

Heritage Engagement Producer, Croydon Town Centre Heritage Trail

Invitation to quote

Opportunity in brief

Culture and heritage are at the heart of a new programme from Croydon Council to make Croydon town centre a more welcoming and attractive place to visit.

A new town centre heritage trail and set of related wayfinding interventions will enable people to discover and engage with the architectural and social history of Croydon, signposting to key cultural venues and historic places.

The project delivery phasing is as follows:

July - October 2025 – Design and Engagement

October-December 2025 – Commissioning, procurement and contracting

January-September – Fabrication, installation and engagement

We are looking for a Creative Heritage Producer to work with the culture and regeneration teams to support the engagement, design and delivery of the heritage trail.

Summary of Role

- To work with the local community to gather feedback on design and input on delivery of a Town Centre Heritage Trail to ensure the trail is unique to Croydon and truly reflects its people and places.
- To work with local museum and archive collections, both within the borough and beyond, to identify source materials and aligned resources
- To review pre-existing consultation and evaluation reports identifying heritage themes and priorities
- To attend as well as lead the delivery of a series of workshops and engagement events including during Open House (13 – 22 Sept) and Croydon Harvest (4 – 5 Oct) ensuring participation opportunities for the local community – to include capture of their stories and priorities.
- Work with communities to capture how they would wish to engage with the Trail once in-situ on both a short and long-term basis.
- Create a report capturing community feedback with recommended actions.
- Input into commission call outs for architect/fabricator/artist-led interventions.
- To work closely with the Culture and Regeneration Teams at Croydon Council to lead the curation, collection development, design and delivery for the trail.
- To produce copy and written content for use online and in print to support engagement with the trail
- To work closely with Culture and Regeneration Teams and service providers to produce excellent project outputs.
- To strengthen and develop strategic relationships across the cultural and community sector, especially within the heritage sector.
- Work in an inclusive way to ensure heritage is relevant and reflective of the borough's residents.
- To support advocacy and marketing of the project.

Key Areas of Responsibility

Project delivery

- Work with Council and project partners to undertake the efficient delivery of an agreed project framework that reflects the strategic aims of the Growth Plan and the communities of Croydon
- Devise and where viable deliver workshop/engagement and audience development opportunities to support the development of the trail and the development of a funding application for future engagement strands.
- Produce a final report capturing community input with recommendations as to how they can be adopted.
- Work with the Culture Team to align engagement activities with the Open House programme.
- Ensure events and programmes are delivered safely taking on board the Council's Health and Safety and Safeguarding policies and procedures.
- Champion excellence.
- Actively seek to implement the Council Equal Opportunity Policy objective to promote equality of opportunity in relation to the duties of the post and project delivery.
- Work within the programme's strategic aims and objectives on time and on budget.

Working with communities

- Devise and deliver activities for the community groups which leads them to understand the value of town centre heritage, build narratives through co-curation/content design, provides public engagement in the design process.
- Ensure community members derive maximum benefit from the project including developing networks and interest for future engagement, training, volunteering and mentoring opportunities.
- Recommend approaches to future engagement which can form the basis of funding applications.

Advocacy

- Raise awareness of the project amongst key decision makers and the heritage sector.
- Represent the project at launches and receptions where required.
- Work with Council Comms colleagues and service providers to ensure an effective and widespread media campaign to support activity.
- Solve any problems creatively, particularly where there is a public relations or public safety dimension.
- Champion excellence and ensure that the project is both accessible and of the highest quality. Actively seek to promote diversity, inclusion and equality of opportunity in relation to the duties of the post.

Some evening and weekend working may be required.

The list of responsibilities is not exhaustive, the producer may be required to perform duties outside of this as operationally required and at the discretion of Croydon Council.

Person Specification - Knowledge, Experience and Skills

Experience

- Strong track record of designing and delivering community engagement exploring heritage and/or public realm themes

- Demonstrable curatorial leadership and organisational managerial competencies.
- Experience leading excellent projects in community settings.
- Experience writing commission briefs.
- Experience commissioning and working with artist/fabricators/architects from inception to delivery.
- Experience managing small budgets creatively.
- Demonstratable ability to use time effectively and work efficiently under pressure.

Skills and knowledge

- Educated to degree level or equivalent, or demonstrable relevant experience.
- Ability to prioritise duties and activities at a senior level.
- Ability to benchmark against cross sector standards of best practice.
- Strong people skills with an inclusive style and experience of effectively managing staff, volunteers and external stakeholder relationships.
- Vision and flair with an understanding of innovation and the ability to communicate, engage and encourage multiple and varied stakeholders.
- Diplomatic, sensitive to the needs of individual organisations, community groups, artists, archivists. Able to lead and involve them without “directing” them.
- An ability and wish to share knowledge in effective and sympathetic ways.
- Ability to think big and be ambitious, alongside the ability to manage detail.
- Strong communication and presentation skills.
- Excellent project and event management skills within a heritage/arts context.
- Strong budgeting and financial management skills.
- Enthusiasm for arts and heritage.
- Outstanding drafting and writing skills.

Desirable Criteria:

- Knowledge of Croydon, its people, places and heritage
- Understanding of local government structures and practices.
- Demonstratable ability to work effectively with people of very different backgrounds.

Fee:

You are invited to submit a letter of interest of no more than two A4 sides outlining your experience and skills for the role.

We envisage the work to take circa 30 – 40 days between late-August 2025 and April 2026 with the majority of the work taking place September – December 2025. There maybe scope to extend the role depending on the outcome of the engagement stage.

Additionally you should attach:

- Examples of two similar projects that you have led (no more than one side of A4);
- Breakdown of your quote including day rate and other cost areas. Any expenses or overheads should be detailed as part of the fee;
- CV and/or company profile;
- Names of two referees;
- Declare any current or existing contracts with Croydon Council, including value.

All contractors and subcontractors, where relevant, shall comply with all applicable employment legislation including the payment of their employees of the London Living Wage; disability discrimination legislation; data protection legislation; health, safety and fire legislation; and all codes of practice under such legislation.

The Council operates on a 30-day payment schedule on receipt of an invoice. Applicants should note however that it can also take around 30 days for a contractor to be set up on the Council system. This means that first payment for this project may not materialise until mid-October.

Deadline for submission 10pm Sunday 17 August 2025.

Submit to: culture@croydon.gov.uk

Selection Process

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 these will 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.

Information required	Weighting
CV 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 Stated cover for relevant insurances (Public Liability, Professional Indemnity and if applicable, Employers Liability). Proof to be demonstrated if called for interview.	30%
Proven track record on quality delivery: Two examples of relevant projects or commissions that you feel demonstrate your ability to deliver this contract. Where relevant, please include up to four visuals. Please include details of two referees	30%
Inclusion: Example either within case studies or letter of interest showing your experience and understanding of working within diverse and/or disadvantaged communities.	10%