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# Good Growth Hub – Call for Event Assistants (23/24)

## About the Good Growth Hub

Since Spring 2021, A New Direction has been the lead delivery partner and operator of the [Good Growth Hub](#), an employment and skills training programme with a physical space located at Hackney Bridge. The Good Growth Hub (GGH) connects local employers in the creative, cultural and digital sectors, with **local residents, aged 18-30 from the neighbouring boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest.**

Offering a range of activities that are co-designed with local residents, local employers, borough partners, community partners and other key stakeholders. Examples of these activities include employability and technical skills training, London Living wage paid traineeships, bespoke careers advice and guidance and support for freelancers and small businesses. Through this work, the Good Growth Hub also helps employers to develop inclusive working cultures and recruit talent that better reflects the local community.

A key priority for GGH programme and services therefore is to increase the diversity of the creative and digital workforce, opening up the exciting and varied careers that the sector offers to those that have been traditionally under-represented within it, namely those with low socio-economic backgrounds, women and non-binary, D/deaf and disabled people and those of a Black, Asian and/or minority ethnic background. The GGH programme aims to achieve and contribute towards the following objectives:

**1. A beacon of best practice for Good Growth**

The programmes based at the Good Growth Hub are designed by, used by, and accessible to, young East Londoners who are underrepresented in the creative, cultural and digital sectors.

**2. Representative workforce**

East London's creative, cultural and digital sectors - at all levels, including leadership - will be representative of the communities in which they are based.

**3. Representative target markets**

East London's creative, cultural and digital sectors will produce output that engages - and meets the needs of - the communities in which they are based.

**4. A Reflective sector**

East London's creative, cultural and digital organisations are actively committed - at all levels, including leadership - to acknowledge, monitor and address the barriers to entry and progression in the sector.

**5. Financially viable jobs**

Working in East London's creative, cultural and digital sectors will be a financially viable option for all, with all roles paid at London Living Wage or above.

**6. Inclusive workplaces**

Working in East London's creative, cultural and digital sectors will be an accessible option for all, through recruitment, development and progression.

**7. Visible pathways**

Young people in East London will be aware of the range of roles and careers available to them in the creative, cultural and digital sectors, and can visualise themselves in these roles.

**8. Access to high-quality development**

Young people in East London will have meaningful access to high-quality information, advice, guidance and training in relation to a career in the creative, cultural and / or digital sector.

**9. Meaningful employment, education and training**

Through the GGH's programmes, Young East Londoners' will have access to meaningful employment, education and/or training opportunities in the creative, cultural and digital sectors.



## Opportunity

As part of the Good Growth Hub offer, we are excited to invite Expressions of Interest (EOI) from practitioners who are interested in partnering with the Good Growth Hub team between July 2023 to March 2024 on activities coming up across the year. As the Hub continues to grow its reach and impact, the ambition and intention is to increase partnerships with individuals who can help champion the Good Growth Hub as a welcoming and useful space for local people and local employers. We are particularly interested to hear from individuals who have ties to East London (this could be having grown up in east London, currently living in east London or some other personal or other investment in the area).

We are keen to receive expressions of interest from individuals who are passionate about user and visitor experiences to work with the Good Growth Hub team as Event Assistants. Selected individuals will join the GGH pool of practitioners, to bring diverse perspectives, professional and lived experiences to contribute towards the stated objectives, ultimately supporting individuals towards personal and professional development that supports their career progression and agency – alongside the advancement of inclusive practices in local creative and cultural organisations.

## Event Assistants

We are seeking expression of interest from welcoming individuals interested in supporting GGH events and hosting visitors in the space. The Good Growth Hub is an exciting space which welcomes community partners and local creatives to curate events and activities in the space. Therefore, we are particularly interested to hear from local residents who are able to support with welcoming, hosting and supporting activity in the space and be an advocate for the GGH space as it seeks to platform local talent, create opportunities for networking and more.

GGH **Event Assistants** will help to create a welcoming atmosphere at the hub through engaging with a variety of stakeholders and help the successful execution of events in the space. We are looking for **5 x Events Assistants**.

## Scope of work

The appointed individuals (event assistants) shall be responsible for:

- Events and meetings set up and pack down
- Welcome and host visitors in the space
- Raise GGH profile with visitors to GGH, through 1-2-1 conversations and potentially occasional short presentations to visiting groups
- Promote visitors providing feedback on experience in the space
- Sharing observations and anecdotal feedback with wider GGH team on opportunities, challenges and other

- Supporting visitors with varying access needs to engage with GGH space and facilities

### Criteria

To support the delivery of events and activities at the Good Growth Hub, we welcome expressions of interests from individuals who are able to bring qualities, experience and skills inline the following criteria:

- Experience supporting events and in-person activities
- Great communication skills, with a responsive and friendly manner
- Able to solve problems with attention to detail
- Able to work well in a team

### Key Information

#### EOI Process

The Expression of Interest form can be found [here](#). To apply, please submit the form available online\*. The application deadline is Friday 30th June. Selection will be based on a review of submitted forms against the set criteria (guidance found in section [Scoring Criteria](#)), followed by short interviews with members of the Good Growth Hub team for shortlisted individuals. Final acceptance to the pool will be contingent on DBS checks and successful alignment of availability with programme activity. The application deadline is Monday 10<sup>th</sup> July, 12pm.

Milestones	Date
Call out for EOI goes live	7 <sup>th</sup> June
Consultation / information evening	W/C 12 <sup>th</sup> June
EOI submissions deadline	10 <sup>th</sup> July
Response and follow up conversations	10 <sup>th</sup> -19 <sup>th</sup> July
Successful partners appointed	By 21 <sup>st</sup> July
Contract signing and onboarding	24 <sup>th</sup> – 31 <sup>st</sup> July
Group Induction meeting	Aug or Sept 2023 TBC
Expected delivery to take place between <b>Aug/Sept 2023 and March 2024</b> (as agreed with each individual)	

*\*It is really important to us that there are no barriers to anyone applying for opportunities at the Good Growth Hub. Please let us know if you have any access requirements and/or would like to submit your application in a different format by contacting [goodgrowthhub@anewdirection.org.uk](mailto:goodgrowthhub@anewdirection.org.uk)*

*If there is any additional support, we could offer to enable you to participate in either the selection process or potentially working with the Good Growth Hub, please include this in your application. Find out more about accessibility requirements and provisions [here](#).*

#### Time commitment



Please share with us as much detail possible on what your availability is likely to be for working with the Hub over the next 8 months. Please note, we are looking for individuals with regular availability for a minimum of 4 days a month. With the expectation that these working hours are more often likely to be afternoon/evenings (4/5-9pm), Monday – Friday. And there is the potential for some occasional daytime weekend work. The final contracted number of days will be dependent on stated availability of individuals alongside planned events/activities.

#### Length of tenure

Contracts will be reviewed in March 2024. With a view to extend contracts into next financial year depending on learnings from reviews.

#### Location

All delivery of the GGH programme and event activity takes places at the Good Growth Hub, Hackney Bridge.

#### Remuneration

These roles will offer an hourly rate, paid at £15 per hour.

#### Safeguarding

We are committed to implementing safeguarding through safer recruitment. All roles require the successful candidate to complete a Disclosure and Barring Check and be eligible to work in the UK.

#### Attendance at induction and quarterly review days

Prior to beginning to work with us, successful individuals will be asked to attend a Good Growth Hub Partners induction in August / September 2023. Here you will be introduced to the wider Good Growth Hub team and all contracted delivery partners, to learn more about the proposed activities at the Hub over the next 8 months. We will also have quarterly check-ins to reflect on work and share learnings to help inform future delivery as a group.



## Scoring Criteria

We would welcome expressions of interests from partners who can demonstrate the strength of their experience and passion for delivering the services as follows:

EOI	Requirement	Evaluation criteria	Guidance for bidders	Score (Out of a possible 100)
Why are you interested in working with the Good Growth Hub?	Demonstratable and relevant commitment to GGH objectives and values	<ul style="list-style-type: none"><li>- Describe alignment with mission, vision, values and objectives of the Good Growth Hub</li><li>- Explain how they will work in partnership with A New Direction and wider stakeholders to maximise the reach and added value of the programme and events in the space.</li></ul>	<ul style="list-style-type: none"><li>- Demonstrate experience of working with a wide range of sectors</li><li>- Demonstrate an approach to interacting with a diverse range of people</li></ul>	25



<p>Provide 3 examples of related work that demonstrates your expertise, knowledge and any relevant experience?</p>	<p>Demonstratable and relevant experience</p>	<p>In their response, the responder should:</p> <ul style="list-style-type: none"><li>- Highlight experience and approach to making a variety of visitors feel welcomed for events, meetings or other</li><li>- Highlight experience and approach to working in events and event support</li></ul>	<p>The response should:</p> <ul style="list-style-type: none"><li>- Demonstrate experience of providing a successful in-person event support</li><li>- Demonstrate a track record of effectively engaging with a variety of stake holders</li></ul>	<p>30</p>
<p>Describe your approach to engaging with diverse audiences (specifically</p>	<p>Understanding of target audience</p>	<p>In their response, the bidder should:</p> <ul style="list-style-type: none"><li>- Set out their insight and experience of working with young people aged 18-30 years</li></ul>	<p>The response should:</p> <ul style="list-style-type: none"><li>- Demonstrate experience working with various stakeholder with varying backgrounds and interest</li></ul>	<p>45</p>





young adults or employers, local borough personnel, local community groups and others)		<ul style="list-style-type: none"><li>- Highlight approach and experience to supporting people with additional access needs</li><li>- Highlight experience with engaging with various audiences</li></ul>		
	Commercial (proposed allocation of project expenditure)			100

