

Freelance PR Contract – Prizes

New Writing North is looking to appoint a freelance PR to support its communications and marketing strategy for the David Cohen Prize for Literature, the new Clarissa Luard Award for Independent Publishers (which is awarded alongside the David Cohen Prize) and the Gordon Burn Prize.

The appointed person/ agency will work to raise the profile of these prizes through national coverage. The ideal candidate will have a bulging contact book, be adept at securing excellent coverage, and have experience in building relationships with media and retail partners.

The contract covers:

- Issuing press releases and securing press timed around the announcements of both prizes. This will include the longlist, shortlist and winner announcements of the Gordon Burn Prize; the shortlist for and winner of the Clarissa Luard Award and the winner announcement of the David Cohen Prize for Literature.
- Supporting the announcement of the David Cohen Prize for Literature/ Clarissa Luard Award. This work will include managing media and retail relationships and guest list planning and delivery of the award ceremony, to be held in London in November 2017.

The fee for this work will be not more than £8,000 inclusive of VAT.

New Writing North is based in Newcastle upon Tyne. It is expected that the contracted person will travel to one meeting in Newcastle upon Tyne. The remainder of the work will be done from their own office.

About the projects

The David Cohen Prize for Literature

The David Cohen Prize for Literature was established in 1992 and is one of the UK's most distinguished literary honours. Awarded biennially, the prize is worth £40,000 and recognises a living writer from the UK or the Republic of Ireland for a lifetime's achievement in literature. The prize was originally managed by Arts Council England and subsequently by BookTrust. New Writing North is managing the prize from 2017.

The David Cohen Prize for Literature is funded by the John S Cohen Foundation, which was established by David Cohen and his family in 1965 to support education, the arts, conservation and the environment. Arts Council England funds an additional prize, the Clarissa Luard Award, which from 2017 will award £10,000 to an independent publisher to support the development of new writing.

The David Cohen Prize for Literature has been awarded to dramatists, essayists, biographers, novelists and poets, including Tony Harrison in 2015, Hilary Mantel in 2013, Julian Barnes in 2011, Seamus Heaney in 2009.

The winner of the prize will be announced at a ceremony in London in November 2017.

The Clarissa Luard Award for Independent Publishers

Independent literary publishers are invited to apply for the Clarissa Luard Award, a cash prize of £10,000. The award seeks to recognise the adventurousness, innovative spirit and creativity of independent publishing and, in particular, the ability of small publishers to support and nurture writing talent. This award is made in memory of Clarissa Luard, a literature professional and valued supporter of writers and publishers.

The award will open for entry in early April, closing for entry on 29 May. The shortlist will be announced on 22 September 2017, and the winner announced at the David Cohen Prize award ceremony in November 2017.

The Gordon Burn Prize

The Gordon Burn Prize was launched in 2012 to remember the late author of novels including *Fullalove* and *Born Yesterday: The News as Novel*, and non-fiction including *Happy Like Murderers: The Story of Fred and Rosemary West*; *Best and Edwards: Football, Fame and Oblivion* and *Sex & Violence, Death & Silence; Encounters with recent art*.

The Gordon Burn Prize, run in partnership by the Gordon Burn Trust, New Writing North, Faber & Faber and Durham Book Festival, seeks to celebrate the writing of those whose work follows in his footsteps.

David Szalay won the Gordon Burn Prize in 2016 for his collection of linked short stories, *All That Man Is*. The previous winners are Dan Davies, *In Plain Sight: The Life and Lies of Jimmy Savile* (2015); Paul Kingsnorth, *The Wake* (2014); and Benjamin Myers, *Pig Iron* (2013).

The journalist Allan Jenkins, artist and musician Cosey Fanni Tutti, and writers Ian Sansom and Petina Gappah will judge the Gordon Burn Prize 2017. The prize is now open for entry until Friday 17 March 2017. The shortlist will be announced at the end of April, the shortlist announced in July and the winner announced on 12 October 2017 at Durham Book Festival.

<http://gordonburnprize.com>

About New Writing North

New Writing North is the development agency for creative writing and reading in the North of England and an Arts Council England National Portfolio Organisation. We work in partnership with regional and national partners to produce a range of literary and performance activities including flagship projects such as the Northern Writers' Awards, Cuckoo Young Writers, the

Gordon Burn Prize, the David Cohen Prize for Literature and Durham Book Festival. We specialise in developing and investing in writers of all ages and act as a dynamic broker between writers, producers, publishers and broadcasters across the creative industries. www.newwritingnorth.com

Submitting a proposal

The consultant should supply the following information:

1. Fixed price quotation for carrying out this work, plus day rates for any additional work requested by the client.
2. Information on the availability of the consultant(s) to undertake this work between April and November 2017.
3. CV for the proposed consultant(s) who will personally deliver the project that should include details of their specific experience and expertise of the type required to deliver this project.
4. (Max 3 x A4 pages), to include: Anticipated programme of work that identifies key stages and deliverables.
5. Contact details for 2 references from the last 2 years of relevant work experience.

Deadline for proposals: 10am, Tuesday 21 March 2017

For all enquiries and to tender for this work, please contact Laura Fraine, Senior Marketing & Communications Manager at New Writing North laurafraine@newwritingnorth.com 0191 204 8850