

Arts Council of Wales

Invitation to Tender

To deliver a series of stakeholder conversations about widening creative and cultural engagement with communities across Wales.

March 2020



Cyngor Celfyddydau Cymru
Arts Council of Wales



Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

Contents

| | |
|---|---|
| 1. Background | 3 |
| 2. The Context | 3 |
| 3. The Brief | 4 |
| 4. Criteria | 5 |
| 5. Timetable | 5 |
| 6. Budget | 6 |
| 7. Arts Council of Wales' contribution to the Project | 6 |
| 8. Expected outcomes and reporting requirements | 6 |
| 9. Submitting your proposal | 6 |
| 10. Contract Details | 7 |
| 11. Further information | 7 |
| 12. Deadline | 7 |



Arts Council of Wales is committed to making information available in large print, braille, audio, Easy Read and British Sign Language and will endeavour to provide information in languages other than Welsh or English on request.

1. Background

This Invitation to Tender is issued by the Arts Council of Wales.

We are an independent charity (number 1034245), established by Royal Charter in 1994, and a Welsh Government sponsored body. Our trustees are the members appointed by the Welsh Government

We are the arts funding and development organisation for Wales. We distribute funding from government and the National Lottery, and raise additional money from a variety of public and private sector sources.

2. The Context

One of our most important priorities is to encourage more people to enjoy and take part in the arts, and we support projects which display a robust commitment to connecting with wide and diverse audiences.

As a Council we want the arts in Wales to be rich and varied, to reflect Wales' many different communities, and to engage with diverse audiences and participants. The principles of this approach are set out in our corporate plan, "For the Benefit of All".

Our vision is of an arts sector in Wales that is naturally inclusive and diverse, and more vibrant, exciting and relevant because of this. Public funding for the arts has many purposes: to increase choice, to subsidise costs for audiences and participants, to encourage innovation and risk-taking, to invest in those activities that the commercial sector either won't, or isn't able to, support. But it also recognises a whole society's right to share and participate in its cultural achievements, especially when they're largely funded by the taxpayer.

We know that the arts in Wales will be stronger, more exciting and more relevant if they embrace more people, and we recognise the dynamic force of art that is truly inclusive and makes use of the talents of all members of our society. Yet in spite of our efforts over many years, the simple fact is that the benefits of public investment in the arts remain stubbornly limited to a small proportion of the population (usually the wealthiest, better-educated and least ethnically diverse). This is what we want to try and change.

We want to be part of a society in Wales that embraces equality and celebrates difference, wherever it's found in race, gender, sexuality, age, language, disability or affluence: because a generous, fair-minded and tolerant society is instinctively inclusive and values and respects the creativity of all its citizens.

3. The Brief

We're committed to the principle of cultural democracy, and for the communities we engage with to have ownership of arts projects from beginning to end. We're committed to deep and meaningful engagement with communities, particularly those who feel separated or disconnected from arts activity for a number of reasons – including, but not restricted to, economic, social and geographical considerations.

Research has shown us that, despite targeted initiatives, we are not reaching as deeply into disengaged and disadvantaged communities as we would wish. We have more to do to ensure equality of opportunity across our communities.

Last year we commissioned a piece of work looking at the community and engagement work we've been supporting and delivering across Wales. The purpose of this research was to suggest ways in which this aspect of our work could be improved. The concluding report provided us with food for thought around a range of potential next steps' but there's an important piece of work that we need. This is what we're now intending to commission.

In time, we want to have a strategic programme that promotes broad and inclusive engagement with our most deprived communities. But before we do, we need to hear what those community stakeholders themselves have to say about engaging in creative activity, and what support might look like if they're to be enabled to do this

We're not necessarily the right people to do this work ourselves, so we're looking for some help.

We envisage that we'll commission one or more organisations or individuals to undertake work on our behalf. This will involve engaging with a range of community groups and representatives to identify what these communities themselves would want from a programme designed to fund creative activity in their locality. We'd like to know what it might look like, how it could be organised and how it would widen arts engagement.

Communities themselves must be the focus of this research. We specifically don't want a piece of work that simply identifies those who we routinely work with. We're particularly interested in understanding better the interests, ambitions, frustrations of those who, for whatever reason, choose to believe that the arts "aren't for them".

Of course, communities across Wales are not homogenous. Different communities will have distinct identities defined by language, locality, gender and ethnicity. There will be many reasons, therefore, why people will feel that they face barriers to enjoying and taking part in the arts.

We don't want to be prescriptive about how this might be delivered, but we would anticipate that a successful approach might:

- Work with community representatives and/or relevant groups to hold creative conversations and gather views on what creative and cultural engagement does, or could, look like
- suggest types of support, and ways of working, that might help to improve or increase opportunities.
- identify the key potential elements of a strategic programme to widen arts engagement across Wales, and particularly with our most deprived and disengaged communities. (It is essential that such an assessment is derived directly from meaningful interaction with these communities.)

We have no fixed view of how this piece of work might be delivered. It could be undertaken as a single commission targeting a range of communities across Wales, or as smaller 'bite size' pieces of work focusing on specific communities. The most important factor is that it meets the requirements for this Invitation to Tender.

4. Criteria

Successful bids will provide practical evidence of the following:

- An understanding of the Arts Council's priorities and what we're trying to achieve
- A thorough understanding of issues of Equality and Diversity
- Experience of undertaking similar projects elsewhere
- A high level of skill in working with diverse communities
- The capacity to begin the work quickly and to work intensively to meet challenging deadlines
- An effective methodology that represents good value for money
- A track-record of delivering complex projects to time and to budget

Decisions to award the contract will be made by Arts Council of Wales officers, and will be based upon an assessment of 'fit' with the requirements of this published brief.

5. Timetable

We envisage the project will begin in April 2020 and be completed as soon as is practicable. Please provide a detailed timetable with your submission.

6. Budget

As we're prepared to consider a range of different ideas about how this work could be delivered, we're not specifying a budget at this stage. But please remember that value for money is one of the selection criteria.

Any proposal submitted to us must be inclusive of all costs including VAT.

7. Arts Council of Wales' contribution to the Project

The Arts Council of Wales will manage the administration of this tender.

We can also assist with providing suggested contacts and other input, as appropriate.

8. Expected outcomes and reporting requirements

Regular and ongoing contact with designated Arts Council of Wales officers will be an expected part of this project.

We would expect this work to include the following:

- a. Direct contact with community representatives/groups/key individuals – the purpose of this will be to gather their input on what a strategic programme might look like, and how this would work in practical terms to promote broad and inclusive engagement with our most deprived and disengaged communities.
- b. Submission of the key findings and recommendations from the above in the form of a written report.
- c. A presentation, if requested, to Arts Council officers and/or Council itself on the findings of the research

The output from this commission will be the property of the Arts Council of Wales to utilise and distribute accordingly.

9. Submitting your proposal

Please send us your proposal by email to Amanda Loosemore (amanda.loosemore@arts.wales). You should detail the following

- Your suggested approach to undertaking the project
- The timescale for the project, including completion date
- Details of who would be working on the project, with information about them
- A breakdown of the required number of days for the work and the daily rate
- Total fee for the, including VAT and expenses

10. Contract Details

There will be a fixed term contract for this work.

Your proposed budget should include VAT (where appropriate) as well as travelling and other expenses directly incurred as a result of this project.

11. Further information

If you have any queries, please contact:

Amanda Loosemore, Portfolio Manager

Email: amanda.loosemore@arts.wales

Tel: 01267 230337 / 07967 161763

12. Deadline

The deadline for submissions is 5.00pm on Friday 24 April 2020

Please note any late or incomplete submissions will not be considered.