

Briefing Document

Freelance Strategic Consultant Sought for Research in Visual Arts

Background

Arts Centres Visual Arts Orbit (working title) is a new informal group of regional arts centres who aim to explore ways of collaborating to present visual arts and share ideas and opportunities to develop and promote visual arts for their audiences collectively.

The Group is Draíocht (Blanchardstown), Dunamais Arts Centre (Portlaoise), glór (Ennis), Linenhall Arts Centre (Castlebar), Mermaid Arts Centre (Bray), Síamsa Tíre (Tralee) and The Source (Thurles). We each present year-round visual arts programmes and are keen to collaborate and share resources and knowledge to enhance and develop our programmes and increase opportunities for visual arts to tour.

The group came together to apply for Capacity Building Funding from The Arts Council, and was awarded this to undertake this project as a launchpad to potentially developing as a network.

It is worth noting that in order for the Network to be viable it needs a light touch approach that is sustainable for Arts Centres, particularly in light of staff workloads. It would aim to be a lean approach to shared collaboration that is efficient, resourceful and collegial.

The Vision:

The vision is to enhance the visual arts offer across the venues, share resources, extend the life and value of works developed, and build audiences.

Our Goals:

- To assess the viability and focus of a Visual Arts Network for this group of arts centres
- To formulate shared goals and ways of collaborating, commissioning, presenting and touring work collectively
- To receive expert curatorial input on visual arts practise, national landscape and audience appetite
- To create a deliverable plan about ways to initiate the Network and co-operate efficiently
- To diversify our programmes and our partners.

The Consultant's Brief is to:

1. Conduct a collated Needs Analysis for each Arts Centre's visual arts programme in terms of space, resource, audience & ambition
2. Undertake audience analysis to gauge interest, levels of engagement and diversity of the group's audiences gathering both quantitative and qualitative research. It is suggested this would be done to align with the Needs analysis stage, and may involve partnering with an Audience Data expert to gather and analyse this information, in collaboration with the Consultant.

3. Identify shared strategic goals and opportunities across the network in terms of knowledge sharing, co-commissioning, co-presenting & promotion
4. Draft and develop a viable 2 year Implementation Plan for Network

Proposed Project Stages:

Stage 1a – Needs Analysis

Will require site visits and various detailed interviews with relevant staff/artists/stakeholders at each venue

Stage 1b – Audience Analysis

Quantitative and qualitative surveying and analysis to gauge interest, levels of engagement and diversity

Stage 2 – Devising of Strategy

May involve a couple of brainstorming sessions with Group and a series of fact finding partner meetings and a writing up period

Stage 3 - Following presentation of strategy to group, development of an Implementation Plan and investigate funding applications re initial collaborative projects

Schedule:

Appointment: March 2022

March-April: Curator undertakes brief and meets with all venues, their relevant staff members and relevant visual arts stakeholders.

April: An Audience Data Expert would develop a quantitative audience survey to assess audience appetite. The Audience Data Expert may be the Freelance Curator Consultant or someone sourced by them for this task.

June: Creation of Network Implementation Plan and sign off by venues.

September: Network to initiate implementation of plan

Outcomes:

The success of this process will be measured:

- By achieving the set goals in a timely manner
- The quality of the research, info and data gathered in the Needs & Audience Analysis and the usability of the Implementation Plan going forward
- The ability of the Network, after this stage of research, to begin co-operating

Applicant

The successful applicant will be able to demonstrate the following:

- Knowledge of the Visual Arts environment in Ireland – artists needs, curatorial needs, relevant organisations and funding supports
- Strategic thinking, planning and development
- Familiarity with a range of programming and curating models in a visual arts context
- Strong interpersonal and organisational skills to engage effectively with all stakeholders
- Administrative and project management skills
- An ability to draw sources of data into a coherent whole
- Report writing skills
- Availability and capacity to deliver the project on time.

Remuneration:

The budget to undertake stages 1 – 4 is a maximum of €21,000 (inclusive of VAT).

Applications should be tailored in line with this budget and should detail approximately how many working days would be involved by all parties.

Application Details:

Applicants should provide a quotation document, no longer than 1000 words which should include:

- A response to the evaluation brief and outlining how you propose to deliver it
- A breakdown of days and costs related to management against the planned work including VAT
- If you are planning to involve other practitioners, please provide a statement of the number of days / hours each team member will work on the evaluation, along with their role and their daily rates.

The following should be included as appendices:

- CVs and details of the personnel proposed to carry out the work
- Examples of previous relevant work
- Names and contact details of two referees - at least one of these should have knowledge of your work in a similar capacity
- Details of your professional indemnity and public liability insurance

Applications by email only to: Alan Troy at alan@glor.ie before **5pm on Tuesday 1st March 2022** with subject line **Visual Arts Network Consultation**.

Please note that shortlisted applicants may be invited to discuss their proposal in more detail via remote meeting.

This project is funded by The Arts Council

draíocht



glór
ENNIS



The Linenhall
arts centre

Siamsa Tíre
The National Folk Theatre of Ireland

