

Cultural Strategy - Research Brief Invitation to Tender



Overview

Plymouth Culture will be leading the development of a Culture Strategy for the city of Plymouth. The current arts and culture strategy 'Vital Spark' was produced in 2009 and was intended to cover a period until 2020. The city has changed significantly in this time frame and a refreshed strategy is now necessary in order to outline the city's ambition and define the role of arts and culture in driving forward transformational change.

The strategy will be a key document in galvanising the sector and identifying investment priorities for the next 10 years. The city has already seen significant growth and development, with culture being a catalyst for much of this. 2020 will be an important milestone, with the year long Mayflower 400 commemoration programme shining a spotlight on Plymouth to a National and International audience.

Using Mayflower 400 as a springboard, the strategy will be aspirational whilst building on our proven track record; it will set a vision for the future which acknowledges the city's heritage and propels us into a new era where culture is at the heart of the city's place-making agenda. Plymouth is a city of outstanding culture for all and we will use the momentum of the strategy to make this visible to the world.

The Opportunity

We want to ensure that our decision making process is supported by reliable and up-to-date information so that we are making informed choices. We are looking to work with a researcher to collect, analyse and present data relating to the arts and culture sector so that we have a robust and shared narrative about the value and reach of the sector.

Importantly, we want to look at data in terms of both economic and social impact. We are interested in audience reach and benchmarking Plymouth against other UK cities so that we can assess our current situation and agree ambitious targets for the future.

Invitation to Tender

We are inviting individuals/organisations to tender for this opportunity by submitting an application in response to the full brief outlined below. Your response must be no more than 5 pages long and must include the following:

1. Overview of how you propose to approach the brief and the methodologies you would use;
2. Budget breakdown to clearly show the activities, time and costs involved;
3. Outline of relevant experience including the skills and experience of yourself/ the team and details of similar clients within the last 5 years.

Tender responses must be received via email to Hannah Harris (hannah@plymouthculture.co.uk) by Friday 27th March 2020, 5pm.

Contact

If you would like to discuss any aspect of the brief or the tender process in advance of submitting a response please do not hesitate to contact Hannah Harris, CEO Plymouth Culture on 07800850609 or via email to hannah@plymouthculture.co.uk

BRIEF

Context

Plymouth Culture will be leading the development of a Culture Strategy for Plymouth in 2020, which will outline the city's ambition and the priorities for culture over the coming 10 years. We are looking to partner with a researcher to support the collation, analysis and presentation of sector data to support decision making. We want to make sure that our agreed priorities and decisions around investments are backed up by hard evidence. It is important that this data/information is brought together in one place for the sector and stakeholders to use as a reference point and we envisage this will become a useful resource for all partners as well as directly influencing the shape of the culture strategy.

Objectives

In practical terms our objectives are to:

- Understand the size and scope of the culture sector;
- Measure the impact of the sector in both economic and social terms;
- Collate data into one resource which is accessible and translatable;
- Understand current audience engagement patterns and where opportunities exist;
- Marry data with narrative to support decision making;
- Benchmark the city and create targets within the strategy;
- Challenge preconceived ideas regarding supply and demand to open up new conversations and agree priorities.

Key Tasks

- Review background information including research, strategies and sector mapping to immerse yourself in the Plymouth context;
- Collate data from NPO's to determine the size and scope of the funded sector;
- Collate survey responses from existing partner activity to understand the reach, perception and impact of the sector;
- Collate and analyse audience information to understand reach and identify opportunities;
- Use the data to assess the vibrancy of the city providing comparisons with other UK cities;
- Collate, analyse and present the economic and social impact of culture in Plymouth;
- Pull together examples of best practice and make recommendations for the use of economic and social impact models which may be adopted in Plymouth.

Deliverables

- You will be required to attend an inception meeting to define the project scope and agree the approach;
- A progress report will be required to support strategy development;
- We will require a detailed final report containing your findings and associated raw data sets;
- We will require a standalone executive summary;
- You will be required to produce and present a presentation of your findings as outlined in your report to a selected range of stakeholders;
- You will work with Plymouth Culture to translate the findings into an accessible resource for stakeholders to use.

Timescales

It is anticipated that the researcher will be appointed in early April with work to commence soon after. A progress report will be required in June to support strategy development, with the final report due in July. You will likely be required to present the report to specific stakeholder audiences in July and August.

Budget

A full breakdown of costs are required as part of the tender response and must include all costs such as travel, expenses and VAT. The maximum budget allocation for this work is £11,000 inc VAT.