY BEGAN**

The Lancashire 2025 journey began with the Lancashire Enterprise Partnership commissioning the development of a Cultural Strategy for the county, one which quickly identified the potential for economic growth and regeneration that initiatives such as UK City of Culture can bring.

Scoping work was undertaken by Andrew Dixon who worked on the bids for title holders, Hull 2017 and Coventry 2021 to assess the potential for Lancashire to bid, including extensive consultation with the cultural sector.

## **TONY ATTARD OBE - CHAIR**

*“From the very beginning we were focussed on constructing a bid that would include the whole of Lancashire, not focus on just one urban centre and then try to spread the impact out into the rest of the county. Lancashire is 80% rural, with 137 miles of coastline, assets that add immense value to our cultural landscape and that we want to emphasise, not underplay. We also have significant urban centres, all of which have their own distinct identities, none of which dominate in scale and again, each one with assets that will add weight to our bid.”*

## **DEBBI LANDER – BID DIRECTOR**

*“Our bid proposition takes a holistic design approach to culture led regeneration in a county of different and diverse cultures. The county is positioning itself as a virtual city with a bold new vision for culture, commerce and creative communities. Lancashire 2025 is an invitation to imagine and construct a new kind of city in cultural and technological contexts. Future cities and its cultural dimensions are not constrained by historic or geographic definitions of place. Creative use of new technologies and digital connectivity has enabled the creation of new places or spaces more so than urban centres. Lancashire 2025 will create a Virtual City for the 21st Century.”*

## **BID TIMETABLE**

**28 Feb 2021** – Bid registration.

**28 April 2021** – Outline bid deadline.

**May/June 2021** – Shortlisted bid interviews.

**29 Sept 2021** – Full application deadline.

**October 2021** – DCMS visits to shortlisted bids.

**Early Dec 2021** – Announcement of winner.

*Subject to confirmation*

### ROLE INTRODUCTION

Lancashire 2025 is a vision for UK City of Culture. We are excited to have the opportunity to develop and submit a county scale bid at the nexus of urban, coastal and rural. A bid of unprecedented scope and scale, our vision of Lancashire is one place, re-imagined as the Virtual City. This futuristic design concept is used to bring the whole of Lancashire together, connecting our diversity, addressing and celebrating geographic and cultural difference.

Bidding for UK City of Culture is more than an application, it is activation of people, ideas, excitement, telling a story and communicating a vision - as well as bringing in the partners, resources and media attention that will strengthen the bid and chances of winning the title. With six months to go until the initial bid deadline, Lancashire 2025 is expanding its team, looking for motivated, self-starters who can hit the ground running, think for themselves, add value and impact to the work achieved to date, and, ultimately, help the executive get the show on the road.

As Lancashire 2025 moves into the bid activation stage, we are looking to build and cultivate an active and empowered creative community to drive culture led regeneration throughout Lancashire for wellbeing of all people and future generations, generate learning experiences and create a diverse community. Bringing citizen engagement experience into the team will drive innovative forms of engagement, cultural participation and neighbourhood planning.

**To support successful bidding, Lancashire 2025 is looking to hire a Citizen Engagement Manager on a 7-month contract, for a fixed fee to activate, motivate and enable local people, groups and communities to join the Lancashire 2025 journey, back the bid and take part in shaping the community outcomes.**

### CITIZEN ENGAGEMENT MANAGER

**Contract:** Freelance Contract

**Duration:** December 2020 – June 2021

**Fee:** £17,500 (inclusive of VAT, reasonable expenses for travel and costs will be reimbursed)

**Responsible To:** Chief Operating Officer

This role requires a commitment of an average of 3 days per week for 7 months. It is an expectation that the role will work regularly from our office at UCLAN, Preston (in line with Covid19 safety and policy). Aligned with the momentum of the bid campaign, this role requires flexible working regarding hours, weekdays and weekends.

### ROLE RESPONSIBILITY

#### Reach Citizens

1. Connect culture, commerce and creative communities across Lancashire to Lancashire 2025, leveraging and maximising the impact of our bid campaign.
2. Identify online communities that already exist across Lancashire and define the ways and means to migrate them to our digital map, recruiting more and more bid supporters as we move towards the deadline of the initial bid, including setting targets.
3. Reach citizens, manage their ideas efficiently, and make decisions based on real-time data, using our citizen engagement platform, a digital map to connect community, engage them in the decision-making process and gain trust.
4. Work with the Programme Manager to develop Lancashire 2025's Volunteering Programme delivering innovation in design and engagement with a cross platform concept.

5. Support the Lancashire 2025 team to diversify and deliver local participation in events and showcases, Develop, manage and present Lancashire 2025's Cultural Conversations / Q&As.

### **Deliver Partnerships for Engagement**

6. Develop relationships with local organisations to drive engagement and reach local people, groups and communities, leveraging existing relationships for Children & Young People, BAME, NEET communities and Rural settlements, at all levels of Lancashire 2025 work.
7. Engage, manage and decide through developing a whole engagement tool-box covering Consultation (Surveys and Polling); Co-creation (Ideas, Reactions, Votes); Communication (Invitation and Socials); and Information (Interactive Media, Timeline and Projects).
8. Develop effective relationships with local government, supporting them to connect their communities to the Lancashire 2025 to amplify our impact.

### **Bid Operations**

9. Lead on planning the Public Engagement Strategy for the Lancashire 2025 bid application, covering Audience Development and Citizen Engagement plans, demonstrating innovation and bringing in expertise as and where required.
10. Align Lancashire 2025 to the neighbourhood planning system, with local government to co-define how their communities can work together to develop a shared cultural vision for four Imagined neighbourhoods, helping us to plan for the types of culture development which meet community needs and identify locations.
11. Start-up designated Neighbourhood Forums for the four new neighbourhoods, with delegated management processes, helping to engage local people, groups and communities.
12. Develop systems for Ideas Management (status and feedback) and Segmentation (Groups and Communities), helping to define and develop communities of interest for culture.
13. Act as the champion and force behind ensuring Diversity & Inclusion are at the forefront in everything Lancashire 2025 plans, develops, delivers.

## **EXPERIENCE**

You should be a 'people person' with great customer service skills and the ability to moderate online and offline conversations with our community. Ultimately, you should be able to act as the face and voice of our brand and manage all community communications.

## **KEY SKILLS**

In order to advocate for and preserve Lancashire 2025's brand, you must have incredibly strong soft skills. Above all, empathy, good listening skills, and adaptability are crucial to promoting favourable impressions of Lancashire 2025. This role requires respect for diversity and difference, whilst also having the courage and capability to transcend boundaries, addressing the challenges of diversity, localism, adversarial culture and cultural fragmentation.

## **PERSON SPECIFICATION**

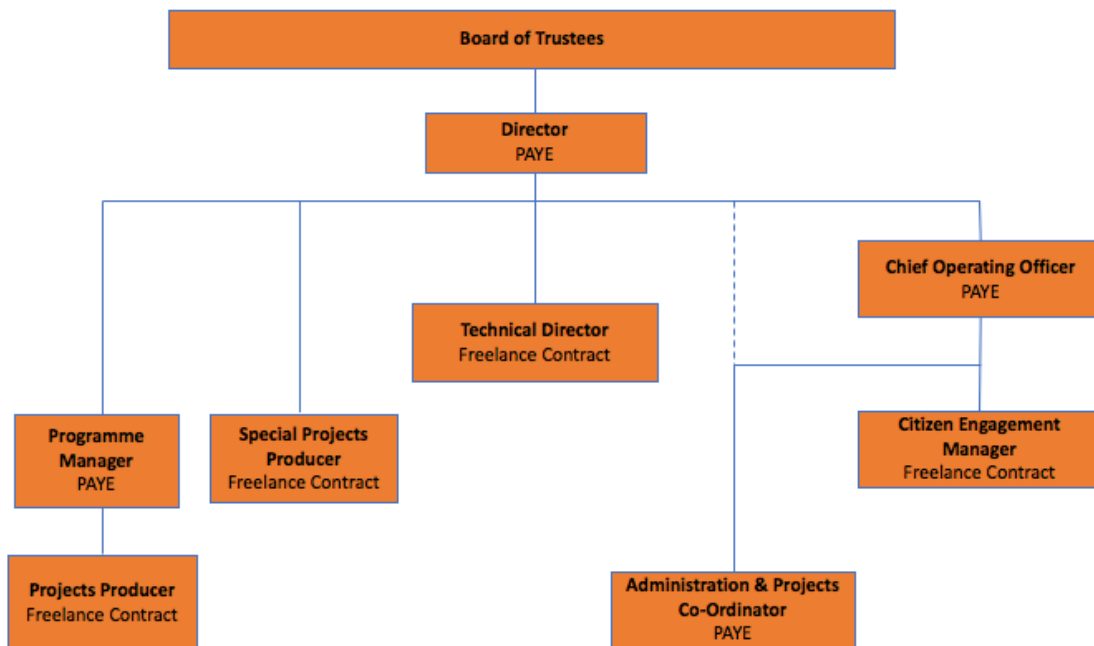
- Experience of Public Engagement at county scale in local and regional organisations.
- Experience planning and managing engagement strategies and plans including consultation.
- Experience engaging and working with local authorities.
- Experience engaging and working with cultural organisations, VCFS.
- Experience working with urban, coastal and rural minorities, including hard-to-reach communities, Children & Young People, BAME, NEET.
- Excellent people skills, relationship building and negotiation skills.
- Ability to work with key stakeholders, professionals and community members at all levels.
- Experience of working with digital public engagement and social media communities

- Experience engaging and working with social engaged artistic practice
- Knowledge of regional cultural networks.

## **BEHAVIOURS**

- Creativity.
- Complex Problem Solving.
- Critical Thinking.
- Co-ordinating with Others.
- People management.
- Emotional Intelligence.
- Judgement & Decision Making.
- Service Orientation.
- Negotiation.
- Cognitive Flexibility.

## ORGANISATION STRUCTURE



### FIND OUT MORE

For a wealth of information regarding Lancashire 2025, our vision and programme development, latest news and more visit: [www.lancashire2025.com](http://www.lancashire2025.com)

### APPLY

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