



Creative brief: Untold Stories

1. About the Opportunity

The Untold Stories project team are seeking to commission a local creative experienced in co-creating engaging collaborative artworks with communities using film-based techniques. The project aims to explore and document untold stories and hidden knowledge that exist within our local communities, creating space for community voices to share their knowledge and pose questions that require community-led approaches to research. We actively encourage proposals from creatives from marginalised and underrepresented communities.

The Untold Stories project team is made up of representatives from Cambridge University Public Engagement dept, Abbey People, Cambridge Ethnic Community Forum, Cambridge Community Arts, Romsey Mill, and is supported by the Museum of Cambridge and external consultant Elma Glasgow.

2. Key Dates

The table below sets out the indicative timetable for the process. The University reserves the right to amend the timetable and will inform the Bidders of any changes.

Stage in Process	Expected Date
Questions about the Competitive Proposal: Bidders may raise queries about the Competitive Proposal via e-mail to: beth.elliott@admin.cam.ac.uk	We welcome queries at any stage up to: 17:00 on 24.05.24
Proposal return date: Proposals should be returned via email to: beth.elliott@admin.cam.ac.uk	17:00 on 29.05.24
Award of contract: This is the anticipated date and may change.	07.06.24
Contract Start Date This is the anticipated date and may change.	17.06.24

3. Scope

The creative commission will use film-based techniques to enable each community group represented in the project partnership to create a piece of community-led creative research exploring issues that impact them, drawing on the knowledge and lived experience held within their communities. The films may result in individual shorts unique to each organisation, or bring each organisation's contribution together as a collaborative film. The topics for enquiry will be defined by, and unique to, each group. We welcome quotations for the creative brief that draw on a range of film-based techniques and creative research approaches. The creative commission will have a collaborative community-focused approach enabling each of the groups to visually explore and capture their ideas and narratives authentically whilst keeping a degree of creative continuity across the creative outputs.

The project aims to:

- Centre the expertise and knowledge of communities often excluded or unheard within research
- Create a space and dedicate resources for communities to explore areas of interest and development they would not otherwise have the time or resources for
- Build relationships between the University and local community groups
- Improve academic understanding and value of lived experience and knowledge existing within local communities
- Establish a culture of listening and respect to inform how the University engages with and supports communities in future
- Create dialogue around who gets to share their knowledge and tell their stories, who listens, and how knowledge beyond the academic realm is valued and acknowledged

4. Specification

Specification of services to be supplied

- Facilitate minimum of two workshops with each of our four project partners to co-create a series of films exploring hidden knowledge and untold stories within our local communities
- Enable project participants to learn film-making skills through the co-creation workshops
- Ensure the project team has input into the editing process of the films
- Create engaging content to share across in-person events and online platforms
- Input into sharing events with public audiences
- Input into the project evaluation

*** In order to make an inclusive and safe creative space, the creative format will need to enable contributions from individuals who may wish to remain anonymous.**

*** Please note that this brief is for creative services only. A small materials budget will be held by each community partner. Equipment will need to be provided by the selected creative. Where applicable travel expenses can be included within this quote in addition to the services fees.**

***All Fees provided as part of your proposal should be VAT exclusive. If it is not clear the prices are VAT exclusive within the documents, this may be queried. Note: The University does not pay in advance.**

Timeframe 2024

June - July

Initial conversations/exploratory workshops facilitated by creative and community leads (min 2 sessions per community organisation). Optional support and resources were provided by the UoC Community Engagement Manager, Museum of Cambridge and Critical Friend.

Co-creation sessions facilitated by creative and community leads (min 2 sessions per community organisation). Optional support and resources provided by UoC Community Engagement Manager, Museum of Cambridge and Critical Friend.

August – September

Film editing by creative in consultation with community leads

October – December

Sharing events identified and developed by project team and contributors. Support and resources provided by UoC Community Engagement Manager & Museum of Cambridge.

Sharing events delivered (potential sharing event optional in March 2025 TBC). Support and resources provided by UoC Community Engagement Manager & Museum of Cambridge.

Evaluation, led by an external evaluator.

*** Some of the workshops may need to occur outside office hours. To be negotiated with the community partners.**

Delivery Location:

The University is looking for a hybrid approach in which the creative partner will consult with the University and the project team to understand whether in-person or virtual sessions are better suited. In-person sessions should take place in Cambridge.

“Proposed Start/Delivery Date” (Services)

17/06/2024

“Proposed Completion Date” (Services)

20/12/2024

5. Response requirement

- 5.1 Short cover letter/video/audio submission detailing relevant experience and two examples of relevant projects completed, including an overview of your creative practice and how you engage people in co-creation.
- 5.2 A brief overview of how you would approach the topic of knowledge and how it's valued in different contexts.
- 5.3 Budget estimate, including your day rate. (Payment schedule to be agreed between Cambridge University and selected creative) We anticipate that this brief will amount to up to approx. 30 - 40 days' work. Bidders must price for everything necessary for the supply of services. To enable the University to have the full benefit of the services the time required for delivery should also be stated. Bidders are required to state if they are VAT registered.
- 5.4 Please include the details for the person(s) that can be contacted for further information or questions relating to your submission.

Please confirm that you have read the [University's General Conditions](#) before submitting a proposal and return the contracts terms response form with your submission [see appendix 2]. We will have deemed you to be accepting of the General Conditions on signature. Note that some terms may vary upon contracting.

6. Submission of Proposal

Proposals should be submitted via e-mail to beth.elliott@admin.cam.ac.uk.
All queries relating to this competitive proposal will be raised via e-mail to beth.elliott@admin.cam.ac.uk.

7. Evaluation of Quotations

The University plans to award the most advantageous proposal that demonstrates a balance of quality service and value for money, while meeting the desired creative criteria, services



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required, and project aims outlined in this brief. The University reserves the right to modify any aspect of the competition during the tender process if new evidence emerges that demonstrates a substantive and reasonable need for change.

Appendix 1

Project Background

The spaces across the University of Cambridge are places of learning and knowledge production, enabling experts from across the globe to explore unanswered questions and discover new understanding. However, these exclusive spaces, and the power and privilege held within their walls, are largely inaccessible to communities outside of academia, and this is acutely felt within the town gown divide within Cambridge itself.

The Public Engagement team at University of Cambridge would like to explore with partners how we can begin to make these walls more permeable and open up spaces where expertise and lived experience beyond the academic realm is valued and embedded as part of future multidisciplinary research approaches. We want to develop more equitable ways of working together to explore questions or address challenges within our local communities and make a difference to the lives of people directly affected.

We recognise that to reimagine how knowledge is generated within research environments we need to try new ways of working in partnership and change some systems that currently make this difficult. We understand this process will mean that we, alongside our community partners, will need to be prepared for uncertainty and iterative learning.

A strategic approach to Community Engagement in research at the University of Cambridge is in a very early stage of development. Our intentions for this project is that it will create the foundations to shape our Community Engagement programme going forward, and help to inform future access to resources and opportunities for communities in the medium to long-term. We recognise that much work needs to be done within the University to get to this goal, and we are committed to achieving this by listening to, and working in partnership with, local communities, the academic community and critical friends.

This exploratory project is funded by the University of Cambridge Public Engagement team in the Office of External Affairs and Communications.

The Community Engagement Manager for the University of Cambridge will join the sessions and co-production process, facilitate the logistics of the project and ensure the learning is shared within the University community to inform future community engagement and co-production. We want to be a responsible, accountable and responsive partner, but importantly enable the community groups to lead on their areas of interest and shape the project and content.

We aim for the project to be:

- Co-produced and shaped by the community partners
- Exploratory conversations to be facilitated by an independent community engagement consultant and creatives
- The creative co-creation facilitated by the creative/film-maker
- Sharing of the project and outcomes will be supported by the cultural and University partners.

Project partners

University of Cambridge – University partner

Beth Elliott, Community Engagement Manager, University of Cambridge Public Engagement dept. Beth leads on the development and delivery of the University of Cambridge's community engagement strategy. Her role supports and facilitates relationships between community groups and researchers to grow and diversify the groups we are listening to and collaborating with, both through our events and our research.

Abbey People – Community partner

We are a vibrant community charity in the Abbey Ward of Cambridge, improving the lives and wellbeing of Abbey residents. We do this through targeted community projects, provision of general support such as a community Food Hub, supporting access to education and employment, projects to improve the environment, and by developing a culture of volunteering in the community.

Cambridge Ethnic Community Forum – Community partner

We are a charity working in the field of Race Equality. A leading organisation within the voluntary sector in Cambridge, in working with Black and minority ethnic individuals and groups. Bringing expertise in anti-discrimination work and specialisation in asylum and refugee welfare

matters. We also give special social, cultural, moral, and practical support to groups and develop projects where needed.

Cambridge Community Arts – Community partner

Our vision is of healthier communities empowered by their own creativity. We support personal growth and improved health through quality creative arts activities.

Romsey Mill – Community partner

Romsey Mill is a charity committed to overcoming disadvantage, challenging injustice and promoting social inclusion with young people, children and families. Each year, we work with over 2,000 individuals and families, from Cambridge city and across areas of Cambridgeshire and Peterborough, including:

- young mothers and fathers
- young people on the margins of society who may be involved in risky or anti-social behaviour
- young people struggling to engage fully with education
- families with pre-school children
- young people with an autistic spectrum condition.

Our work is long term, relational and needs-led. We work with participants to develop their skills and to enable their progress towards training, work and positive involvement in the community.

Elma Glasgow - Community Engagement consultant and critical friend to the project team

Elma is a national award-winning engagement consultant and storyteller on a mission to influence change and unite society. Partnering with progressive organisations or teams, she helps them to infuse inclusivity and anti-racism into their campaigns, exhibitions, strategies and organisational culture. Elma's approach includes discovering and sharing impactful, diverse stories that shift perspectives and strengthen bonds between colleagues, organisations, audiences and communities. Dedicated to this form of cultural activism, Elma is confident, yet approachable, and is backed by the authority of half a century's lived experience and years of storytelling in communications. Elma's role in the project will be to guide and support the project team and to help us to think differently and work in new ways.



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Museum of Cambridge – Cultural partner

The Museum of Cambridge is a unique organisation dedicated to sharing the histories of Cambridge and the surrounding region. Set in the Grade II-listed 17th-century White Horse Inn – on the important Roman road from castle to river to university – the Museum has told the extraordinary stories of ordinary people since 1936. We care for our collection of over 40,000 everyday objects which evoke the diverse daily lives of those living in this region over the last 300 years. In a city rich with museums full of priceless art and artefacts from around the world, the Museum of Cambridge is distinctive as a place for a very different kind of history: the stories of the inhabitants of Cambridge and the surrounding areas that might otherwise be overlooked, silenced or forgotten.

Appendix 2

Please confirm that you have read the [University's General Conditions](#) before submitting a proposal and return the contracts terms response form with your submission. We will have deemed you to be accepting of the General Conditions on signature. Note that some terms may vary upon contracting.

1. Contract terms response form

Name

I/We accept the contract terms stated in this section as drafted.

For and on behalf

(1) Signature

Name **Name** (Director)

On behalf of: **Company**. (Company name)