



Candidate information pack

# Medway – UK City of Culture 2025 Bid Manager

- Full Time two year contract from January 2020 to December 2021 with potential for extension if Medway is successful.
- Willing to consider alternative methods of delivery including freelance, secondments and four-day contracts for this full-time role.

Closing date for applications: **1 November 2019**

# MEDWAY

# Introduction

Medway is on an exciting journey bidding to be UK City of Culture 2025 to follow in the footsteps of Derry, Londonderry 2013, Hull 2017 and Coventry 2021.

Created into a unitary area just 21 years ago, we are hugely proud that in that short time, a massive development programme has seen Medway become one of the most promising growth areas in the UK, laying the foundations for a strong future for its residents and communities.

Our cultural offer is already strong - from the second oldest cathedral in the country, the tallest Norman keep, the world famous Historic Dockyard Chatham and rich links to Charles Dickens, to a lively independent cultural sector, vibrant festival programme and our stunning natural environment.





With a growing reputation for attracting innovative businesses such as Dovetail Games, Fountain Workshop and the Copper Rivet Distillery, Medway is definitely on the move.

We still have some way to go and we have some big plans for Medway and winning City of Culture would unlock the great potential that exists here. The City of Culture title for our community would help engender greater self-belief and allow a greater appreciation of Medway's unique offer amongst residents and visitors and create a legacy for the residents of Medway.

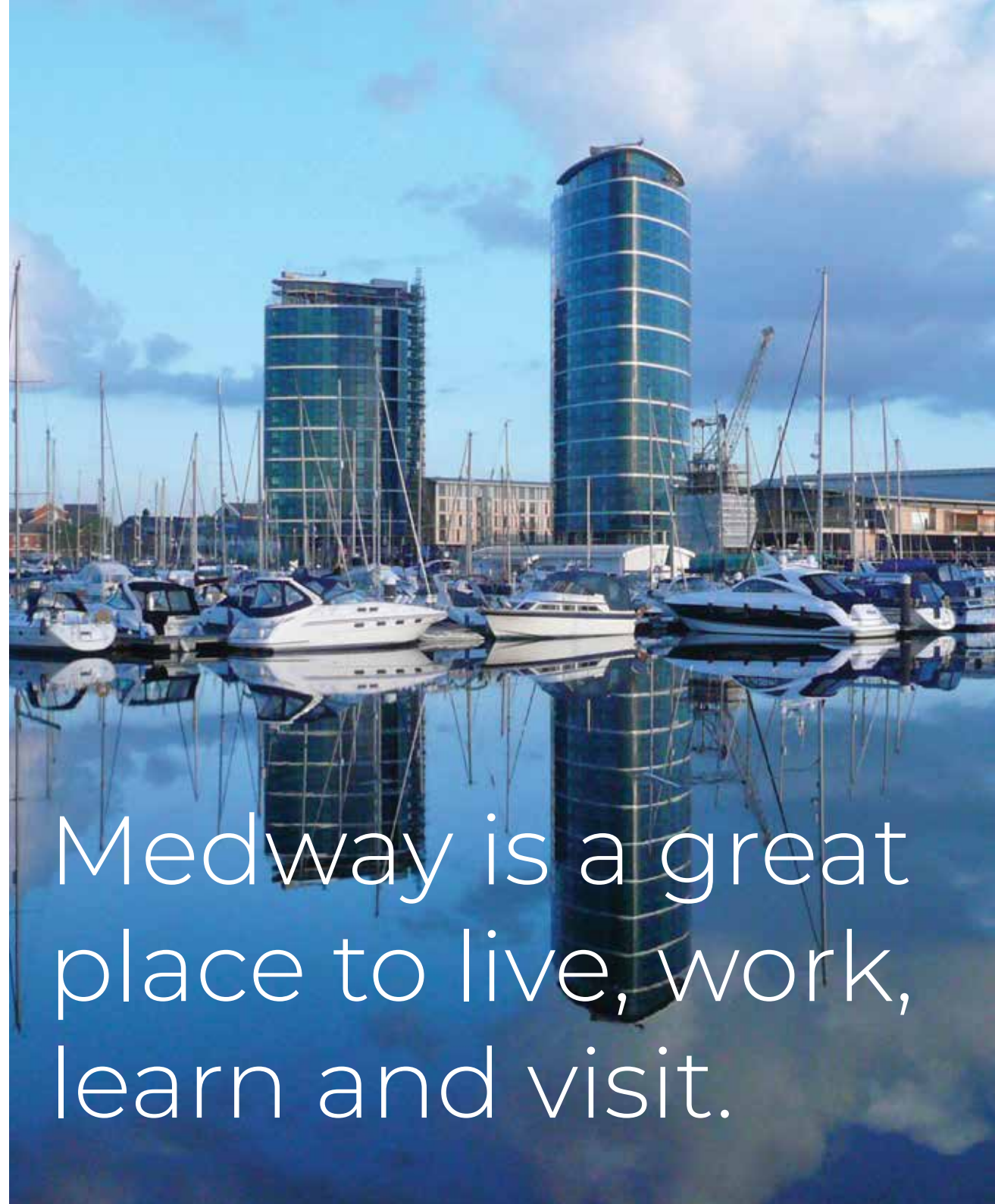
The bid has the full backing of Medway Council and a wide range of partners including

the four universities based in Medway, the Medway Place Board and our many cultural organisations.

All we need now is the right person who can lead our bid, bringing communities and partners together to deliver a bid that would be transformative for Medway and its people. If you've got a passion for the arts and culture, the vision, creative streak, drive and determination to help us make our ambition reality, we'd like to hear from you.



**Amanda Cottrell**  
*Patron, Medway's  
City of Culture Bid*



Medway is a great place to live, work, learn and visit.

# About Medway

With a population of 280,000, Medway is the largest conurbation in the south east outside London.

Medway has excellent transport links to London and Europe including the high speed service to St Pancras and Eurostar services from Ebbsfleet International.

Chatham is Medway's city centre, and is home to Chatham Historic Dockyard. Rochester is famous for its cathedral, the finest and tallest Norman castle in England, and rich connections with Dickens. Taking all our towns, together with our stunning natural

environment and the villages on the peninsula, Medway is a city in all but name.

Medway is home to more than 14,000 businesses and is becoming a hub for creative industries, fast developing a reputation for innovation. We have four universities with a student population of over 12,000, a new university technical college and the largest further education college in the county.

Medway is fast attracting new residents and businesses - we expect to have a population of 320,000 by 2035.



An ambitious regeneration programme will see the creation of up to 30,000 new homes by 2035 including major developments in Rochester, Strood and on the Hoo Peninsula.

Medway is renowned for its varied cultural programme. As the home of Charles Dickens, our two Dickens festivals attract thousands every year. Our summer concert series in the splendour of Rochester Castle gardens attracts big name acts. Medway Park is our regional centre of sporting excellence which hosts major international events.



## WELL CONNECTED



- 34 MINUTES BY HIGH SPEED TRAIN TO MEDWAY FROM LONDON
- MID-POINT BETWEEN THE CAPITAL AND CONTINENT & GATEWAY TO THE COUNTY
- FIVE STATIONS (€37M UPGRADES)
- EXCELLENT LINKS TO MOTORWAYS AND AIRPORTS

11KM OF WATERFRONT DEVELOPMENT



## TRANSFORMATIONAL INVESTMENT

- 30,000 NEW HOMES BY 2035
- REGENERATION PROGRAMMES UNDERWAY IN ALL 5 MAIN TOWNS

EXCELLENT RANGE OF LEISURE AND CULTURAL FACILITIES



## LIVE

### BEAUTIFUL GREEN SPACES

- EQUIVALENT TO 13 HYDE PARKS
- 7 GREEN FLAGS

### AFFORDABLE LIVING FOR ALL

- "THE LONDON LIFE WITHOUT THE PRICE TAG" - DAILY TELEGRAPH
- LOW TAX ECONOMY

### SUPPORTIVE, CARING COMMUNITIES

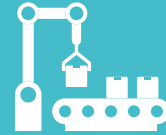


## SPACE

FOR LARGER INDUSTRIAL UNITS



MEDWAY'S FIVE YEAR BUSINESS GROWTH RATE  
12% HIGHER THAN SOUTH EAST AVERAGE  
6% HIGHER THAN NATIONAL AVERAGE



## 14,000+ BUSINESSES

- AN ENTREPRENEURIAL HUB FOR HI-TECH ENGINEERING AND CREATIVE BUSINESSES
- MULTATIONALS (BAE SYSTEMS/DELPHI) TO SMALL AND MEDIUM-SIZED ENTERPRISES

## WORK



BUSINESS-FRIENDLY COUNCIL AND ONE STOP SHOP FOR ALL COUNCIL SERVICES



### GROWING EMPLOYMENT SPACES

#### TO SUIT ALL BUSINESSES

- INNOVATION CENTRE MEDWAY
- INNOVATION STUDIOS MEDWAY
- NORTH KENT ENTERPRISE ZONE AT INNOVATION PARK MEDWAY WILL BRING 3,000 HIGH QUALITY JOBS

# MEDWAY A GREAT PLACE TO...



### HOME TO

### SPORTING EXCELLENCE

- GILLINGHAM FC
- HOLCOMBE HOCKEY CLUB
- AVENUE TENNIS ACADEMY
- MEDWAY PARK - REGIONAL CENTRE OF SPORTING EXCELLENCE
- HOST TO INTERNATIONAL SPORTS EVENTS AND TOURNAMENTS
- SKI SLOPE AND ICE RINK

ATTRACTING NEARLY 5 MILLION VISITORS EACH YEAR, TOURISM SUPPORTS 6,500 JOBS IN MEDWAY AND BRINGS €333M TO THE LOCAL ECONOMY



## 30 DAYS

OF FREE FESTIVALS AND EVENTS EACH YEAR

## VISIT

WATER ACCESS AND MARITIME LEISURE OFFER

### RICH HERITAGE

### - OUTSTANDING TOURIST DESTINATION

- SECOND OLDEST CATHEDRAL IN THE COUNTRY
- HISTORIC DOCKYARD CHATHAM
- TWO ANCIENT CASTLES
- RICH CONNECTIONS WITH DICKENS
- HOME OF THE ROYAL ENGINEERS SINCE 1815 INCLUDING AN AWARD WINNING MUSEUM



4 UNIVERSITIES, 12,000 STUDENTS, MIDKENT COLLEGE AND UNIVERSITY TECHNICAL COLLEGE DEVELOPING VOCATIONAL SKILLS

## LEARN



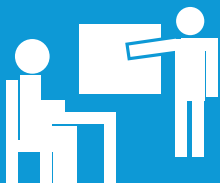
EXCELLENT SECONDARY, GRAMMAR AND PRIVATE SCHOOLS

### PRODUCTIVE COLLABORATIVE LINKS

BETWEEN EDUCATION AND LOCAL BUSINESSES - DEVELOPING SKILLS FOR THE FUTURE



MORE THAN 85% OF OUR SCHOOLS HAVE AN OFSTED RATING OF GOOD OR BETTER.



# City of Culture 2025

Medway has an aspiration to become the next UK City of Culture in 2025.

Great places are not about buildings and infrastructure but about culture and identity. The City of Culture bid will be fundamental in defining 21st century Medway, reflecting and adding enormous value to the inspirational physical regeneration taking place.



## Why should we bid for City of Culture?

- To create a legacy for Medway and sense of belonging.
- Enhance local pride within our communities.
- Support Putting Medway on the Map agenda.
- Enhance our cultural and creative offer, raising our creative ambitions and aspirations.
- Improve diversity and inclusion, supporting both the social regeneration and social isolation agendas.
- To recognise the importance of arts and culture in improving health and wellbeing.

- Support our young people through the provision of creative and cultural skills through schools, our college and our universities, and new employment opportunities.
- To support the economic regeneration that arts and culture bring.
- New creative and stakeholder partnerships developed.
- Increased business engagement.





## Why Medway and what is great about Medway?

- We have a significant cultural offer in Medway; the title of City of Culture for our community will engender greater self-belief, allow a greater appreciation of Medway's unique offer amongst our visitors and realise our potential for the future.
- Our communities are enthusiastic and passionate; our City of Culture bid will support engagement with everyone, promoting Growth for All.
- Our location; strategically positioned mid-point between the capital and the continent, and a gateway to the county.
- Rich heritage - finest and tallest Norman castle in the country, second oldest cathedral, Chatham Historic Dockyard and rich connections with Dickens.
- Great future - four universities, largest FE provision in the county, MidKent College, UTC, more than 85 per cent of our schools are good or outstanding, fantastic connectivity with HS1 through our five main towns, new employment opportunities such as Innovation Park Medway.
- Our greenspaces: we have the equivalent of 13.3 Hyde Parks under the Council's management, and seven Green Flag - accredited parks.
- Highly successful and innovative underground arts scene.





## What does the year of 2025 look like for Medway?

- Activities and proposals are currently being worked on, but events such as the Turner Prize, a Literary Festival, Light Festival and a new international festival are examples of what other cities have showcased for their year of culture.
- New commissions by internationally renowned artists.
- National and international organisations will want to showcase their offer with Medway as City of Culture.
- New festivals of national and international significance.
- Medway artists given a platform for their work.
- Planned, managed and run by young people mentored by professionals.
- Emphasis on innovation/digital recognising our heritage but celebrating it in a contemporary context.

# The bid team

Our City of Culture bid will be chaired by Liz Moran, Director for Arts and Culture at the University of Kent, with a steering group.

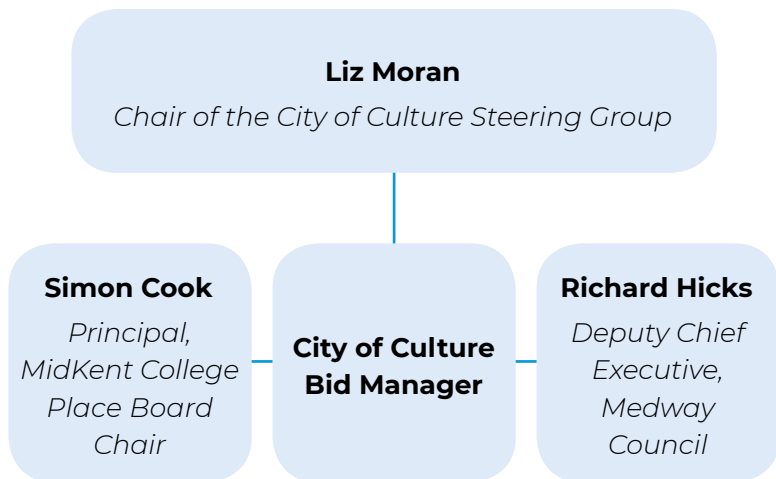
It has the full support of the Medway Place Board, Medway's Cultural Partnership, Medway Council and a myriad of cultural organisations – [www.wearemedway.co.uk/champion-network/our-champions/](http://www.wearemedway.co.uk/champion-network/our-champions/)

Our bid has formally been launched and we are now seeking a Bid Manager as well as a Bid Officer and consultation and engagement support to co-ordinate our collective work on the bid. Whilst the DCMS has yet to announce the bid timetable we anticipate a two year bidding period with initial bids in early 2021 and a

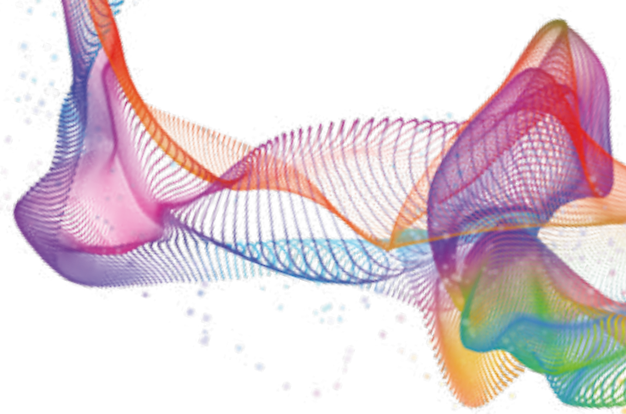
shortlisting process prior to final bids and panel assessment in Autumn 2021.

The post of Bid Manager will be based at Chatham, jointly hosted by the award-winning Historic Dockyard Chatham and the University of Kent and housed in the award-winning Historic Dockyard Chatham.

The post will be managed by Liz Moran. The Bid Manager will have direct access to Simon Cook, Principal at MidKent College and Place Board Chair, together with Richard Hicks, Deputy Chief Executive at Medway Council.



# The role



This exciting role will lead Medway's bid for 2025 and create a legacy for Medway's residents.

You will be working with communities to enhance local pride and sense of belonging across Medway, exploring ways to improve inclusion and supporting both the social regeneration and social isolation agendas.

You will be engaging with young people, Medway's future, to enhance Medway's cultural and creative offer, raising creative ambitions and aspirations. You will be interacting closely with our Universities and College, together with our outstanding schools, enhancing cultural and creative skills for employment opportunities.

You will lead a small team, undertaking a rich programme of engagement, research and consultation, culminating in the formulation and promotion of Medway's Bid through all the formal stages in 2021. You will report to the Place Board through a Bid Steering Group, ensuring full engagement with the Medway Cultural Partnership.

Medway's bid will be led by our people, and you will be working with a number of key stakeholders who have a passion and keen interest in Medway's future, to produce a community-led bid that will take Medway to new levels, making it an even a better place to live, work, learn and visit.





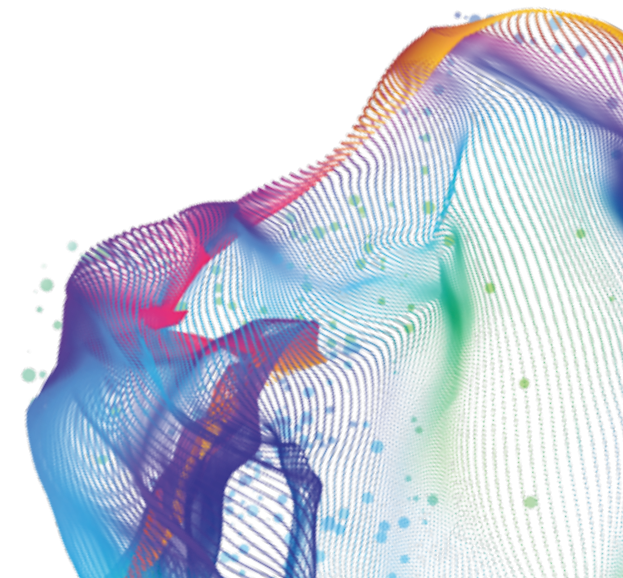
## Key duties

- To develop the exciting vision, themes and step changes for the bid which reflect the history, diversity and future ambitions of Medway
- To engage our local artists and communities ensuring our bid has genuine ownership by all our residents in Medway
- To work with others to develop local, national and international creative partners
- To coordinate work of the bid team members, steering group and external contracts
- To organise all aspects of the competition and be the lead contact for the DCMS on the process of bidding and interpretation of the criteria
- To oversee the submission of written bids to DCMS deadlines
- To work with partners across Medway and Kent
- To support and build a wide network of champions and partners locally regionally and nationally
- To ensure there is a strong evidence base for the bid, working with cultural organisations to gather this information
- To maximise the benefits of the bidding process to promote Medway and build capacity in the cultural sector
- To oversee work on public engagement and consultation





- To manage the marketing and communications post and input to social media activity
- To ensure effective internal communications and planning of work
- To lead on fundraising, budgeting and development for the bid with external support
- To maximise the potential of a successful bid and develop legacy and plan B for Medway linked to a new cultural strategy and other plans
- To learn from previous cities of culture and maintain awareness of other bidding cities
- To support the production of a monthly newsletter and other communications
- To manage bid budgets
- To organise special events, workshops and presentations in support of the bid
- To co-ordinate calls for programme ideas
- To map all partnerships and track consultation on the bid



# Who are we looking for?

The successful candidate will have experience of working across sectors. You will have the ability to both lead strategy and address the detail in a small team focused on the bid.

## Essential skills and experience

- Demonstrable passion for arts, culture and community engagement.
- A track record of working with towns, cities and communities
- A commitment to the role of culture in social and economic development
- Strong written and verbal communication skills
- Strong leadership and management skills
- Ability to manage and work with a diverse group of stakeholders from business, local government and cultural sectors
- Experience of working on budgets and fundraising
- An understanding of the principles of the UK City of Culture programme
- Ability to work with a wide range of partners in the public and private sector





- Experience of supporting steering groups, or non-executive boards
- Ability to deal with multiple priorities and a complex set of tasks
- Strong communication and networking skills including work with the media
- Ability to work flexible hours including occasional evenings and weekends
- Evidence of writing skills for similar sized funding or bids
- To be based in or within easy commuting distance of Medway
- A strong commitment to equality and diversity.

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This is a great opportunity for someone who is well organised and skilled in working with diverse partnerships with an interest in culture and cities. The job will require significant initiative from a 'self-starter' but will also be guided by an experienced Chair, the Local Authority lead and external advisers to the project. It will require good IT skills in web, database management, and diary coordination.

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The post will work flexible hours.

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The post will manage other staff including a bid officer and communications and marketing position.

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Flexibility to start January 2020

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# Employment package

Salary: £45,000 per annum

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Fixed term post until December 2021

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The post is working primarily Monday to Friday with frequent evening and weekend work.

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Flexible working may be agreed

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33 days holiday per annum including public holidays

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Expenses will be paid for travel.

## Interested?

### Send us your application

Please submit your letter of application and CV, telling us why you're interested in the role and why you're the best person for this exciting role with particular reference to the person specification.

- Letter of application (maximum two sides of A4)
- CV – with address, phone contact and email address
- Name, address and phone number for two referees

Applications should be sent to:  
**cityofculture@medway2025.co.uk** by Friday, 1 November 2019

## Timetable

Closing date: 1 November

Interviews and presentations will take place on 15 November and will be held at The Chatham Historic Dockyard.

*Medway is committed to equal opportunities and will treat all applications fairly on the basis of written submissions.*



This information can be made available in other formats phone, **01634 333333**

If you want to speak to somebody in your own language the Community Interpreting Service can help, phone 01634 335577

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**MEDWAY**