

Brief for a Designer for a Creative Health Quality Framework

You can [hear this as an audio file here](#) and [read it online here](#).

Deadline for applications: 5pm, Thursday 16 March

Fee: £2,400 (inclusive of VAT and all expenses)

Purpose

The Culture, Health & Wellbeing Alliance (CHWA) is looking for a designer or design team to develop designs for a Creative Health Quality Framework. This will include: an overarching visual or brand identity; two illustrative images / diagrams; a kitemark; a template for website pages; and a template for pdf downloads. The work will happen between late March and mid-June 2023.

Background

CHWA is the national membership organisation for creative health for England. (We use 'creative health' to mean any creative or cultural activity that supports health and/or wellbeing.) Working with consultant Jane Willis, we're building the Quality Framework with the people who already do this work, to help individual creative practitioners, cultural and arts organisations, and partners from health and social care to plan, deliver and assess good practice.

We have now written the Quality Framework, and want to work with a designer to bring it to life on the CHWA website and in the form of printable downloads.

You can read more about this here:

<https://www.culturehealthandwellbeing.org.uk/resources/creative-health-quality-framework>

Deliverables

We are looking for a designer who can work collaboratively with us to develop a design for the Framework.

This will involve the following elements:

1. An overarching visual identity for the Framework which can be applied to a website as well as printable worksheets and handouts
2. A template for web pages on the CHWA website (this will be somewhat limited by the existing design of the site)

3. Templates for pdf downloads
4. Two specific images that will help us communicate the framework: A tree or trees; and a wheel with three concentric circles
5. A kitemark
6. A simple print version of whole Framework

The Framework will be available online and as a print version. In both cases it will incorporate layers of information, with the two key visual concepts – a tree (or trees) and a wheel – opening up to offer detailed text relating to different elements. We would like to explore with the designer the possibilities that this image of a tree creates, in relation to an environment or ecology of creative health practice.

The Framework will be launched at the end of June 2023.

The timetable for the design process is as follows:

Open call for designers	Thursday 15 Feb
Call closes	5pm, Thursday 16 March
Appoint designer	By 5pm Friday 24 March
First draft visual ID and illustration of framework (wheel, and tree or ecology model)	By 5pm Monday 10 April
First draft web pages and templates	By 5pm Monday 24 April
Final draft of all materials	By 5pm Friday 12 May
Sign off all materials	By 5pm Friday 19 May
Website built	By Monday 29 May
Website signed off	12 June

Between July and December we will be testing the Framework in use and it's likely to be adapted after this. We would ideally like to be able to continue to use the key visual concepts and templates after this point and will discuss this further with the appointed designer/team.

You can see here [a recent presentation](#) which includes some early draft images and may give you an idea of the type of messages we are trying to communicate.

The audience for this framework is extremely varied, and we will need to develop a design that feels accessible and relevant to people working in health, social care and arts contexts.

In particular we would like the designer to consider how they can make their imagery as inclusive as possible to people of different heritages. The tree for example may present an opportunity to include forms and fruits that speak to different cultural histories.

It's also vital that we work to high standards of accessibility in relation to Disability and neurodivergence.

Person specification

We would like to work with someone who is interested in communicating layers of information in a way that feels accessible and simple.

The applicant/s should be

- A good communicator
- Comfortable working independently, as well as collaboratively
- A lateral thinker
- Experienced in design that communicates layered or complex information in accessible ways
- Experienced in creating inclusive designs in relation to heritage, Disability and neurodivergence
- Experienced in working with clients from different sectors
- Ideally interested in the relationship between creativity, culture, health and wellbeing

We are always interested in hearing about transferable skills as well as direct experience.

Access

This is a remote working role. We are ready to adapt our working processes in discussion with applicants; please let us know about any access needs we can support.

Fee and payments

The fee is a total of £2,400 (including VAT where applicable) which will be payable in two tranches at the start and end of the project, upon receipt of invoice. The fee is the total amount available for this work and so must include all time, materials costs and other expenses incurred.

Hours of work

This is an output-based contract but we would not expect the contractor to exceed 8 days of work or 60 hours.

How to apply

We would like to receive between 2 and 4 relevant examples of your work, a biography or CV, and a *brief* covering statement explaining why you would like to do this piece of work, referring to the Person Specification and Deliverables outlined above. We'd also like your confirmation that you will have the capacity to spend around 60 hours on this work between Monday 27 March and Monday 12 June. Please send all this by 5pm on Thursday 16 March.

The covering information can be submitted as an email, an audio recording or a video recording as you prefer. Please send us the examples of your work as web-links or via

WeTransfer, Dropbox or similar rather than emailing large files (our mail server may block large files).

There is no interview process for this role. We will assess applications based on what you send us, and will contact you as soon as we can.

Please tell us about any access needs we can meet to support your application process. We'd also appreciate it if you could click on this link and fill out [this Equality, Diversity & Representation form](#) when you apply. This is anonymous and we won't be able to connect it with your application, but it helps us assess whether we are reaching a wide pool of candidates. If the link doesn't work for you let us know and we will find an alternative.

We are committed to ensuring our organisation is as diverse and representative as possible and are using the [IncArts Unlock tool](#) to support this process. We particularly want to encourage applications from people identifying with any of the protected characteristics as defined in the 2010 Equality Act, or who are from less affluent socioeconomic backgrounds.

Email: info@culturehealthandwellbeing.org.uk

Timeline

Please send us your application by **5pm on Thursday 16 March**. We would ideally like the designer / design team to be able to start work from Monday 27 March.