



Living Heritage Festivals: Community Engagement Project

Living Heritage Festivals

Summary:

The cultural and creative sector is a vital part of Northumberland's economy, contributing to its identity, tourism, and community engagement. With support from the North of Tyne Combined Authority, Northumberland County Council is investing in a Culture and Creative Zone (CCZ) in Berwick-upon-Tweed to support cultural growth, foster community involvement, and strengthen the area's reputation as a cultural destination.

The Living Heritage Festivals programme will fund projects that celebrate the unique heritage, traditions, and stories of the region by commissioning creative practitioners to collaborate with community groups. This initiative seeks to deliver vibrant cultural activities that engage residents, create employment for creatives, and attract new audiences.

CCZ Create Berwick is committed to supporting the development of existing and new cultural activity which helps position Berwick upon Tweed as a cultural destination. This project is part of a Work Programme aimed at Engaging Communities and will be delivered through a community-led or volunteer-led not-for-profit organisation in Berwick upon Tweed with an interest in living heritage or local traditions.

Funding Available:

Grants of between £5,000 and £9,000 are available for projects, with a total budget of up to £9,000 per project (inclusive of VAT). Proposals should plan for project delivery by December 2025.

Who Can Apply?

We welcome applications from:

Producers, curators, and creative practitioners interested in collaborating with living heritage festival groups.

Living heritage festival groups wishing to partner with producers, curators, or creatives.

Project Outputs:

Successful projects will:

- Create a cultural event or artistic output that celebrates and interprets the region's living heritage.
- Actively engage local communities, promoting inclusivity and participation.
- Generate employment opportunities for creative practitioners.
- Attract audiences and visitors to Northumberland.

Expected Outcomes:

- Enhance the capacity of community-led and not-for-profit organisations to deliver cultural programming.
- Promote Northumberland's reputation as a cultural destination.
- Contribute to the preservation and sustainability of Living Heritage, as defined by UNESCO.

What is Living Heritage?

Living Heritage, also known as Intangible Heritage, includes oral traditions, performing arts, social practices, festive events, traditional crafts, and knowledge passed through generations. It reflects the unique culture of a community and is integral to its identity.

Project Scope:

Living Heritage Festivals funding will support:

- The development of new or existing cultural events inspired by local traditions and heritage.
- Creative projects that dissolve barriers between residents and the creative community.
- Collaborations between creatives and community organisations to deliver engaging, high-quality cultural outputs such as performances, visual art, books, films, or festivals.

The community organisation will also contract a photographer to document the project and provide visual images for use by NCC on Create Berwick website and social media platforms. The lead organisation will also liaise with NCC Marketing & Comms to promote the event to a broad local and regional audience.

Responsibilities:

Lead organisations will be responsible for:

- Developing an artist brief and commissioning a creative practitioner.
- Managing the project's budget, contracts, and overall delivery.
- Documenting the project and sharing monitoring and evaluation data with the Council.
- Promoting the project with support from Northumberland County Council's marketing team.
- Ensuring the project adheres to statutory and legal requirements, including safeguarding and diversity commitments.

Any and all print or publicity material will include NCC and NTCA logos and acknowledge receipt of investment. Logos will be provided by Northumberland County Council. Photographs of artwork, cultural events and activities relating to Berwick must include copyright and name photographer and artist whenever possible.

Indicative Budget:

While applicants may propose their own breakdown, the following is an example:

- Creative Practitioner Fee: £3,000 (inclusive of VAT, travel, and expenses)
- Material & Production Costs: £3,500
- Photography/Documentation: £700
- Administration Costs: £700
- Marketing & Events Support: £1,000
- Launch/Event Costs: £450
- Legal/Consultancy (e.g., DBS Checks): £300
- Contingency: £349

Timescale

February 1st - Review and sign contract
February 14th Write Artist Brief and distribute to creative sector
March 2025 Receive Artist Proposals
April - Appoint artist and issue contract
April – June 2025 Develop project inc. Contract photographer
Gather monitoring data
July-August 2025 Production and project management
Gather monitoring data
August 2025 Deliver Project
Provide monitoring & evaluation data

Payment Schedule:

- 30% on receipt of contract
- 45% upon artist appointment
- 20% at project midpoint
- 5% upon project completion and delivery of monitoring and evaluation report

Application Process:

To apply, please submit a detailed project proposal, including a breakdown of costs and timeline, to:

Becki Murray from Berwick Community Trust

E mail bmurray@berwick.trust.org.uk

With the subject heading: *Living Heritage Proposal – “Project/applicant name”*

For any queries please contact:

Darren Holleywell – Berwick CCZ Project Officer

Email: Darren.holleywell@northumberland.gov.uk

With the subject heading: *Living Heritage Proposal – “Project/applicant name”*

We look forward to receiving proposals that will help celebrate Northumberland’s rich Living Heritage while contributing to its vibrant cultural future.