

## JOB DESCRIPTION

<b>POST TITLE:</b>	Cultural Development Officer (Woodberry Down)
<b>DIRECTORATE:</b>	Chief Executive's Directorate
<b>SERVICE:</b>	Communications, Engagement and Culture
<b>GRADE:</b>	PO6
<b>LOCATION:</b>	Hackney Town Hall, Woodberry Downs
<b>RESPONSIBLE TO:</b>	Culture and Heritage Manager
<b>RESPONSIBLE FOR:</b>	None

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### PURPOSE OF THE JOB

The Cultural Development Officer (Woodberry Down, Cultural Strategy) is a new role within the Cultural Development team and will be responsible for the development, implementation and delivery of the cultural strategy for Phase 4 of the Woodberry Down regeneration. This is an exciting opportunity to design, lead and embed a cultural programme across a regeneration site of significant scale, working with engaged stakeholders and a rapidly changing and growing community of residents.

The work will build on existing consultation and a draft cultural strategy and delivery plan developed by DPQ who are employed by the site developers Berkeley Homes. This will form part of the Design and Access Statement to be submitted for planning at the end of the summer. The post holder will forge, strengthen and develop relationships with key stakeholders including Notting Hill Genesis, Berkeley Homes and DPQ, the local community, artists and makers, and both the existing and new residents of Woodberry Downs. This also includes local community leadership groups including Manor House Development Trust and the Woodberry Down Community Organisation (WDCO).

The aim of this role is 1) to ensure that culture is central in bringing existing and newer communities of Woodberry Down together throughout the phased regeneration 2) that the history of the site is celebrated through relevant and meaningful cultural activity via the cultural strategy and reflects the needs of its stakeholders and 3) that work is delivered via socially conscious and embedded practices.

The Cultural Development Officer will lead on the delivery of the aims, objectives and indicative cultural projects as set out in the Cultural Strategy that is in place and

expected to be formally adopted through the planning application for Phase 4. It is an expectation that the cultural strategy will lay the foundations for long term collaborative engagement with the local community placing culture at the heart of the site's regeneration and changing demographic. The role will include significant consultation, planning, engagement and delivery, working closely with stakeholders as collaborators and working closely with artists commissioned to undertake projects.

Funding for this role and the implementation of the cultural strategy comes from UKSPR and Section 106 funding. This is a 3-year fixed term P/T position with funding secured towards cultural activities including integrated contemporary public art commissions and creative community engagement. To maximise potential the successful candidate will be expected to fundraise for additional match funding in order to deliver ambitious cultural outputs as set out in the Cultural Strategy and Delivery Plan.

#### **MAIN AREAS OF RESPONSIBILITY:**

**The postholder will have lead responsibility and accountability for the following:**

- Delivering strategic objectives of the Council's Arts and Cultural Strategy, including outputs and outcomes that contribute to the five dividends: community cohesion, education, economy, employment and health and wellbeing.
- Leading the development and delivery of Woodberry Downs' cultural strategy and programme and ensuring that it meets and reflects the objectives and outcomes of the programme.
- Commission and support artists to develop public art projects and programmes that reflect and are aligned to the delivery of the Woodberry Down cultural strategy.
- Developing and implementing engagement strategies for local communities and leading on necessary consultation with community stakeholders. Work with stakeholders to engage more local people in shaping the cultural offer and to maximise the benefits and outcomes for residents
- Creating, communicating and overseeing the management of safe, successful, and strategic indoor and outdoor events, projects and programmes that are aligned to the delivery of the Woodberry Down cultural strategy. Including comprehensive event briefs, risk assessments and event management plans for events in consultation with internal and external stakeholders
- Nurturing and developing lasting and meaningful key stakeholder groups and stakeholder relationships in line with the aims of the cultural strategy. Including working with community stakeholders to facilitate regular networks and meetings to develop and maintain community relationships

- Fundraising for additional match funding to support delivery of ambitious cultural outcomes.
- Lead on the monitoring and analysing of projects and of the cultural strategy to inform future planning. Develop evaluation methodologies to evidence the impacts of the work delivered and impact of the implementation of the cultural strategy.
- To ensure that the work aligns closely with the priorities across the division and the cultural strategy priorities for community cohesion, education, employment, economy and health and well-being
- Ensure that the local cultural strategy in Woodberry Down is embedded in the wider cultural aspirations of the borough, raising awareness at a hyperlocal level including policies, strategies, reach and communications

#### **OTHER DUTIES AND RESPONSIBILITIES:**

- Maintain personal and professional development to meet the changing demands of the job and participate in appropriate training/development activities including the council's wider outcomes and performance schemes.
- Ensure that all duties and responsibilities are discharged in accordance with the council's policies and procedures, including Health & Safety, the Code of Conduct and relevant regulations and legislation. To comply with the council's equal opportunities and diversity policies ensuring anti-discriminatory practice within the service area
- Managing a wide variety of project administrative tasks related to the job including writing reports and dealing with enquiries from the public

***NB: All employees are expected to adhere to the Council's Diversity & Equality and Health and Safety Policies.***

# Person Specification

## **Experience**

- Working to deadlines and experience of effectively coordinating and planning own workload as well as working in a team
- Experience of overseeing and managing projects that involve multiple stakeholders
- Experience of working in collaboration and consultation with diverse stakeholders to deliver shared goals
- Experience supporting sustained engagement programmes with local communities
- Development and delivery of cultural programmes and cultural development work
- Evidence of commissioning and supporting artists and their work for public realm projects.
- Leading and development of strategic partnerships to achieve shared objectives
- Project management, from inception to implementation within budgets and set timescales
- Creating and implementing strategies to meet organisational priorities
- Managing and monitoring programmes and project budgets
- Experience of managing external contracts and suppliers

## **Knowledge**

- An understanding of the Council, its values, priorities, and the services it provides within a multicultural area
- Awareness of Health & Safety legislation and best practice for events
- An awareness of Hackney's diverse communities and neighbourhoods
- Knowledge of best practice in organising cultural events with multiple stakeholders

- An understanding of the Council, its values, priorities, and the services it provides within a multicultural inner city area
- Excellent understanding of the challenges and opportunities of working with the arts, heritage, film or cultural sector
- Knowledge of events management and health and safety regulations
- Knowledge of audience development and community engagement methods to reach out to a wide range of local audiences and communities
- Knowledge of artists and artistic practice in the public and community realms
- Knowledge and experience in facilitating strategic partnerships and networks with internal and external stakeholders

### **Skills**

- Strong written and verbal communication skills, including an ability to communicate confidently to a wide range of individuals and organisations both internally and externally.
- Ability to deliver a wide range of events and pass on skills and knowledge to others.
- Proven skills in commissioning and supporting artists who work with communities and/or in the public realm.
- Understanding of the complexities of working in a political environment.
- Excellent organisational and time management skills, with the ability to work to specified event deadlines and within a specific event budget
- Strong IT skills (proficient in G Suite would be an advantage, system development, and web editing an advantage) as well as social media and events promotion skills
- Facilitation skills, for leading meetings and community forums
- Adaptable and flexible in providing services in a changing environment
- Knowledge of health and safety issues, in the context of public events

## **About Woodberry Down**

Woodberry Down is one of Europe's biggest estate regeneration projects and is led by a partnership of Hackney Council, Berkeley Homes, Notting Hill Genesis, Woodberry Down Community Organisation and Manor House Development Trust.

Plans approved in 2005 and updated in 2014 are seeing the original Council homes, which have suffered from various problems, gradually replaced with 5,500 new mixed tenure , high-quality homes that meet better standards. This is alongside a range of new community and commercial facilities and improved public spaces for both the new and existing residents to enjoy.

The regeneration plans are being delivered across eight phases, building work on the first new homes began in 2009, and construction of the homes in Phase 3 of the regeneration is currently underway. The regeneration is approaching half way through, and while much of the community have remained in Woodberry Down the increasing density means that many new residents have moved to the area. The community is evolving and facilities are changing to meet the needs of this growing community.

Phase 4 of the Woodberry Down regeneration project contains the Central Square which will be at the heart of the Woodberry Down Estate. It is a key component linking the north and south of the Estate and will deliver public space which aims to accommodate multi-generational use and enjoyment, with the potential for focal civic and commercial use.

As more of the previous estate is demolished, it is ever more important that the heritage and identity of Woodberry Down is recognised, celebrated and represented in the new development.

In 2021, community engagement on a new masterplan for the remaining phases commenced and work started on the development of a cultural strategy. This work has been successful at engaging with the community, and the emerging cultural strategy will play an important role in recording, representing and celebrating the heritage of Woodberry Down's diverse community / communities, and place. This engagement, together with the wider engagement and consultation partners have undertaken at Woodberry Down has highlighted a gap in cultural provision in the local area and the Culture Strategy will seek to create more opportunities for local people to participate in creative and cultural activity. It is intended that cultural projects will bring the community together and support community cohesion. In alignment with the priorities of Hackney's Cultural Strategy, it will also embed opportunities to support the local economy, local employment, health and wellbeing and education.

For the next phase of the development, Phase 4, which includes the 'central square', the cultural strategy will directly engage with these proposals in a number of ways to help embed the space as representative of, and welcoming to, the local

community. It is proposed to work with local people to develop certain aspects of the space in response to Woodberry Down's stories and unique setting, and to engage with local people to do so. (A range of opportunities for public art have been identified; the exact features are to be developed but might include bespoke benches, a focal space within the square or a mural, etc). Furthermore, the Council has commissioned a feasibility study to look at whether a new library could be delivered in the ground floor space, and work through the Cultural Strategy will help to inform what this space can become. Finally cultural activities will help to activate the new public space, allowing the community to mix, and to feel 'at home' and to build affinity with the area and each other.

***NB: All employees are expected to adhere to the Council's Diversity & Equality and Health and Safety Policies.***