

INVITATION TO TENDER

Research and Evaluation on Culture+ Programme

Submission Deadline: 12 January 2018

SUMMARY

We are looking for a researcher/writer/thinker/evaluator to identify and explore the impact and influences of the Culture+ programme to its clients and the arts and culture sector in Dorset as a whole

BACKGROUND

Culture+ is a project tailored for the arts and culture communities that offers extensive business training, advice and support, as well as routes to engagement with tourism and business industries throughout Dorset, Bournemouth and Poole. **Culture+ is a part of Dorset Growth Hub Partnership, funded by European Regional Development Fund and the Arts Council England's programme of Creative Local Growth Hub.**

The programme consists of three interconnected strands - Culture+ Business, Culture+ Tourism and Culture+ Social Impact. This brief is linked to the Culture+ Tourism strand.

Culture+ Tourism works to create partnerships between Dorset's tourism businesses and its wealth of culture and heritage organisations, to discover new ways of working together for the economic benefit of both, and Dorset as a whole. Collaboration and partnership is a key aspect of the Culture+ work.

Culture+ Programme includes:

- 1-2-1 Business Development Mentoring
- Talks, workshops, masterclasses and courses
- Networking events
- Inspiring events
- Provision of resources and tools

Objectives of the research and evaluation

1. To monitor and provide insight into how Culture+ is benefiting our clients
2. To measure our audience reach in the sector
3. To measure the impact of Culture+ work to the sector in Dorset
4. To share key learning with the sector

Funded by



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Measurements

- Objective 1:

How the programme:

- a. Builds confidence linked to clients' wellbeing
- b. Provides clients' with knowledge of:
 - Connections/ networking with the arts sector, tourism sector and other sectors
 - Business
 - Arts sector
- c. Develops and gains new skills
- d. Helps their future through business plans and develops their creative work demonstrated through:
 - Clients' resilience, sustainability and change
 - Financial Growth
 - Employment Growth

- Objective 2 :

- a. In Dorset how widely known is the project?
- b. Do our audience know/ understand what our entire offer is, our connection to DGH, ACE and ERDF?

- Objective 3:

- a. What and how has the programme impact the arts and creative sector in Dorset

Current Data Collected

- Clients' demographic and organisation/company data
- Support and engagement with clients
- Events, workshops and courses evaluation

Sample of forms will be shared with chosen researcher.

Process:

We expect a combination of methodologies, we are also open for creative or unusual methods of collecting data. The tender should outline suggested methodologies most suitable for the project, project objectives and the timeframe set out below

Delivery Criteria

- Summary reports for every year, 2017, 2018 & 2019 for the research finding
- A conclusive report in 2020
- A creative and accessible presentation of useful learning/ findings through-out the years , this could be a combination of blog posts, podcasts, infographic, video and any other suitable for our audiences

The company/individual selected will:

- Work and regularly meet with the Culture+ team
- Work with Culture+ clients and audiences

- Work with evaluators appointed by Arts Council England/ Dorset Growth Hub
- Be willing to travel across Dorset (have own transport)

Selection Criteria

The company/individual selected must demonstrate:

- Extensive experience in research and evaluation in the arts and creative sector
- A good understanding of challenges of the rural arts and creative sector outside London and major cities, preferably Dorset
- Experience in creative ways of data collection and dissemination
- Understand GDPR

Tender

Please submit a full tender response to the above brief, no longer than 6 pages of A4. At a minimum this tender should include:

- Overview of proposed methodology for both the evaluation and ensuring the outcome/findings are shared
- Itemised budget breakdown to include items such as travel and VAT if applicable
- Proposed project timeline and milestones
- Short biography of the research evaluation team member(s)

Budget

£15,000 inclusive VAT and travel

Timescales

Proposal for tender call out	November 2017
Tender deadline	12 January 2018
Announcement of selection	19 January 2018
Baseline Report of 2017	March 2018
Summary Report of 2018	March 2019
Conclusive Report	March 2020

Submission:

Email to jane@theartsdevelopmentcompany.org.uk by 12 January 2018