

Request for Proposals

For: Festival Academy – The Gulf

Date: 31 July 2019

1 Overview of the British Council

1.1 The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

1.2 We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body

1.3 The British Council employs over 10,500 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be viewed at www.britishcouncil.org.

2 Introduction and Specification**2.1 Programme Background****Next Generation Gulf Programme: Festival Skills**

UK-Gulf relationships are close and long standing and engagement with next generation of cultural leaders is important for the UK. The population in the Gulf countries is very young, approximately 60% of their populations are under the age of 25 and unemployment amongst this age group is high. Governments in the region are currently implementing strategic visions that put a large emphasis of developing youth capability and skills.

The British Council is working closely with DCMS, DIT and other partners on the delivery of a culture and sports programme in the Gulf region. The [Next Generation Culture and Sport programme](#) aims to develop mutual understanding and respect through sharing and appreciating Gulf and UK culture, history and heritage with each other, and by developing long-term arts and education relationships between institutions and individuals.

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 include:

- Creating a better understanding in the UK cultural sector about potential partnerships with organisations in the Gulf
- Presenting the UK as a strong partner for future cultural relations opportunities
- Responding to the growth in cultural institutions and events in the Gulf region, reflected in the emergence of new festivals and public events

2.2 GCC Festivals Sector

The Gulf countries are home to some remarkable festivals. Many feature traditional craft and heritage and others feature contemporary art and live performance. Today, festivals contribute to the sharing of culture and traditions, creating spaces for the celebration of a nation's heritage and sense of place and identity. They also offer socio-economic benefits to local communities, as they can be a source of employment and international attraction. In some cases, they encourage fresh thinking about urban planning, environmental issues and social inclusion.

Each of the six GCC countries – Bahrain, Kuwait, Kingdom of Saudi Arabia (KSA), Oman, Qatar and United Arab Emirates (UAE) – is enacting ambitious plans for economic diversification, with festivals as a way to develop tourism, provide local populations with cultural events that bring new opportunities and to celebrate national heritage and identity. Each country has a vision to increase the number of festivals and/or to raise the level of existing events and is positively recruiting its own nationals to work in key positions in all sectors.

2.3 British Council Festival Programme

Festival Management Skills Research:

British Council commissioned this [research report](#), conducted by [BOP Consulting](#) which analysed a range of skills needs across junior, mid-career and senior festivals managers and directors in:

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

The research highlighted many commonalities across the six GCC nations: large youth populations, limited formal training offers in arts or arts management, extensive government funding and direct involvement in festival delivery, a burgeoning independent events management sector, as well as strengths in cultural heritage programming.

Festival Skills Symposium, February 2019

British Council hosted a Symposium in Muscat Oman in February 2019 to present the findings and further consult the Festival sector and key stakeholders. The Symposium convened some of the leading thinkers from within the sector to support the development of new approaches, with the aim to identify a set of recommendations to strengthen the festival sector and the educational and professional opportunities within it. The Symposium has informed this brief for a training workshop to be developed by experts with insight and support provided by the British Council, all components of the festival programme have aimed to introduce new skills and also nurture and strengthen the skills of the next generation of festival professionals and leaders.

2.3 Festivals Academy

We believe this short course will address some of the findings set out above terms of skills development relevant to the GCC countries, which in turn will and contribute to growth and sustainability of the Gulf festival sector.

Participants will be recruited:

- Who work in festivals and will lead them in the future
- Who are interested in developing new audiences, venues, and new ways of working
- To develop skills in successful festival management which can be applied locally

The workshop will:

- Bring together festival professionals from the 6 GCC countries
- Enable participants to articulate and discuss their festival vision, mission for the present and the future
- Enable participants to apply learning to their local festival sector
- Empower participants to find new solutions and routes to sustainability, through principles of festival management and working with their stakeholders
- Support participants identify what skills they need to develop to strengthen their festivals

2.4 Requirement

We are seeking applications from festival professionals and consultants which demonstrate expertise and experience in designing and facilitating training workshops with a relevant background experience of the festival sector (UK and or International), to create a course which explores the foundations of a festival management and the tools to implement these successfully. The workshop is intended to support participants in ways that will help focus on festival management/stakeholder management, innovation and business models, new audiences, digital presence.

Trainers: We are recruiting 2 trainers to design and deliver the workshop, we welcome applications from individuals and or organisation who wish to provide both trainers, consultants. The successful applications will be expected to work with British Council Gulf and UK, local partners and training partners.

2.5 Delivery

Title: Gulf Festivals Academy

Participants: Bringing together 25-30 participants from across the Gulf festivals sector, who have been 1-5 years active in arts/cultural/family/tech and innovation/science/heritage festivals.

Location: At the time of writing this brief the location is Muscat, Oman however there is a small chance location may be subject to change to another location in the GCC.

Dates and times: The 3-day workshop will take place between 10-12 December 2019, there is a small chance dates may shift but confirmation should be agreed in September. Activity will also take place on 1-2 evenings. Structure will be as follows: 3 hour AM session, lunch followed by 3 hour PM session. Please note travel may need to take place over the weekend.

Workshop design should incorporate a combination of theory and practical, although we understand this is dependent on venues and facilities available and respond to the insight. The proposal should respond findings set out in the [Gulf Festival Skills Report](#) and can include such subject examples as:

Marketing & Communication, Audience Development, Business Models, Advocacy & Stakeholder management, defining vision & mission.

Methodology: can include, group work/open space/sharing/use tools and analysis to help understand their festivals and the wider sector within which participants are working.

Evaluation: British Council will require a report produce by 1 trainer.

Fee £500.00 per day per trainer, estimated at

- 2 days preparation between appointment and travel
- 3 days delivery
- 2 days travel

- 1 day prep in country
- 1 day writing evaluation report

2.6 Instructions for Responding

IF YOU ARE INTERESTED IN THIS OPPORTUNITY PLEASE SUBMIT:

- Overview and Outline of delivery proposal, skills offer addressing the outline above and potential ideas for theoretical and practical training, taking in to consideration and responding to the Gulf Research Report.
- Relevant festival experience (please submit CV is appropriate)
- Information on relevant international experience of designing workshops and facilitating training
- Confirmation of availability of in December
- Confirmation of UK passport holder and right to work abroad

3 Quotation Validity

3.1 Your quotation must remain open for acceptance by the British Council for a minimum of thirty days from the date that it is issued to the British Council in response to this requirement.

4 Payment and Invoicing

4.1 The British Council will pay correctly addressed and undisputed invoices within 30 days of the Invoice Date. General requirements for an invoice for the British Council include:

- A description of the good/services supplied is included.
- The British Council reference (i.e. Purchase Order number) is included.
- It is sent electronically via email in PDF format to BC.Invoices@britishcouncil.org or by post to:
The British Council, Corporate Services – UK Hub Team, 10 Spring Gardens, London SW1A 2BN

5 Instructions for Responding

5.1 Your application must be submitted to: Susan Hay, Programme Manager, Culture and Sport, Gulf susan.hay@britishcouncil.org

Deadline for Applications: 29 August Midday

6 Clarification Requests

6.1 All clarification requests should be submitted to Rosemary Parkhill, Programme Manager Cultural Skills
rosemary.parkhill@britishcouncil.org

Deadline for clarifications: 21 August Midday

7 Award Criteria

7.1 Responses from potential suppliers will be assessed and awarded based on meeting the objectives set out in the above sections; meeting the estimated budget; availability on dates to travel to Oman; UK right to work

8 Disclaimer

8.1 By issuing this Document the British Council is not bound in any way to enter into any contractual or other arrangement with you or any other potential supplier.