**Annex 2 – Project Specification**

**For:** **Festivals Management Research**

**Date:** March 2018

**Introduction and Background to the project**

Cultural Skills

This project is led by the Cultural Skills (CS) team, which was set up to consolidate and develop the British Council’s global skills offer for the arts and creative industries.

Collaborating with UK and international partners, CS’s ambition is to realise the British Council’s cultural relations mission by building sustainable capacity building programmes that ensure the cultural sector worldwide is equipped with highly skilled workers, who can contribute to mutual cultural and economic benefit.

Gulf: Culture and Sport Programme

As part of a Gulf-wide initiative the British Council will deliver a programme of culture and sport activities in the region over the next three years. The programme’s objectives are to:

* Create new opportunities to develop mutual understanding and respect through sharing and appreciating Gulf and UK culture, history and heritage with each other and developing long-term arts and education relationships between institutions.
* Create better understanding in the UK cultural sector about potential partnerships with organisations in the Gulf
* Position the UK as a world leader in the cultural industries, and a strong partner for future cultural relations opportunities
* The programme recognises and responds to the growth in cultural institutions and events in the Gulf region, reflected in the emergence of new festivals and public events.

The proposed activity must be undertaken by one researcher.

A key part of the Culture and Sport project is capacity building in the cultural sector within the Gulf region. Given the breadth of the Culture and Sport project, it is necessary to undertake research prior to developing any programmes, to ensure we are targeting appropriate sub-sectors and roles within the sector where skills development is most in demand, and where the British Council can provide appropriate support.

Within the festivals sector, we have identified a demand in skills development through applications and interest in our International Festivals Academy; a programme held in the UK with applications accepted from across the globe. Applicants and colleagues in the Gulf region have expressed interest in engaging in this programme, but barriers associated with attending programmes in the UK, such as cost, visas, etc, mean that it may be more practical to develop a programme which is tailored to regional demands and based in a country in the Gulf where access would not be a problem for potential attendees. In order to better develop this programme, it is essential for us to gain a better understanding as to needs and expectations of potential participants so that we can shape the programme accordingly.

The geographical confines of the research are as follows;

1. Bahrain
2. Kuwait
3. Qatar
4. Saudi Arabia
5. UAE
6. Oman

### Key objectives of the research

The research aims to identify and understand:

1. Skills gaps and shortages in the festivals sector across the Gulf
2. Gaps in educational provision which contribute to skills shortages in the festivals sector
3. What a commercially viable programme model that would address skills needs would look like

The research will analyse a range of skills needs across junior, mid-career and senior festivals managers and directors.

It is anticipated that the research will inform the development of an International Festivals Academy, tailored specifically to the needs of the Gulf region or specific countries within the region. The research will seek to identify specific skills areas to be covered, as well as the possible structure of a programme, including detail such as programme length, ideal location (e.g UK or regional programme), and potential programme partners and speakers.

Stages of the research

#### Desk research

Compile a list of regional festivals, exploring what areas they cover and what kind of scale they operate on. Explore touring festivals which operate in the area from other countries.

#### Face to face interviews with industry, education and government in the Gulf

Speak with industry professionals in the festivals sector to understand challenges faced and try to learn more about paths through education into employment in this sector.

#### Summary report

Once the research has been completed, produce a report which draws the findings together and makes a series of recommendations which could inform programme development. One report will include individual chapters for each of the countries included in the research, but where relevant country specific findings will be given. We anticipate that the report will be publicly available.

### Project timeline

**March/April 2018**: Desk research completed and survey questions developed

**April/end-June 2018**: Face to face interviews

**Late July 2018**: Draft reports delivered

**August 2018**: Report finalised

Fee

The British Council has set aside up to £30k to cover the researcher’s fee and the cost of producing an externally facing summary document.

Your application must include a budget breakdown with the option to opt out of producing the externally facing document.

The British Council will cover accommodation, flights (Economy Class), and visas and provide a per diem separately.

Cultural context

Please note that the fieldwork is likely to coincide with the holy month of Ramadan (15 May - 15 June), therefore the successful candidate must be willing to follow local laws and customs during this period. This includes:

* refraining from eating or drinking in public during daylight hours
* dressing modestly

Please contact us if you would like to understand this in full.

**Instructions for Response**

Please complete Annex 3 – Supplier Response and submit it to [Nathan.Tregarvan@britishcouncil.org](mailto:Nathan.Tregarvan@britishcouncil.org) before the deadline at 12:00 hours UK time on Friday 16 March 2018.

The following timescales will apply to this Procurement Process:

|  |  |
| --- | --- |
| **Activity** | **Date** |
| Request for Proposal issued to bidding suppliers | Monday 5 March |
| Deadline for submissions by bidding suppliers  (7 working days to apply) | Friday 16 March |
| Final Decision | Friday 23 March |
| Contract start date | Monday 26 March |

Responses will be reviewed and assessed under the following criteria and weightings:

|  |  |
| --- | --- |
| **Criteria** | **Weighting** |
| Quality | 35 % |
| Methodology and Approach   * Clear and creative approach * Robust methodology demonstrating efficiency and effectiveness * Clear timeline included in proposal | 40 % |
| Value for Money   * Clear breakdown of the budget | 10% |
| Knowledge of the Gulf context | 15% |