



Request for Expressions of Interest to carry out a review of Communications and Engagement at
Dublin Youth Dance Company

October 2023- March 2024

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Invitation to tender

DYDC seeks a suitably qualified communications consultant(s) to work with the Artistic Director and the Board to review communications and engagement policy and practice. This individual(s) will be expected to make recommendations to ensure DYDC effectively promotes its work and public engagement with youth dance in the context of its Strategy, 'A Time To Grow 2023-2027' and the wider context of Dance developed in Ireland notable the Arts Council 'Advancing Dance 2022-2025' Policy.

The strategic context for the work of DYDC can be found in policy and strategy documents/links (Annex I).

About Dublin Youth Dance Company (DYDC)

Dublin Youth Dance Company (DYDC) is Ireland's flagship contemporary Youth Dance Company (comprising three dance ensembles – Junior, Transition and Senior, ages ranging from 13-23 years). DYDC curates and hosts the annual Irish Youth Dance Festival (IYDF) & Winter Gala, providing a national platform for youth dance with a growing international focus. DYDC offers young dancers' multiple platforms and opportunities to train, perform, choreograph and participate in an inclusive and diverse environment. The company provides pathways of high-quality pre vocational training and ensemble performance for young dancers/aspiring dance artists, led by professional choreographers and teachers, extending the range and deepening the experience of their dancer selves.

Its recently published Strategic Plan 'A Time to Grow' 2023-2027 represents a pivotal moment for DYDC as it step changes into a leadership role in contemporary youth dance in Ireland in terms of: pedagogy/pre vocational dance training; national and international festival/dance platforms/collaboration; equality, diversity and inclusion. The company has also strengthened its focus on forging significant partnerships with both the professional contemporary dance sector, which stands very strong in Ireland and is of mutual enrichment, and local authority, educational, voluntary and cross sectoral collaborations.

Mission

To lead the development and delivery of high-quality contemporary youth dance in Dublin and nationally.

Vision

- Ireland has a vibrant and diverse contemporary youth dance culture
- Young people from all backgrounds create and perform dance that's high in quality, wide in reach, contemporary in its aesthetic, and deep in its transformation of their lives
- Youth dance is both customary and special: a golden thread in the fabric of public provision for young people
- DYDC is the flagship organisation for policy and practice in contemporary youth dance.

Dublin Youth Dance Company is funded by the Arts Council of Ireland. It is supported by project funding from Fingal, Dublin City and Dún Laoghaire/ Rathdown Co Councils and by its partners in Dance – Dance Ireland and Dance Theatre of Ireland.

<https://www.dublinyouthdance.com/>

Tender Guidelines

Aim

To produce an audit of DYDC's Communications and Engagement policy and planning; to make recommendations for the implementation of DYDC's strategic Communications and Engagement plan 2024-2027 aligned to its overall strategic objectives contained in 'A Time To Grow, 2023-2027'; and to produce an prioritised Communications and Engagement action plan 2024-2027.

Time frame

It is anticipated that the consultant(s) will carry out the work over a 6 month period between October 2023 and March 2024.

Outcomes and deliverables

- Engage with key stakeholders and gather information from them including DYDC Executive, Board reps, Youth Dancers, DYDC Alumni rep, DYDC teachers and choreographers
- Audit DYDC's current communications strategies across various media and in the context of its activities – Performance Ensembles, Festival, Winter Gala and other events
- Audit DYDC's Engagement policy and plans, Equality, Inclusion and diversity policy, Children Protection Policy and other as relevant to the audit
- Consult pertinent policy and strategic frameworks in the wider Dance, Youth Arts and Youth participation
- Others as emerges to advance the audit
- On the basis of the above to make findings and recommendations in the form of actions (short/long term) that might be taken by DYDC/Fingal with the aim of improving and developing Communications and Engagement its policy and planning
- Create a clear roadmap, including priority actions as to how to plan 2024-2027
- Production of a Final report with Findings and Recommendations
- Liaise with a small Working Group from DYDC to include the Artistic Director, rep of Board and youth dance member to support their development of the Study.

Submission of expression of interest

We invite Expressions of Interest to include:

- Your understanding of the assignment
- An explanation of your suitability for this work including details of similar work you have undertaken
- The methodologies you propose
- A work-plan and timetable for the delivery of the work including key milestones (Oct 2023- March 2024)
- A statement of costs (daily rate to include VAT if applicable)
- CV/Short biographies
- Names of two referees.

Essential skills and expectations

- Proven experience and track record
- Research skills and methodologies, data analysis, reporting and writing
- Knowledge / experience of the arts sector in Ireland, policy and practice
- Ability to communicate with diverse groups and sectors.

Preferred skills

- Understanding of young people
- Knowledge of Dance as a discipline and Irish Dance structures, policy, strategic contexts.

Criteria for assessment

- The calibre of the proposal in terms of meeting the brief
- Demonstration of relevant skill, track record and experience of delivering similar types of work to time and budget
- Value for money.

Candidates must be self-sufficient, working independently and reporting to the Working Group at key stages throughout the project.

Submissions and Enquiries

Please send expression of interest outlining your approach to the work, time frame and your CV and daily rate to dydcdirector@gmail.com by 12 noon, 1st September 2023 marked DYDC/Communications Expression of Interest

If you would like any further information or clarification for submissions, please contact Mariam Ribón: dydcdirector@gmail.com marked DYDC/Communications Query

Annex I

Policy/Strategy context documents

Dublin Youth Dance's company Strategy, 'A Time to grow, 2023-2027 and all pertinent DYDC policies

<https://www.dublinyouthdance.com/governance>

Arts Council's New dance policy – Advancing Dance 2022-2025

<https://www.artscouncil.ie/Arts-in-Ireland/Dance/Dance-Policy/>

Arts Council Ireland Equality, Human Rights and Diversity Policy and Strategy

<https://www.artscouncil.ie/uploadedFiles/EHRD%20Policy%20English%20version%20Final.pdf>

Creative Ireland Creative Youth Plan 2023-2027

<https://www.creativeireland.gov.ie/app/uploads/2023/03/Creative-Youth-Plan-2023-2027.pdf>

The Lundy Model of Participation

https://commission.europa.eu/system/files/2022-12/lundy_model_of_participation.pdf