



Communications brief

Deadline for submission: 24 November 2024

1. Overview

UCL seeks a consultant or agency to lead on digital communications, press and marketing of Trellis 5, an art exhibition and associated participatory events happening in March 2025 at UCL East.

Trellis brings together UCL researchers, artists and east London communities to exchange knowledge and co-create high quality and impactful artworks. This year's exhibition will feature the artwork of five collaborative partnerships and is the first Trellis exhibition at UCL Marshgate. We want it to be a flagship moment for the gallery programming, showcasing the powerful and transformative work initiated at UCL.

The consultant will work with the Trellis team from December 2024 until the end of the exhibition in April 2025 to ensure we meet our targets in terms of visitors to the exhibition and events programme. We anticipate the bulk of the work will take place in the immediate lead up to and during the exhibition but would like to start working with the consultant early enough to agree a timeline, collect relevant assets, and to programme any advanced communications that would help build an audience.

2. Comms brief

We are keen to work with a local, east London-based consultant or agency, who understands our local communities and the wider arts and culture landscape. As part of our ongoing work to improve the inclusivity and accessibility of our work, we encourage applications from those who are underrepresented in the sector and at UCL including, but not exclusive to, disabled, D/deaf, and neurodivergent people, LGBTQ+ people, people from Black, Asian and Ethnic Minority backgrounds.

We are particularly interested in consultants or agencies who are interested in responding creatively to how we communicate both the variety of subject areas explored by the projects, and the way in which the collaborations between artists, researchers, and communities have been built. We are interested in trying new things and being challenged in our assumptions about communications and marketing.

Anticipated outputs

We will expect the consultant to lead on developing a full comms plan. However, we anticipate that this will include strategies to achieve:

- Engagement across our social media channels (Instagram and X).
- Promotion on UCL's website and other external comms channels.
- Promotion across East Bank and other community partner comms channels.
- Listings on east London and arts events calendars.
- Local and London-wide press coverage (print, online or broadcast).
- London and national arts press coverage.
- Potentially signage and advertising within the Olympic Park.

Assets

The consultant will have access to:

- Documentation (photography or filming) of the projects during their development stages.
- Descriptions of the projects and curatorial narrative of the exhibition.
- Biographies of the project team members.
- Stories and ideas generated by the project teams to date.
- Descriptions, images and Eventbrite listings for the events programme.

The consultant will work with the designer, Cultural and Community Engagement team, and UCL East communications team (where appropriate) to agree on and contribute towards the creation of further assets and marketing materials, which may include but not be limited to:

- Social media content.
- Digital assets for use on the UCL website, emails and e-listings.
- Digital and/or print assets for advertisement within the Olympic Park.
- Flyers/ posters.
- Documentation of the exhibition and events.

Additional budget is available for paid advertisements, printing and production costs, documentation and design fees.

Tone of Voice

We want to be friendly and approachable but come across as bold and not afraid of disruptive thinking. We want to invite spirited conversation and the exchange of ideas, while being respectful and mindful of cultural and other differences. All communication should be clear, simple and accessible.

Key dates

By 5 Dec 2024: Appointment of Communications Consultant and Designer.

Dec 2024 – Jan 2025: Development of comms plan.

Mid Jan 2025: Confirmation of exhibition curatorial narrative and the artworks to be exhibited.

Feb 2025: Events programme confirmed.

Jan – Mar 2025: Project teams available for discussion and PR opportunities.

14 Mar 2025 – 13 Apr 2025: Exhibition and events programme runs.

Late Apr 2025: Wash-up meeting.

The fee is expected to cover 17 day's work between Dec 2024 and Apr 2025. Specific working arrangements will be agreed upon appointment, but the Communications Consultant will be expected to attend regular meetings with the Cultural and Community Engagement team during this period. The consultant may work remotely or base themselves at UCL East Marshgate while working on the project.

Key contacts

Mel Davies: Community Engagement Manager, UCL East –Trellis project manager and main contact.

Rachael Harlow: Freelance Trellis Curator.

Paris Hyman: Events Coordinator, UCL East – events support.

Jane Bolger: UCL East communications and marketing lead – will oversee use of UCL brand, and help push some promotion through their channels, but will not contribute to content.

Freelance Designer: Currently being recruited, will design 2D aspects of the exhibition, wayfinding and signage and marketing materials.

Budget

A fee of £6K is available, anticipating approximately 17 day's work at £350 per day. The fee includes all taxes and expenses associated with delivery of the services.

3. To respond

Please reply to this brief to public.art@ucl.ac.uk by midnight, 24 November 2024 with an initial response including:

- A proposal outlining how you will approach the project.
 - This should include suggestions for how you would develop a comms plan, what the communications project timeline would be, and how you would monitor success.
- A budget based on your proposal.
- A short outline of why you'd like to be involved with this project including an indication of previous experience.

Please ensure your proposal is no longer than 500 words. Shortlisted applicants may be invited to an informal interview with the Trellis Project Manager and Trellis Curator during the w/c 2 Dec 2024.

If you have any questions please email Mel Davies melanie.j.davies@ucl.ac.uk or book a time for a short meeting via [Microsoft Bookings](#).

4. Background

UCL East, Community Engagement and Public Art

[UCL East](#) is the biggest development in UCL's nearly 200-year history. Our East campus on Queen Elizabeth Olympic Park offers exciting new multidisciplinary degrees focussed on tackling the biggest challenges facing people and our planet. Our buildings have been conceived to be accessible, sustainable and open to the public, with exhibitions, public art and flexible spaces providing opportunities for public engagement.

The UCL East Cultural and Community Engagement team has been building relationships with east London communities, celebrating local creative talent and supporting our researchers to co-deliver projects since 2013. We aim to build a culture of engaged research at UCL that values equitable collaboration and the creation of mutual benefit.

Trellis

[Trellis](#) is a flagship project for the Cultural and Community Engagement team, funded by the EPSRC and Foundation for Future London. Now in its sixth year, it brings together UCL researchers, artists and east London communities over a 12-month long period to exchange knowledge around themes important to east Londoners, create work and bring about positive change.

Trellis 5 features five collaborative partnerships. Since June 2024 the participating artists and researchers have been working with diverse local communities to explore themes including housing insecurity, palliative care, and neurodivergency, and produce high-quality and impactful artworks. The programme will culminate in an exhibition and events programme, which will showcase each team's work and give an insight into the collaborative processes they have undertaken. The exhibition will take place at UCL East Marshgate, making it the first Trellis exhibition to take place on the UCL East campus. The events will be interactive and engaging, further exploring and giving context to areas of the research or community interest.

A curatorial narrative, which helps to tell the stories of the five commissions, will be developed in the next two months. Further information about the Trellis 5 collaborative partnerships can be found [on the UCL East website](#).

Target Audiences

The Cultural and Community Engagement team will work to ensure internal UCL audiences attend the Trellis exhibition and associated events. The Comms Consultant will be expected to reach the following external audiences, listed in order of priority:

1. Individuals living, working, or studying in east London with an interest in art and culture and/or the subject matter (especially those who are new to engaging with UCL).
2. East London community organisations with links to UCL or East Bank and/or interests that intersect with the subject matter or arts more broadly.
3. Arts organisations with a focus on socially engaged practice.
4. Visitors to Queen Elizabeth Olympic Park.

Indicative successes

The month-long exhibition and events programme aims to meet the following targets:

1. 1500 in-person visitors.
2. 80% capacity booked for all events.
3. 50% of visitors live, work or study in Hackney, Newham, Tower Hamlets or Waltham Forest.

We are aiming to convey the following key messages:

- The Trellis exhibition and events programme is free and open to all.
- The projects offer collaborators, participants and audiences the opportunity to explore and gain new insights into important themes for east London.
- Trellis is an experimental collaborative process, that brings together different forms of expertise to create new knowledge and foster positive change.
- The artworks were co-created with local east London communities.

Further links:

- [Announcement of the Trellis 5 collaborative partnerships](#).
- [Information about the Trellis programme and previous projects on the UCL East website](#).
- [A YouTube playlist of films made about Trellis over the years](#), including [a film capturing the atmosphere of the Trellis 3 exhibition](#).
- [UCL East Engagement Instagram account](#), which includes Trellis content, [such as this advertisement for a previous Trellis performance](#).
- Information about [UCL East](#) and [the Marshgate Building](#).