

Brief: Development of a Children & Young People's Culture & Heritage Plan (Pregnancy – 25 Years)

1. Introduction

Hull City Council is seeking an experienced cultural consultant, organisation or consortium to work with us to develop a **Culture & Heritage Plan for Children and Young People (CYP)**. This plan will cover the full life course from **pregnancy through to 25 years of age**, ensuring that culture and heritage play a meaningful, measurable role in children and young people's development, wellbeing, skills, aspiration and future careers.

This CYP plan will serve as a **supporting document** to the *Hull Culture & Heritage Strategy 2025–2030*, aligning directly with its ambitions and acting as an applied, children and youth-focused delivery framework. It will also reflect Hull's new status as a member of the **UNESCO Global Network of Learning Cities (GNLC)**, strengthening the city's commitment to lifelong learning, creativity, and equitable access to cultural opportunity.

The project forms a critical part of the wider strategic timeline and delivery plan of the Culture & Heritage Strategy and builds on citywide strategies and engagement undertaken since 2023 such as the Community Plan 2024 – 2034, the Music Plan, and the Children and Young Peoples Plan 2025 – 2030 created with local partners and over 9,000 young people.

2. Purpose of the CYP Culture & Heritage Plan

The plan will:

- Provide a **comprehensive life-stage framework**, from pregnancy to early adulthood, showing how cultural and heritage engagement supports child development, wellbeing, attainment and life chances.
- consolidate existing strategies, consultations and insight into a single accessible document
- align with the Children and Young People's Plan 2025 - 2030 and wider city policy frameworks
- emphasise universal access to creativity from prenatal to 25, through to specialist and early-career pathways
- support Hull's GNLC ambitions around learning, inclusion and cultural participation.
- Provide **best practice examples** of impactful cultural and heritage projects at each stage of childhood and youth.
- Give **practical guidance, advice and recommendations** for how schools, youth services, cultural organisations and community partners can work with culture and heritage to:
 - Support cognitive, emotional and social development
 - Build confidence, aspiration and creativity
 - Improve wellbeing and social cohesion
 - Develop transferable life skills
 - Support pathways into training, creative careers, entrepreneurship and employment
- Bring together all relevant **consultations, engagements and datasets** into one coherent, accessible document.

- Act as a strategic tool for delivery teams, practitioners, funders and policy leads across the city and region.

3. Scope of Work

The consultant will develop a plan organised through distinct **life stages / chapters**, each including:

a. Produce a structured life-course plan

Covering:

- prenatal & early years
- primary years
- secondary & adolescence
- 16+ and early adulthood

Each chapter should reflect the life-course approach already outlined and consider the environments that shape CYP experience (family, education, community).

b. Strategic Alignment: Map and synthesise existing insight:

This includes consultation already held by arts, youth, health, heritage and community partners, bringing together what is known into a coherent, accessible narrative

- How cultural and heritage engagement supports the goals of Hull's CYP Plan and other relevant strategies
- Links to statutory duties (e.g., early years, mental health, youth voice, skills)
- Delivery of the Culture & Heritage Strategy

c. Best Practice Case Studies

These should include:

- Local examples from Hull and the wider region
- National and international best-in-class models
- Evidence-led examples that demonstrate impact across areas such as:
 - Early child development
 - Wellbeing and mental health
 - School readiness and attainment
 - Youth empowerment and leadership
 - Creative skills and career pathways
 - Inclusion of disabled, care-experienced and otherwise marginalised CYP
 - the impact that access to culture and heritage can have on reducing youth violence and criminal exploitation, through the Violence Prevention Programme.

d. Advice & Guidance for Practitioners

Each chapter should contain:

- Developmentally appropriate methods for engaging CYP in culture and heritage

- Practical recommendations for schools, early years providers, creative organisations and youth groups
- Workforce development considerations
- Safeguarding and inclusion guidance
- Opportunities for co-creation and youth-led practice

e. Reflect Hull's GNLC membership

The plan should articulate how:

- cultural learning contributes to lifelong learning
- creative ecosystems reinforce inclusive growth
- Hull's GNLC commitments shape expectations around access, participation and skills development

f. Key Outcomes & Measures

- Suggested indicators of success (quantitative and qualitative)
- Approaches for monitoring impact and evaluating the role of culture and heritage in CYP's lives

4. Required Expertise

We are seeking someone with:

- A strong track record in **youth-focused cultural strategy or policy development**
- Knowledge of **culture, heritage and creative industries**
- Understanding of **child development** and the education/skills landscape
- Experience in **co-design with children, young people, families and practitioners**
- Demonstrable ability to synthesise complex data, consultation and policy into clear, accessible documents

5. Deliverables

The commissioned consultant will produce:

1. **A full CYP Culture & Heritage Plan** (pregnancy–25), professionally structured and designed for public and practitioner use.
2. **A review of the existing consultation and engagement**, detailing insights from children, young people, families and partners.
3. **Recommendations for implementation**, including short-, medium- and long-term actions.
4. **A clear alignment map** showing how the plan relates to existing city strategies and the Hull Culture & Heritage Strategy 2025–2030.

6. Strategic Context & Timeline

This work sits within Hull's long-term cultural transformation journey:

Year	Strategic Milestones	Outputs
2023–2024	Community Plan engagement & adoption	Community Plan – Ambition 6
2024–2025	Culture & Heritage Strategy development	C&H Strategy + delivery plan; Music Plan; Public Art Policy
2025–2026	Year One delivery	Music Board launch; Transformation roles; joined UNESCO GNLC
2026–2027	Year Two delivery – development of the CYP Culture & Heritage Plan	CYP Plan (this commission); Events Plan/Policy
2027–2028	Engagement for new 2030+ Strategy	Engagement strategy; NTE Plan
2028–2030	Engagement and development of new Strategy	Adoption of 2030–2035 Strategy

This project forms part of the 2026/2027 delivery year of Hull’s cultural transformation timeline. It consolidates multiple strategic documents including:

- Community Plan
- Culture & Heritage Strategy 2025–2030
- Let’s Create Strategy
- Place Partnership Bid
- NHS/health frameworks
- Sport England place-based work
- Hull’s UNESCO GNLC status as a learning city

7. Expected Impact

The CYP Culture & Heritage Plan will:

- Ensure every child and young person in Hull can access cultural and heritage opportunities that support their **development, wellbeing, aspiration and belonging**.
- Provide a coordinated, evidence-based framework to guide professionals across culture, education, health, youth work and communities.
- Strengthen the **talent pipeline** for the city’s cultural and creative sectors.
- Build a shared vision that will influence future funding, commissioning and strategic decision-making.
- ensure meaningful and equitable cultural engagement for all CYP
- support wellbeing, confidence, aspiration and skills
- strengthen routes into creative careers

- help *adults in power* (teachers, carers, practitioners, decision-makers) to better understand creativity's role in development and opportunity
- align Hull's cultural offer with GNLC principles of inclusion, lifelong learning and cultural literacy

8. Fee:

£15,000 budget inclusive of all expenses and costs.

9. Timescales:

Full draft document to be submitted by September 2026

Final version delivered by early October 2026, to be ready to go into internal HCC design and print.

10. To Apply:

Please submit your CV, and 3 examples of developed strategies, policies or reports which capture whole system development, complex mapping into a digestible format.

Send to: music@hullcc.gov.uk by 0900 Monday 30th March.