

April 2014

Arboretum Residents Association (ARA)

Brief for Arboretum Community Engagement (ACE) project

ARA OVERVIEW

The Arboretum Residents Association is committed to building the community cohesion and 'spirit' of the Arboretum Area. The ARA is managed by a committee with a membership of individuals living within the Arboretum.

THE ARBORETUM

The Arboretum in the centre of Worcester, and use to be a working class area, but has now evolved into a diverse community with people from various ethnic groups, ageing from children, students and older people

ACE PROJECT OVERVIEW AND OBJECTIVES

We wish to engage, understand and consult with the entire Arboretum community through, for example, x2 'community building' events, mail outs etc and a revamped Arboretum web site (the website production is included in a separate brief but it will be designed as a supportive tool for the work of this brief). This consultation would build evidence for further Arboretum community building activity.

ACTIVITY

The ACE project will be carried out in three inter-connected parts as follows:

1. consultation - through professional design and implementation;
2. consultation and Community building via a Parents and Children Fun day and
3. consultation and Community building via a Arboretum food event - bringing all of the area's ethnic groups' cuisines together.

The successful consultant will:

- design the consultation

- produce marketing materials
- promote through a number of routes
- manage two events
- consult and fundraise through these events.

They will also be required, alongside the ARA Secretary, to populate the content of the new ARA web-page. They will also pull together both a report on the evidence built and the final report for Awards for All.

In more detail, the project and the consultant will engage and involve a wide range of people through:

- Arranging translation for all promotional materials to the languages most used in the Arboretum
- Distributing flyers to every house in the Arboretum
- Displaying posters throughout the Arboretum
- Work with the local press
- Conducting door to door discussions
- Word of mouth and building momentum through a series of events as follows: an event designed for families (Fun Day), an evening event more designed for adults (Food event)
- Working with The University of Worcester

PROJECT BUDGET

The ACE project earmarks £4,500 in consultancy fees as follows:

£3000 - consultation design/delivery/final project report for Awards for All

£1500 - event support fun day and food event

There is also a further supporting budget as follows:

£500 Parents and Children Fun day: Venue Hire/Publicity

£800 Parents and Children Fun day: Food/rental play materials

£500 Arboretum food event: Venue Hire/Publicity

£800 Arboretum food event: Food and entertainment costs

However, there is also the target of raising the ARA £600 + via these events (direct donations/raffle etc)

PROJECT SCHEDULE

The project will run across a six month period starting from June 2014 until November 2014. Please see Appendix 1 for further details.

ACCOUNTABILITY AND PAYMENT OVERVIEW

The successful consultant will be held to account by the ACE sub-group and ultimately to the committee members of the ARA. At any time the sub-group may ask the consultant for a verbal update, and they will be directly responsible to this group.

Payment will be month by month and spread across the timescale of the project and will be reliant on monthly reporting to the ACE sub-group who will then inform the Association Treasurer to issue payment. The monthly report will need to be with the ACE Chair by the 21st of each month, and payment will be made by the last day of that month.

RESPONDANTS TO THIS BRIEF ARE ASKED TO

1. Show knowledge and understanding of the Arboretum Area of Worcester
2. Show examples of their work that demonstrates success in building evidence bases, and detail how they would aim to do this in the case of the ACE project
3. Show examples of their work that demonstrates success running events. and detail how they would aim to do this in the case of the ACE project
4. Provide evidence of experience of managing and working within budgets
5. Provide a reference from either a recent employer or customer
6. Produce a more detailed project plan that relates to Appendix 1 'Project Schedule'
7. Detail time to be spent on each element as related to the project schedule
8. Prove value for money

Responses will be scored on a five point scale of satisfaction. Please respond to each of the 8 above items in order, and in a single document. This can be either in hardcopy or electronic format.

Responses should be returned by Thursday 22nd of May 2014 at 9am. The two highest scoring applicants will be invited to come and speak to the ACE sub-group on Tuesday 27th May for a 30 minutes slot between 8pm and 9pm The successful applicant will be informed by 5pm Thursday 29th of May. With work to begin on the week starting Monday 30th June 2014.

They should be sent to:

Mr Ivan Smith, 13 Chestnut Street, Arboretum, Worcester, England. WR1 1PA or preferably to ivanjgsmith1@hotmail.co.uk

For further information contact Ivan on 07809633374 or visit www.thearboretum.org.uk