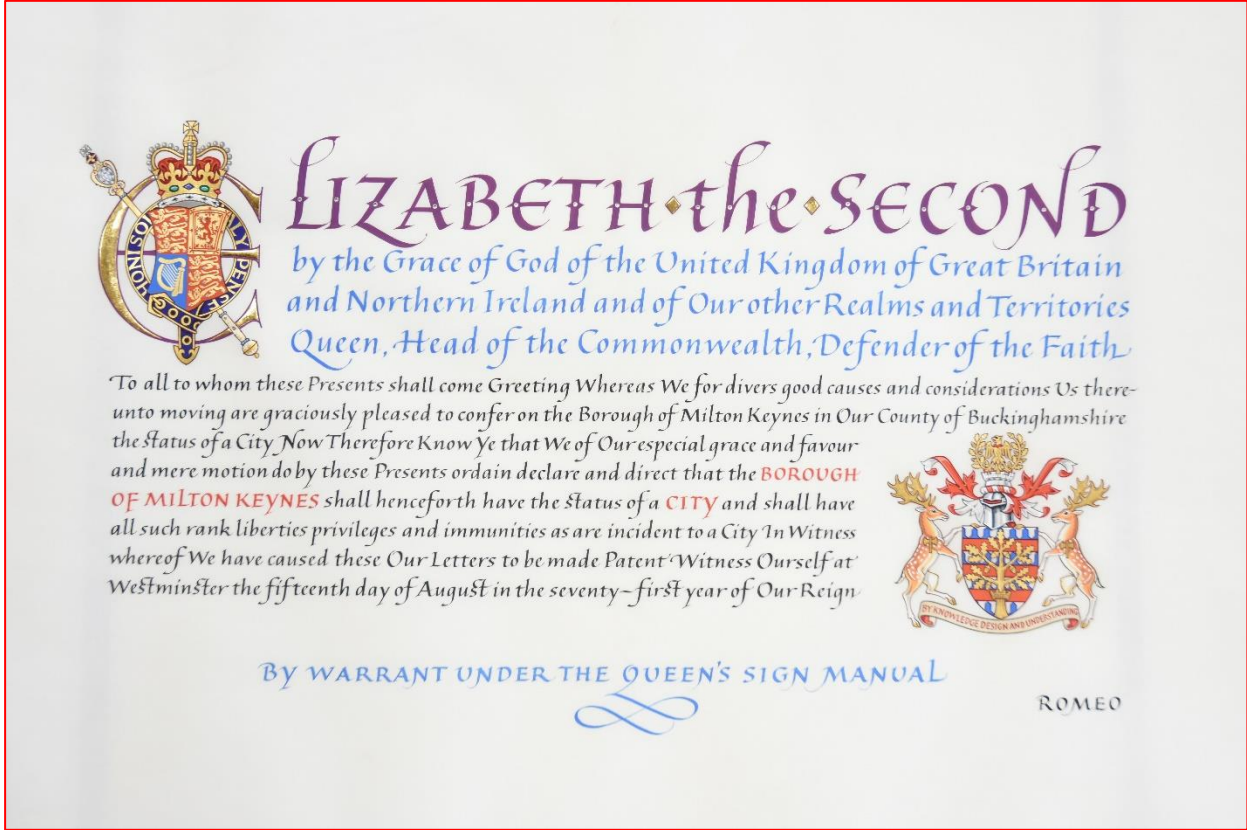


BRIEF: City Status Schools Toolkit



Introduction

Milton Keynes City Council (MKCC) is looking for a cultural and/or creative agency to develop a new MK **Schools City Status Box** as part of the celebrations as one of eight cities acquiring City Status from Her Late Majesty The Queen, marking Her Platinum Jubilee in June 2022.

The Box will contain a replica of **The Letters Patent**, our newest, and one of our most important civic documents, designating MK's new city status. The remaining content will be inspired by the approach, themes and content of Milton Keynes' City Status Bid, charting the city's inception, creation and development as one of the largest and most successful new town's in the UK. We are looking to deliver a fun, interactive educational resource for all key-stage age-groups, which will be developed in a collaboration between MKCC's Culture Team, the appointed agency/organisation – with input from Educational Service and other stakeholders and partners as required.

We are also keen to find a cost-effective way of replicating the Letters Patent Box (see below image) to house all material, which will then be sent to every school in MK.

Background

In 1967, Parliament decided to develop a new city for 250,000 people at the centre of the UK - Milton Keynes. In so doing, Government envisaged that the city would need to be a powerful enough to be a 'counter-magnet' to London. Her Late Majesty, in which whose reign much of Milton Keynes was created, conferred City Status on Milton Keynes as part of Her Platinum Jubilee celebrations in June 2022.

Milton Keynes represents the pinnacle of Government-led national post-war planning movement, which sought through utopian principles and ideals to rebuild the country after World War II, accommodating a growing population against the background of bombed cities. Six goals have been its guiding principles for development:

1. opportunity and freedom of choice,
2. easy movement and access,
3. balance and variety,
4. the creation of an attractive city,
5. public awareness and participation' and
6. efficient and imaginative use of resources.

Milton Keynes has been hugely successful, is the culmination of national achievement and is a mosaic of communities, built by people for people. 'MK', as residents affectionately call it.

Milton Keynes is admired internationally, and a steady stream of people come here to seek to learn its lessons. And, looking forward, our civic leaders have made a new promise to people now living in Milton Keynes, to their children, and to Government. Milton Keynes is a model for all British cities to follow through the 21st century and how residents can adapt to continuous growth and embrace the future.



The Approach

We are looking for a creative, innovative and fun approach to develop the MK Schools City Status Box – taking inspiration from The Letters Patent and Milton Keynes City Bid Application, providing inspiration for themes and content.

We want the Box to build civic pride; tell the story of MK's new city status and celebrate all the positive attributes found within the city. Looking to the future of the city is also important and we would like to develop a specific activity section which encourages pupils to offer up their suggestions for MK's future and how they would like to see the city develop.

Other important factors that will need consideration in the development of content include:

1. Milton Keynes is both old and new, with heritage and innovation together side by side and historic market town and ancient village enveloped, protected and nurtured by a grid-design of modern city centre, district centres, local centres, new town neighbourhoods and wide and generous spaces.
2. Milton Keynes is an amazing green space, the greenest in the UK, with over one-quarter of its land use for green (and blue) spaces, offering leisure, public art, cultural, health and wellbeing opportunities on every person's doorstep.
3. Milton Keynes is a mosaic of pioneer communities, built by people for people. More so other places, new towns are designed and built this way and individuals and communities stories, contributions and achievements are captured and celebrated.

Access to the successful Platinum Jubilee City bid application materials can be arranged and there is the potential to work alongside MK City Discovery Centre, whose archive includes relevant content and information.

Initial Fee

The Fee for the initial design commission phase is **£2,000** inclusive of all fees but excluding VAT. Production, materials, manufacture, and reprography fees for the schools packs will be confirmed following the design development phase’.

Submitting a Proposal

The selection process is outlined below. To ensure that submissions are evaluated on a consistent basis it is essential that the required information for assessment is submitted. Failure to provide the required information may lead to the submission being rejected.

Submissions will be evaluated against the criteria listed with their relevant weightings, the information supplied will be evaluated and points given to each element using the scoring system as illustrated. From the submissions a shortlist will be made, and if a decision is not clearcut, candidates may be invited for interview. The purpose of the interview will be to:

- Confirm that the contents of the submission are accurate.
- Assess the suitability of the candidate.
- Clarify any uncertainties and /or anomalies in the submission.

Send applications to MKCC Culture Team, FAO Shane Downer, Heritage and International Partnerships on culture@milton-keynes.gov.uk by **Noon, Thursday 15th December 2022**

| Information required | Weighting |
|--|------------|
| CV of each person which includes: Career history, qualifications and professional memberships etc. | 30% |
| Letter of interest stating: Your availability and interest in this role Relevant skills and experience Your knowledge of Milton Keynes Your approach to delivering this Brief including any past experience of designing educational material Your approach to equality and inclusion Stated cover for relevant insurances. Proof to be demonstrated if called for interview. | 35% |
| Proven track record on quality delivery: Two examples of relevant projects or commissions that you feel demonstrate your ability to deliver this brief. Where relevant, please include up to four visuals. Please include details of two referees | 35% |

Please ensure that your application is no longer than 6 sides of A4 and no larger than 10MB.

END

22 Nov 2022