



Annex 2 – Project Specification

For: **Backstage to the Future: Caribbean, skills training for outdoor live events in San Andres Archipelago, Colombia, Jamaica and Cuba**

Date: 27 June 2018

1 Project Objectives and Legacy

Backstage to the Future: Caribbean, skills training for outdoor live events in San Andres, Colombia, Jamaica and Cuba is designed to develop and nurture future live event producers, entrepreneurs and technicians across the outdoor live events sector in Colombia, Jamaica, Cuba and Venezuela, with a focus on technical, entrepreneurial and soft skills (communication/networking) for the performing arts and live events sector. It is intended to foster and strengthen relationships between United Kingdom ('UK'), Colombia, Jamaica, Cuba and Venezuela by encouraging learning and knowledge transfer between the countries and build links between institutions. It also aims to provide opportunities for disadvantaged young people in San Andres and Providencia (Colombia), Jamaica, Cuba and Venezuela to address specific core gaps within the music festivals industry and live event design and delivery. The primary focus will be Colombia but also considering the wider Caribbean and Venezuela. Through this we endeavour to build capacity, connect the islands with each other and the UK, provide new employment opportunities thus creating more local resource and ultimately creating opportunity for economic sustainability of the smaller islands as well as engaging disenfranchised communities and youths.

[Research](#) shows that there are important gaps in the cultural sector related to scarcity of technical skills, particularly in the fields of Live Music and Performing Arts Events, Visual Arts and Film Production. This has provided the British Council with an unprecedented opportunity to develop programmes to train young generations in technical skills and strengthen capacity in the cultural sector. The British Council will use its position as a market leader in high quality cultural skills provision working together with the UK and local delivery partners to orchestrate this programme.

This is the second iteration of the Backstage to the Future Caribbean programme, and this programme looks to widen and develop the impact and objectives [of the 2017 edition](#). The programme will focus on providing training and skills development opportunities to 15-25 young people from across the Caribbean, Colombia and Venezuela. The programme will be composed of

three training sessions, to be held in; San Andres, Colombia August/September 2018, Jamaica in January 2019, and Cuba March 2019.

The objectives of the programme are to develop a technical skills training programme focussed on

- Sound Engineering
- Lighting Design,
- Soft Skills/Community Arts,
- Entrepreneurship and Marketing

These areas of skills development will need to be embedded within local showcasing during the [Green Moon Festival](#) in San Andres, [Rebel Salute](#) in Jamaica and [Havana World Music Festival](#) in Cuba. It will have support in Stage Management from Venezuela Trainer and Sound engineering or Lighting Design from Jamaica trainer who will work with the UK selected trainer(s) on development and delivery, and be a source of local and country context to ensure the programme remains grounded within this.

The Backstage to the Future programme aims to connect local festivals so that they can have more economic scale opportunities and do more business, and to connect and build trust between the Colombian islands of San Andres and Providencia with Venezuelan and Caribbean neighbours including Jamaica and Cuba plus the UK. We hope that this will create employment, network and business opportunities for trainers and trainees and strengthen the islands' training infrastructure to ensure that training is relevant, high quality, and informed by UK and international standard best-practice. The long-term aim of the programme is to re-connect the islands of San Andres and Providencia with mainland Colombia, the greater Caribbean and the UK through mutual respect and understanding of their culture.

The Backstage to the Future programme will contribute to the following key objectives of the Cultural Skills' programme of activity:

Learning Outcomes

- Improved Skills & Knowledge: transversal skills knowledge and technical expertise;
- Greater confidence and better prepared for work in the cultural sector;

- Improved understanding and appreciation of UK and International best practice in cultural skills provision and policy;
- New partnerships, relationships and collaborations are developed, extending cultural networks;
- Increased engagement with disenfranchised young people;
- Increased employability and entrepreneurship in disadvantaged young people
- Increased hands-on experience working with local and international festivals
- Increased trust and mutuality.

Action Outcomes

- Individuals and Institutions apply new knowledge enhancing the capacity and resilience within their cultural sector;
- Institutions and individuals sustain or seek out new international partnerships and collaborations in the milieu of cultural skills.
- Institutions and individuals develop new entrepreneurial ventures in the cultural sector.

Legacy Outcome

- An up-skilled, confident and networked technical workforce and live events entrepreneurs within San Andres and Providencia (Colombia) and the greater Caribbean.
- Greater showcasing of San Andres and Providencia, Jamaica, Cuba and Venezuela culture and Caribbean Festivals.

2 Specification

2.1 We are searching to commission a UK-based Course Leader and up to two additional practitioners to work together to design, develop and deliver the training programme taking place in San Andres, Colombia August/September 2018, Jamaica in January 2019, and Cuba March 2019.

To facilitate this, the British Council is looking for organisations to provide the following United Kingdom (“UK”)-based participants:

- 1) **Course leader x 1**
- 2) **Course trainer 1-2**

We welcome applications from one organisation, or a partnership between two to three freelancers who have may previously worked together, to cover the below outlined skills areas.

The UK trainers (Course Leader plus one or two course trainers) will be expected to lead the courses in collaboration with the Venezuela Stage Management Trainer and Jamaica Sound engineering or Lighting Design trainer to cover all the areas of the training programme mentioned above: Sound Engineering or Lighting Design, Soft Skills/Community Arts, Entrepreneurship and Marketing.

The aim is that these training areas will not only be adapted to country and regional context but also applicable within live festival performances.

Training modules per location:

San Andres Academic components: Sound Engineering, Lighting Design, Soft Skills/Community Arts, Entrepreneurship and Marketing.

Jamaica Academic components: Lighting or Sound Engineering - UK lead trainer will be present from a Quality Assurance point of view

Cuba Academic components: Stage Management - UK lead trainer will be present from a Quality Assurance point of view

The UK lead trainer will be responsible of the design, integration and implementation of the academic components in each country and ensure clear alignment and smooth dynamic with all the trainers and trainees involved.

2.2 Programme Detail

One UK- based organisation will be selected to co-deliver training to the trainees in San Andres from 31 August- 08 September 2018. This will ideally be one course leader who specialises in event management and community art projects with a focus on youth engagement, and one course trainer who specialises in technical skills.

Following meetings with the British Council in the beginning of August, the UK-based course leader and British Council staff will spend up to 6 days on a site visit in San Andres in August 2018, visiting the venues where the training will take place, and assessing any equipment and space needs they may have. The UK course leader will also meet with the Colombia-based course trainers, and together they will discuss the content of the detailed tailor-made training programme. Following this, an additional 2 days has been allocated to the course leaders for finalising the course content from their own countries via Skype.

The training programme will be based on cultural skills needs in San Andres and Providencia, including a focus on live outdoor music event skills in the run up to Green Moon Festival held on San Andres, Colombia August/September 2018, [Rebel Salute](#) in Jamaica January 2019 and [Havana World Music Festival](#) in Cuba March 2019.

The face-to-face technical training will take place 31 August - 08 September in San Andres, Colombia August/September 2018, [Rebel Salute](#) in Jamaica January 2019 and [Havana World Music Festival](#) in Cuba March 2019. The training group will be around 15-25 young people from San Andres and Providencia, Colombia, Jamaica, Cuba and Venezuela and cover the following areas: sound engineering or light design, stage management, live event production/management, community arts to contribute to a thriving music / outdoor live events sector. The trainees will put into practice what they've learned from the course by working towards an outdoor showcase with Green Moon festival, Rebel Salute and Havana World at the end of the training period.

2.3 Timeframe:

The below table details the activities:

Activity	Date/ Time
Contract concluded with winning supplier	25 th July 2018
Contract start date	27 th July 2018
First contract scoping trip (Meetings and Course Development in San Andres)	First or Second week of August 2018 (TBC)
Finalisation of course outline and materials to British Council for printing and planning for preparation and setup	14 th August 2018
Evaluation Planning Meeting for San Andres	21 st August 2018
Delivery of course and Showcasing in San Andres (10 days)	31 st August – 8 th September 2018
San Andres Programme wrap up	9 th September 2018
Jamaica Course preparation and setup deadline	5 th November 2018
Evaluation Planning Meeting for Jamaica	5 th December 2018
Delivery of course and Showcasing in Jamaica (5 days)	9 th -12 th January 2019
Jamaica Programme wrap up	13 th January 2019
Cuba Course preparation and setup deadline	25 th February 2019
Evaluation Planning Meeting for Cuba	1 st March 2019
Delivery of course and Showcasing in Cuba (5 days)	21 st – 24 th March 2019
Jamaica Programme wrap up	25 th March 2019

2.4 Deliverables

The UK based course leader Deliverables are:

- Devise a new bespoke training programme for 15-25 young people from San Andres, Providencia, Jamaica, Cuba and Venezuela
- Build Soft skills and community arts engagement, marketing and entrepreneurship into the programme to promote better collaborative working
- Ensure the developed programme is grounded in both regional/ country and live performance/ festival context/s
- Work with selected UK trainers on development and delivery
- Liaise with Colombia and Caribbean-based course trainers
- Liaise with British Council in Cultural Skills and across the identified countries on development
- Deliver and monitor bespoke training programme in August and September 2018 in San Andres, Jamaica January 2019 and in Cuba March 2019
- Feed into evaluation of the programme.

The UK based course trainer Deliverables are:

- Contribute technical expertise to the training programme
- Liaise with British Council in Cultural Skills and across the identified countries on development
- Deliver and monitor bespoke training programme in August and September 2018 in San Andres, Jamaica January 2019 and in Cuba March 2019 conjunction with the UK-based course leader.

2.5 Training course format

The training should be designed to be project-based, with a focus on the Green Moon festival being organised for 31 August - 08 September in San Andres, Colombia August/September 2018, [Rebel Salute](#) in Jamaica January 2019 and [Havana World Music Festival](#) in Cuba March 2019., and will be designed overall by the course leader.

The training should be interactive, engaging and innovative. It should include:

- taught sessions;
- interactive group work;
- hands-on activities and practical sessions; and
- one-on-one sessions.

2.6 Responsibilities

The UK course leader responsibilities are:

- To develop, refine and deliver the course programme;

- To undertake a reconnaissance visits to San Andres in August to meet with partners and to visit the venue for August and September activities, and to work with British Council on preparations and needs for the training in Jamaica and Cuba
- Build community arts engagement into the programme to promote better collaborative working.
- Work with Colombia and Caribbean-based course trainers and British Council Staff to put together a programme for the training and showcasing;
- To be available to deliver training between 31 August – 08 September 2018, in San Andres, for five days in January 2019 including the 9th – 12th in Jamaica, and five days in Cuba including the 21st – 24th March.
- To liaise and be the first point of contact with the British Council CS Programme Manager and British Council Colombia Project Manager.

The UK course trainer responsibilities are:

- To contribute expertise for the development and refinement of the course programme;
- Work with Colombia and Caribbean-based course trainers and British Council Staff to put refine a programme for the training and showcasing;
- To be available to deliver training between 31 August – 08 September 2018, in San Andres, for five days in January 2019 including the 9th – 12th in Jamaica, and five days in Cuba including the 21st – 24th March.
- To liaise with the British Council CS Programme Manager and British Council Colombia Project Manager.

The British Council will cover the cost and have responsibility for:

- Marketing the training programme to the UK and Colombia, Jamaica, Cuban and Venezuela sectors;
- Liaising with the course participants;
- Logistics (venue, catering, international and local transport, visas, accommodation in San Andres);
- Liaising with Green Moon Festival, Rebel Salute and Havana World Music Festival and key UK stakeholders;
- Identifying and securing the training venue in San Andres; Jamaica and Cuba
- Identifying and securing equipment for training; and
- Programme and budget oversight.

2.7 Tender Criteria

Mandatory criteria for the UK course leader:

- Technical knowledge of developing a youth training programme;

- Availability to attend the scoping visit in San Andreas, for up to six days in the first or second week of August.
- Availability for the delivery dates given above in San Andreas, Jamaica, and Cuba;
- Able to work in partnership with the UK course trainer, and coordinate the development and delivery of the training programme with other course trainers;
- Have a valid passport until September 2019.

Mandatory criteria for all trainers:

- Experience in working with youth training in the areas of: Sound Engineering/Lighting Design, and/or soft skill/ community arts and, Entrepreneurship Marketing.
- Availability to attend the delivery in above given countries and dates.
- Able to work in partnership with the UK course leader, and other course trainers from Colombia, Jamaica, Venezuela and Cuba;
- Have a valid passport until September 2019.

Desirable criteria for all trainers (note that these will not be scored as part of your tender response):

- Experience of working in Colombia, the Caribbean or internationally.

Your tender response should demonstrate:

- Knowledge in the curating of cultural events and productions;
- Experience of youth training in production and technical skills for the cultural sector;
- Experience of designing and delivering training to international audiences;
- Experience of working internationally.