



Communications brief

Deadline for submission: 17 October 2023

Overview

UCL seeks a consultant or agency to lead on digital communications and marketing of Trellis, an art exhibition and associated participatory events happening in March 2024 in east London.

The consultant will work with the Trellis team from November 2023 until the end of the exhibition in March 2024 (may run into early April, dates are TBC). 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.

More information on Trellis can be found on the [Trellis website](#), and information on the current collaborative partnerships who are creating artwork for the exhibition can be found in [our online announcement](#).

We anticipate the role will focus on securing local east London, London wide and art-based press (print, online or broadcast). As well as delivering digital marketing via UCL East Engagement social media (including managing paid advertising), email, and e-listings.

We are keen to work with a local, east London based consultant or agency, who understands the landscape of communities, arts and other relevant issues. As part of our ongoing work to improve the inclusivity and accessibility of the scheme, we encourage applications from those who are underrepresented in the sector and at UCL including but, not exclusive, to disabled, D/deaf and neurodiverse 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 could communicate both the variety of subject areas explored by the projects, and the way in which the collaborations between artists, researcher and communities have been built. We are interested in trying new things and being challenged in our assumptions about communications and marketing.

We are interested in someone who can design digital assets for the relevant communications channels. The designer we have worked with previously is not available, but we would **not** anticipate a full redesign of our branding. If you can't offer design service, we still want to hear from you, however you should only propose to use the relevant part of the budget as the remainder will be required as a fee for the designer.

Indicative success

The exhibition aims to meet the following targets

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

Success could therefore look like the following

1. Local east London social media engagement.
2. Broad local awareness of event.
3. Listings on east London and arts events calendars.
4. Coverage in at least 2 local papers (print and online editions).

5. Focused coverage or extended listing in at least one London wide edition (e.g. Metro/Time-Out etc)
6. Coverage in local and national arts press online or in print.



Another Provision. Artist: Johann Arens.

Background:

Trellis is a knowledge exchange programme between researchers, artists, and east London communities. The artists and researchers for Trellis 4 met in early 2023, and have been working with a wide variety of communities in east London. Each group is working towards creating an artwork to be exhibited in east London in March 2024.

More information on each collaboration is available on the [Trellis website](#).

Trellis Exhibition programme

The Trellis exhibition is the culmination and celebration of the 6 collaborative partnerships between artists, researchers and communities and the art they have created together.

The exhibition will take place in March 2024, for around 3 weeks (dates TBC) during which time we will be hosting a series of events linked to the themes of the exhibits. These events will be interactive, engaging, and intended to explore and give context to areas of the research or community interest.

Importantly, the exhibition is the climax of a 12 month long period of relationship building and collaboration, and indeed many of the collaborations will continue to work together. There will be stories and ideas that have come from this longer period of collaboration that can be used in the communications even before the exhibition.

Links:

- [Read about the current 6 collaborative groups who will be presenting work at the exhibition.](#)
- [Find out about the process and previous projects.](#)
- We created a [playlist of films about Trellis over the years which can be found on YouTube](#).
- [We made one film for Trellis 3 that tried to capture the atmosphere of the exhibition.](#)

- [The UCL East Engagement Twitter](#) (refer back to March 2022 to get a sense of Trellis comms).
- [The UCL East Engagement Instagram](#) (refer back to March 2022 to get a sense of Trellis comms).

Target audience

In priority order

1. East London community partners and their contacts who have been involved in the projects.
2. Art audiences, particularly east London residents interested in art exhibitions.
3. Science research audiences.
4. Academic engagement audiences.
5. UCL (and UCL East) senior leadership.
6. Other UCL staff and students interested in collaborating with artists and/or communities.

Key Messages

- Trellis is an unusual collaborative process between artists and researchers offering new ways to explore research in east London community settings.
- These art works were made in collaboration with local communities.
- What is being exhibited is high quality and impactful artwork.
- The work picks up on important themes for east London.

Tone of Voice

We want to be friendly and approachable but clear and confident in what we have to say. We want to speak to our audiences in a way in which they can engage with us and understand what we are communicating. We want to avoid any jargon, and be clear and simple in what we say. We are not afraid of inviting comment or conversation.

Key dates

- October 2023: Venue & dates of exhibition confirmed.
- Jan 2024: Final confirmation of what will be exhibited.
- Feb 2024: Events confirmed for promotion.
- Jan – March 2024: Artists available for discussion, PR opportunities.
- March 2024: Exhibition open. (Dates to be finalised shortly).
- Monthly meetings will be expected

Key contact and roles on Trellis Comms

- Lizzy Baddeley – Project manager and key contact (PM).
- Rosie Murdoch – Project curator.
- Rivka Cocker – Programme Assistant.
- UCL East comms lead (Jane Bolger) will be able to push some promotion through their channels but will not contribute to content.
- Trellis project teams (artists, researchers, and communities) will liaise with PM. They provide basic copy and images, to be refined by consultant in correspondence with PM, and they support promotion through their own social media networks.
- Communications Consultant (this role) - lead on comms and PR for Trellis, creating content, contacting media, listing and using the UCL East Engagement social media channels.
- Design – we have not yet contracted a designer for this project and would be interested in working with the comms consultant to decide what is needed from design.



Material Design Meets AI. Artist: Ella Bulley. Photo credit: Koïs Miah.

Budget

We have a budget of £10k which includes designing assets for comms. If you are not able to provide this service, please indicate a reserve in the budget of at least £2000.

To respond

Please email public.art@ucl.ac.uk by midnight on 17 October with an initial response including:

- **A proposal outlining how you will approach the task**
 - **This should include suggestions for how you would undertake the buildup, what the communications project timeline would be, 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.**

If you have any questions please email the team on public.art@ucl.ac.uk, [or book a time for a short meeting via this link](#)

Additional information:

UCL East, Community Engagement and Public Art

UCL East is the next chapter in our disruptive thinking and the biggest development in UCL's nearly 200-year history. Our East campus on Queen Elizabeth Olympic Park offers exciting new degrees and the scale and space needed to tackle the biggest challenges facing the planet.

The UCL Cultural and Community Engagement team has been building relationships with east London communities and supporting our researchers to co-deliver projects since 2013. We celebrate working with local creative talent to explore the research happening at UCL and the relationships we have with relevant communities.