

Invitation to Tender

Voices Through Time Programme: Digital Producer

SUMMARY

Coram invites you to submit a proposal with breakdown of costs for digital production as part of the *Voices Through Time: The Story of Care* programme which is creating an over-arching time line from 1739 onwards, collecting responses from project participants and audiences, and utilising archive material from Coram Foundling Hospital and reflections on the modern care system over four years. These recordings will be used to give texture and context to archive materials via our interactive *Story of Care* website and timeline resource, as part of an interpretive installation entitled *The Parlour* and as part of our programme evaluation.

Organisation	Coram (<i>The Thomas Coram Foundation for Children</i>)
Brief description of supply	Specialist services on defined project dates (48 days)
Estimated value of tender	£14 400 + vat
Estimated duration	October 2020 – October 2023
Name of Contact	Amy Cotterill, Programme Manager: The Story Centre

Procurement Timetable

- Response deadline: Proposals received by 9am, Monday 28th September
- Clarification meetings: With shortlisted individuals/agencies in w/b 5th October
- Confirmation of contract: Decision informed to agencies by Friday 9th October
- Start of project: October 2020
- Completion of work: October 2023

Overview & Background

About Coram

Coram is a children's charity which is committed to improving the lives of the UK's most vulnerable children and young people. The birthplace of children's social care originally known as The Foundling Hospital, we've created better chances for children for nearly three centuries. Today we are a group of specialist charities championing children's rights and welfare and helping more than a million children, young people, professionals and families every year. Find out more at www.coram.org.uk

We support children and young people who need stable families, fight for those who are marginalised or at risk, and work with schools, local authorities, and young people themselves to increase skills and build resilience and sustainability.

In the UK today there are over 75,420 children and young people reliant on the state for their care and wellbeing, with 389,000 more needing some level of support from children's services – and the number is rising.

Voices Through Time: The Story of Care

Voices Through Time: The Story of Care is a four-year programme funded by the National Lottery Heritage Fund, which started in October 2019. The programme aims to digitise 25% of the documents in Coram's archive, going back to when it was originally founded in 1739 as The Foundling Hospital, and make them publicly available. It will introduce Coram's history to care-experienced young people, creating an environment where they can safely use the archive to talk about their own lives and will reflect upon the present to inform the future.

Alongside the digitisation, young people will work with Coram and a range of partners on 10 themed projects to produce displays, theatre, film and other creative outputs that connect the stories from the past with their experiences of the present. There are also two young people's volunteering programmes – *The Story of Care Ambassadors* who will collaborate with us to co-produce our activities, and the *Stories of Interest Researchers*, who will research the lives of individual Foundling Hospital pupils, complementing materials (oral history, photographs for example) already held.

The Coram Story website will host a new digital timeline presenting the story of care through the ages to gain new access, audiences and insight and provide the portal to the digitised heritage. There will also be a public media campaign and a range of exhibitions and other outputs.

Digital Producer

Underpinning the creative programme, and running throughout all delivery years, is our aim of incorporating contemporary experiences alongside the archive material, in our online interactive timeline and other creative outputs.

We are seeking a creative lead with experience of working with young people who face additional disadvantage to conduct insightful interviews, record and edit material, and collaborate with young people to co-curate that material into the *Story of Care* website and interactive timeline and with experience of the issues and requirements of the charity and its continuing work. The timeline will be launched in January 2021, and content will continue to be added throughout the programme.

The Digital Producer will bring specialist technical capacity and capability and work with the project team responsible and CEO as project sponsor for ensuring that the young people are able fully participate in informing/co-curating the timeline whilst ensuring that the overarching creative vision is delivered to a high standard within the Coram brand and editorial standards and requirements including informed consents.

In addition to existing recordings, the personalities from the archive will be given voice through recorded readings of documents from the archive. Additionally, the Digital Producer will engage with project participants, audiences and others, recording their responses to the archive material and testimony of what it is like to be a young person in care today. These recordings will form part of the ever-growing archive in the Coram Story Centre as well as being added in to the interactive timeline.

As well as encouraging creative input, the Digital Producer will be expected to run at least two interview skills training opportunities for young people and staff as part of this programme and support them to conduct peer interviews.

Material recorded during the programme may also be used in public campaigns and on social media by Coram and will be preserved as part of the Story Centre. Going forward, Coram and the *Story of Care Ambassadors* may also secure additional funding to use the recordings in podcasts, media campaigns and other creative outputs and all rights will be reserved by Coram.

Key Aims of the project

- Enable the exploration of personal narratives which connect care-experienced children and young people of today with the experiences of those in the past
- Ensure that young people's voices and experiences are heard and preserved
- Increase opportunities for new audiences to engage with the heritage of Coram and the story of care

- Use the creative projects to create a fresh and distinctive voice, to create resources that can be used to engage the public with the insights and capabilities of modern care-experienced young people
- To give texture through context to our online archive materials, exploring the Story of Care

This will be achieved by:

- Supporting our activity programme of 10 creative projects, recording participants' responses to our archive material and how it resonates with their own experiences, both as individuals and in group discussions
- Producing recordings of relevant archive materials for use in the creative programme, timeline and elsewhere.
- Capture responses to the creative outputs from the general public and members of target audiences such as care professionals
- Interviewing participants in our two youth volunteering schemes, the *Story of Care Ambassadors* and the *Stories of Interest Research Volunteers*.
- Delivering at least two training days on interview skills for the *Story of Care Ambassadors*.
- Co-curating with young people the interactive timeline on the *Story of Care* website.

Project Deliverables

- A library of audio recordings plus edited “soundbites”, representative of the archive, creative projects and our youth volunteering schemes, that can be used by Coram in its creative outputs, public campaigns and be preserved as part of the ongoing *Story of Care*. These should be saved in WAV format to ensure quality and allow us flexibility with future use.

We expect a **minimum** of:

- 12 readings of documents from the Coram archives, selected with the team from Coram
- 40 in-depth interviews with participants across our 10 creative projects (approx. 20 minutes each)
- 15 in-depth interviews with members of our 3 cohorts of Young Ambassadors (approx. 20 minutes each)
- 5 in-depth interviews with our Stories of Interest research volunteers (approx. 20 minutes each)

Plus a minimum of 40 “vox pop” style interviews with audiences at our events and exhibitions over the next 3 years.

- At least two interview skills training events with young people, supporting the *Story of Care Ambassadors* to conduct peer interviews as part of the programme.
- At least six themes will have been co-curated for the public to explore on our interactive timeline on the *Story of Care* website, incorporating the interviews and audio recordings. These themes will have been selected by Coram as part of the *Journey Through The History of Care* creative project.

Project Overview, Budget and Timeline

Budget

The anticipated budget is £17 280 (£14 400+ VAT) to include all expenses and vat. This does not include the physical creation of the interactive timeline, which will be led by our website developers.

Project Timeline

- Initial Proposals received from individuals or agencies: 9am, Monday 28th September
- Clarification meetings: w/b 5th October
- Confirmation of contract: by Friday 9th October
- Briefing and agreement of methodology: w/b Monday 12th October
- 2020 – Projects 1 & 2 (adapted for online delivery)
- 2021 – Projects 3, 4, & 5 and one interview skills training event
- 2022 – Projects 6, 7 & 8 and the second interview skills training event
- 2023 – Projects 9 & 10

The website and timeline will be developed in Autumn 2020, ready for public launch in January 2021. However new content, including the audio recordings, will continue to be added and the themes expanded upon throughout the programme.

Descriptions of the creative projects are available upon request from amy.cotterill@coram.org.uk. Please note, that due to the impact of Covid 19 on Coram and our delivery partners, the order, format and dates of these projects are subject to change.

Copyright for original work created by the Digital Producer as part of this project will remain with them, however Coram and the project funders will have the right to use it with appropriate credit given, in perpetuity without additional fees.

Award Criteria

Proposals submitted will be assessed by Coram against the following questions:

1. To what extent does the proposal demonstrate an understanding of the issues related to the brief?
2. To what extent are the methodology and methods appropriate to the requirements set out in this brief?
3. What degree of experience and creativity does the applicant demonstrate in order to complete the work? We are particularly interested in your experience working collaboratively with vulnerable young people.

4. How well has the applicant structured their proposal in order to successfully manage the contract and deliver the required work to the budget and timetable required?
5. What added value does the proposal bring to the programme?

Due to the nature of the project, the successful candidate(s) will require an enhanced DBS check.

Deadlines and Contract Management

Proposals to be emailed to amy.cotterill@coram.org.uk by the return deadline of 9am on 28th September

We expect the commissioned project to begin on 16th October 2020 and be completed by 1st October 2023. The project will be managed on a day to day basis for Coram by the Programme Manager: The Story Centre, Amy Cotterill

Coram Team

Key Contacts

- Amy Cotterill, *Voices Through Time* Programme Manager
- Brigid Robinson, Managing Director, Coram Voice – programme director
- Carol Homden, Coram CEO – programme sponsor/sign off
- Jo Blyghton – *Voices Through Time* Archivist
- Molly O’Doherty – *Voices Through Time* Volunteer Coordinator
- TBC - *Voices Through Time* Youth Engagement Coordinator