

## Campaign Research Brief

A research brief to explore national “change campaign” opportunities that The Mighty Creatives can lead to create lasting social difference to the lives of vulnerable children and young people.

### 1.0 Introduction to The Mighty Creatives

The Mighty Creatives (TMC) is an award-winning charity providing creative youth services for children and young people “in the shadows” of society. Our practice is driven by person-centred pedagogy which underpins our core Creative Mentoring service alongside our employability support and Youth Voice work.

Our dedicated team works closely with various youth services and teams, including Local Authorities, Virtual Schools, schools, alternative provision settings, residential homes, arts and cultural organisations, CAMHS, and Prevent Services. We have more than 13 years’ experience in the creative sector working with children and young people and in the community.

#### Our beneficiaries are:

- Children and young people registered in need by their Local Authorities.
- Children and young people living below the poverty line, in areas of high deprivation and with high support needs who are not registered with the Local Authority.
- Children and young people who:
  - Are care-experienced (this includes Looked After Children, Care Leavers or Previously Looked After Children)
  - Are experiencing abuse or neglect (including those under a Child Protection Plan)
  - Have Special Educational Needs (SEN)
  - Have an Education, Health and Care Plan (EHCP)
  - Have a disability or life restricting illness
  - Are experiencing poverty/low income
  - Are living as a young carer
  - Are seeking asylum
  - Are in refuge
  - Are in an Alternative Education Provision
  - Are on Free School Meals
  - Are receiving Pupil Premium
  - Have been excluded or at risk of exclusion.

## 1.1 Our Vision

*Social Justice for young people through arts, culture and creativity.*

## 1.2 Our Mission

To achieve this vision, our mission has four strategic objectives:

1. To transform the lives of our beneficiaries through one-to-one and group-based **Creative Mentoring services**.
2. To provide support, advice and opportunities to employers which assist our beneficiaries' employment prospects and enterprise opportunities through our **Mighty Employers Services**.
3. To inspire our beneficiaries to express themselves through the power of creativity and to work with other stakeholders to support best practice, youth-led approaches which foster meaningful cultures that place youth voice at the heart through our **Youth Voice services**.
4. To sustain and grow investment in our work from across the UK and internationally.

## 2.0 The Context

Historically, TMC served as a Bridge Organisation for Arts Council England (ACE) across the East Midlands. When the role of the Bridge Network concluded in March 2023, TMC entered a period of transition planned across three phases: Retrenchment, Stabilisation and Regrowth.

With a new business plan approved by our Board of Trustees in January 2024, TMC has ambitious plans for growth that looks beyond our service delivery and aims to make lasting social change that benefits children and young people "in the shadows".

### 3.0 The brief

#### 3.1 Deliverable

TMC is seeking a research organisation or individual to design, manage, and coordinate a research project that investigates and identifies change campaign opportunities for the charity to lead on a national scale.

TMC is particularly interested in proposals from research organisations/individuals that have experience in market, social, behavioural, and/or campaign evaluation research in the non-profit sector or that have completed a similar research project.

#### 3.2 Research aim

TMC requests a market research proposal which outlines how the research would be conducted to:

- Identify the key concerns, challenges and issues facing TMC's young beneficiaries (outlined in our business plan).
- Provide recommendations for potential "change campaign" purposes that can be delivered by TMC and which create long-lasting social change for children and young people in response to their needs.
- Provide recommendations on how to approach a "change campaign", including timing, resource required and the approach to be taken (e.g. collaborative with other charities/organisations).

#### 3.3 Research methodology

TMC requests that the market research organisation/individual submits a proposal which potentially includes a combination of internal, external, primary, and secondary research.

We anticipate that this could include, but is not limited to, the following:

- **Youth consultation** – to identify the key concerns, challenges and issues facing the children and young people we support (outlined in our business plan).
- **Internal** – use our business plan and data from our service delivery to identify trends that suggest a need for national change.
- **Policy research** – to identify limitations, shortfalls and/or challenges in the services accessed by the children and young people we serve.

#### 4.0 Timescales

The proposed timescales for this project are May-July 2024.

#### 5.0 Budget

TMC has a total budget of **£10,000 (including VAT)** to fulfil the research brief.

#### 6.0 How to apply

If you are interested in applying, please submit a completed application form, outlining your relevant experience and your approach to the project, including a timeline for delivery.

Send your completed application form in **WORD** to [recruitment@themightycreatives.com](mailto:recruitment@themightycreatives.com)

The closing date for applying is 9am on Monday 22<sup>nd</sup> April 2024.