**The Mighty Creatives**

**Data and Impact Brief**

07.11.2022

**Introduction to The Mighty Creatives**

*“At the beginning of this journey all I had was a vision and a small voice, hoping to be heard. Now seeing that vision come to fruition, I believe that my voice has been amplified.”* —Jess, Young Empowerment Fund (YEF) participant.

Established in 2009, The Mighty Creatives (TMC) are a charity dedicated to transforming the lives of children and young people in need through arts, culture, and creativity.

**Our mission**

To inspire children and young people to harness the power of the arts, culture and creativity for positive change.

**Four** core principles guide our work, we:

* **Listen and act:** following a person-centred approach which commits to listening, learning and actively improving access to creative opportunities for children and young people.
* **Respond to need:** by providing children and young people with both access and opportunity for arts, culture and creativity, we support them to improve their personal wellbeing, educational achievement, and life chances—especially those in need who are significantly disadvantaged.
* **Champion Equality, Diversity, and Inclusion (EDI):** we stand in solidarity with marginalised communities and will speak out against injustice.
* **Collaborate:** working with cultural, community and education partners is central to improving creative, sustainable and scalable cultural opportunities for children and young people.

TMC has a track record of successfully delivering services that make a significant difference to young lives. Since 2018 our work has impacted over 220,000 children and young people across the East Midlands working in schools, communities and with employers. We have excelled at leading strategic partnerships, working collaboratively, designing and delivering programmes at scale.

The Mighty Creatives follow a person-centre pedagogical approach that places children and young people at the heart of our work and strategic decision-making.

**Why are we needed?**

Young people in need experience significant disproportionate disadvantage, including heightened isolation, lack of stability, compromised mental health, lower attainment, and lack of opportunities.

The United Nations Convention on ‘The Rights of the Child’ state that every child and young person should have access to provision which enables them to develop their personalities, talents, and abilities irrespective of ethnicity, culture or religion, home language, family background, learning difficulties, disabilities or gender. The provision of arts and culture to all young people are fundamental to honouring those rights.

However, this aspiration is far removed from the reality of the everyday lives of many children and young people in the UK. In 2020 David Berridge reported that 1 in 7 young people aged between 5 and 16 experience one episode of need across the UK: with 30% more young people in care in 2020 than there were in 2015. In the East Midlands, this equates to 112,416 young people being in need. We have seen a sharp rise in Pupil Premium allocations across the East Midlands in the last year and this is only set to increase as an effect of the pandemic and changes to welfare support and benefits.

**Arts Creativity and Culture** have a fundamental role in supporting children and young people in need to improve their personal wellbeing, educational achievement, and life chances in general. We know from our lived experiences that we are needed by our children and young people who are most in need, to provide them with access to and progression in the arts, culture and creativity and so contribute to the levelling up of their life chances and opportunities. That need has become more demanding in recent years, and we now need to step up our offer and ensure that they are at the heart of our vision, mission, and programmes.

**The current context**

TMC has been funded by Arts Council England (ACE) as one of national network of ACE Bridge Organisations for the last 10 years. This status has been conferred to TMC every three years in a contract with ACE which charged us with delivering a range of ACE products including Artsmark, Arts Award, Local Education Partnerships and Partnership Investment Programmes.

With the launch of ACE’s new strategy ‘Lets Create’ it became clear that the Bridge function would cease from 2023.

We were invited to apply to become a funded organisation through ACE’s National Portfolio Organisation (NPO) funding round and this application was submitted in May 22. In November 22 we were informed that our application to ACE to become an NPO was unsuccessful. This will lead to a projected loss of over £2.3m investment over 3 years and means our organisation is now at a critical time in its thirteen-year history.

However, the loss of NPO status brings not only many challenges but also many opportunities. This will necessitate the creation of a new business model, and along with it a robust approach to capturing, monitoring and presenting our data and impact as a charity.

We have delivered an expansive programme of activity through our work as a Bridge as well as developing new targeted programmes to serve the needs of more vulnerable children and young people across the region. This has resulted in a programme approach to impact and data and has made it difficult to truly monitor and advocate for our wider impact as a charity.

The way we collect data across the organisation is varied and inconsistent. Over the last couple of years, we have begun to streamline our approach using organisational wide templates, but these are not used consistently across the team and teams have continued to use their own approaches aligned to specific programme needs.

We have recently transitioned to a new CRM system (Salesforce) and with the expertise of our Impact and Data Manager we have begun to pull clearer data to help tell our story. We also use Power BI to analyse data needed for funding and Board reports.

As we transition to a new business model, we are looking for support from an experienced consultant to help develop a new Impact and Data strategy and action plan. With your expertise we hope to streamline our data collection, monitoring, and the evaluation of our services and develop a clear and consistent strategy and action plan to support TMC’s impact messaging to help strengthen our future.

**The Brief**

With support from the Charities Aid Foundation, we are seeking the services of a highly skilled impact and data strategist to support our next phase of development.

Following the decision by ACE we are in the process of reviewing our business model, revising our business plan and services and would like to align a new Impact and Data strategy to streamline our approach and support future growth.

**Outcomes**

* To briefly review TMC’s existing approach to data collection, monitoring and impact in collaboration with TMCs Impact and Data Manager.
* To work with the Impact and Data Manager to develop an Impact and Data Strategy and action plan to support the sustainability of the charity as it transitions to a new business model.

**Timeline**

The work will take place between December 2022 and the end of March 2023, ready for the implementation of the new business model from April 2023.

**Budget**

We have allocated £4,500 inclusive of VAT.

**Proposal**

**How to apply?**

If you are interested in applying, please submit a completed application form, outlining your relevant experience, proposed approach to this work, including a timeline and budget breakdown.

**This should be sent to recruitment@themightycreatives.com by the deadline of 9am of Monday 12th December.**

**Equal Opportunities Form**

As part of our commitment to equal opportunities and diversity of our workforce, we would also request that you complete and return the **Equal Opportunities Form** provided with the application form.