

Open Call: East Asia/UK Creative Hub Exchange Programme

We are seeking proposals for the curation and delivery of our Creative Hub Exchange programme, connecting creative hubs from East Asia with creative hubs in the UK.

Deadline: 13 March // Programme delivery 14-18 May 2018

Background

In an ever-changing global landscape, The British Council recognises that creative hubs are integral to the sustainability and growth of the creative economy. The British Council has worked with over 800 creative hubs globally, since 2014. We see hubs as playing a vital role in the growth of the creative economy, gathering and representing creative communities. Hubs have featured greatly in our programming – as partners, collaborators, producers and researchers.

There is an estimated 1.2 million people working from creative hubs globally (deskmag), generally made up of micro SMEs and freelancers, which represent 85% of global employment and 3.3 million people in the UK (2015). Creative hubs have become ‘nests for freelancers and micro SMEs to gather’ (Prof. Andy Pratt: City, University of London).

The East Asia Creative Hubs Programme incorporates a variety of activities which aim to enhance the opportunities for creative practitioners from across the region. The Creative Hub Exchange sits within this, bringing 15 creative hubs from across East Asia to the UK for 5 days to learn from a variety of UK hub models. The programme intends to help the visiting hub managers develop new ideas for programming, community building and business sustainability. To support, learn and exchange ideas.

Visit this [link](#) to read a piece of research we commissioned in 2017 which outlines the challenges, impact and models which

Please visit this [link](#) to read a piece of work we commissioned in 2017 which looked into the challenges that creative hubs across East Asia face, how they operate and the impact they have.

Creative Hubs Exchange Programme

We are looking for 3 Creative Hubs based in 3 different cities across the UK to co-curate and co-deliver a Hub Exchange programme for approximately 15 creative hub managers (from The Philippines, Thailand, Malaysia, Indonesia and Vietnam).

The three UK hubs chosen to curate and deliver this programme will host the majority of the programme at their creative hub space. The content of the programme should include time to share your own business model as a live case study, talking about: the context it operates in, the community it represents, its business and funding model, challenges and opportunities, along with innovations and learnings along the way (both good and bad), which might be useful for the visiting hub managers to learn about. It would also be useful to share how you curate your events programme and engage with your community, along with any handy digital tools and tips. The programme should include workshop style and/or interactive sessions. Other UK creative hub examples should be incorporated into the content and an exploration of nearby creative hubs should be included [Exploration Day] to provide the visiting hubs with an idea of a variety of different models, shapes and sizes present in the UK. Finally, a networking event should be incorporated into the programme in

order to help connect the visiting hub managers with local hub managers and your creative community.

We ran a UK/Southern African Creative Hub Exchange in February 2017, curated by three wonderful UK creative hubs: TAKTAL (Glasgow), The FuseBox (Brighton) and The Trampery (London). Visit this [link](#) to find out more about it.

Here's how this programme worked last year:

DAY	CITY	DESCRIPTION
Saturday	London/Brighton	Hubs arrive in London and travel to Brighton
Monday	Brighton	Hubs hosted by The FuseBox, who offer their hub as a live case study and exchange their knowledge and insights
Tuesday	Brighton/London	The FuseBox take the hubs around Brighton to visit 6 other creative hubs. They also host a small coffee meet-up at The FuseBox to help the visiting hubs connect with their community. The hubs travel to London that evening
Wednesday	London	Hubs are hosted by The Trampery who offer their hub as a live case study and host an evening event to connect the hubs with their community
Thursday	London/Glasgow	Hubs fly to Glasgow. The Hubs are hosted by The Whisky Bond/TAKTAL who offer their hub as a live case study
Friday	Glasgow	The Whisky Bond/TAKTAL take the hubs a tour of 6 other creative hubs in the city
Sunday	HOME	Hubs fly home

Exchange Programme Participants

Approximately 15 participants (creative hub managers) will be selected (via application process) by British Council colleagues in The Philippines, Thailand, Indonesia, Malaysia + Vietnam. Short bios on each will be forwarded to the UK hubs co-curating the programme. A short survey will also be sent to the participating hubs to gather more information on the type of hubs that they run and community they represent, along with key learning points they would like incorporated into the exchange programme. The creative hub managers will be made up of a variety of emerging and established hubs, serving a mixture of sector specific and cross sectoral communities. All hubs will be introduced to one another via email (by British Council colleagues in the region) prior to travelling to the UK.

Deliverables

The 3 UK hubs selected to deliver this programme will each be responsible for:

- Curating 1 to 2 days of the Hub Exchange Programme for 15 hub managers from across East Asia (programme content/detail should be spoken through and signed off with Lynsey Smith, Global Hubs Lead for British Council, UK);
- Incorporating additional content requests from visiting hubs (which will be taken from a survey that will be sent out by British Council colleagues to the 15 hubs to gather any particular topics/challenges they would like covered in the programme);
- Organising any catering (only lunches, refreshments and event catering – breakfasts should be covered by hotel and dinners will be covered in participants per diems);
- Producing programme guide and logistical information prior to hubs travelling to the UK;
- Providing suggestions for accommodation and travel bookings

- Meeting participants at the hotel on the first day and organising any travel between their hotel and your creative hub, etc. throughout the week;
- Programming: 1 knowledge exchange day + 1 exploration day, visiting creative hubs nearby;
- Each hub should deliver an event within their programme to either help the creative hubs meet your community and/or to give the visiting hubs an opportunity to talk about their spaces to a wider audience. The first two hubs should develop small scale events and/or meet-ups, while the third hub should deliver a larger scale networking event, ensuring that the visiting hubs connect with a larger creative community as part of their visit;
- Producing a short report on key outputs/learnings of programme, along with recommendations (max. 3 pages);
- Providing updates to Lynsey Smith on progress of work.

British Council Philippines, Malaysia, Vietnam and Thailand will be responsible for:

- selecting the participating hubs from across East Asia and organising associated grants;
- organising flights, visas and per diems for each participant;
- communicating with participating hubs (and sending out questionnaires to gather more insight which UK hubs can contribute questions to);
- sending further reading to UK hubs regarding the context these hubs operate within;
- processing UK invoices.

British Council UK will be responsible for:

- overseeing development of programme content + budget;
- providing any advice/regular check-ins;
- contracts, local travel and accommodation;
- possibly attending part of programme.

Fee

As it is a five-day programme, two hubs will each deliver two days of the programme, while one hub will deliver one day of the programme e.g.:

City 1 hub – 2 days (14+15 May)	Rate	Days	Total
Preparation Fee	500	3	1500
Delivery Fee	500	2	1000
Event + catering budget		1	400
			2900

City 2 hub – 1 day (16 May)	Rate	Days	Total
Preparation Fee	500	2	1000
Delivery Fee	500	1	500
Event + catering budget		1	200
			1700

City 3 hub – 2 days (17+18 May)	Rate	Days	Total
Preparation Fee	500	4	2000

Delivery Fee	500	2.5	1250
Final event budget	2000	1	2000
			5250

Payment will be made in two instalments. The first instalment (90%) will be paid on signature of contract (which may take up to 30 days to set up and process). A separate contract will be developed for each hub.

How to Apply

If you are interested in developing and curating this programme please submit a maximum two page proposal which includes:

- What three hubs you are proposing to co-curate this programme;
- Content overview for the 5 days, outlining what each hub will be responsible for developing
- What format the networking events will take and how it will incorporate the visiting hubs;
- Details of hubs that would be visited on the Exploration Day;
- Budget of full costs (including catering, event production, programme, etc.);
- An explanation of why you would like to develop this programme and what you would learn from doing it;

Proposals should be developed collaboratively with another two creative hubs. Please submit your proposal to Lynsey Smith, Global Creative Hub Lead, British Council (UK) lynsey.smith@britishcouncil.org

Further Notes

- The following recommendations were suggested after our pilot exchange in 2017:
- a chance at the beginning of the programme (at the first UK hub) for all of the visiting hubs to get to know each other, they will only have received short bios for one another);
 - short intervals within the programme to catch up on to-dos (possibly hotdesk from your space);
 - an overview of the programme a minimum of one week before the participants depart for the UK;
 - less is more.

Any clarification or queries on the above should be submitted to Lynsey Smith, Global Creative Hub Lead, British Council (UK) lynsey.smith@britishcouncil.org

Deadline for submissions is Tuesday 13 March 2018