

INVITATION TO TENDER

Delivery of three tourism led arts and culture events in Dorset

Submission Deadline: 10 November 2017

SUMMARY

The Arts Development Company – Culture+ Programme is looking to appoint an arts and culture festival production company/or companies to programme/produce and manage three major arts and culture events in 2019.

BACKGROUND

Culture+ is a project tailored for the arts and culture communities that offers extensive business training, advice and support, as well as route 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 key aspect of the Culture+ work.

Objectives

The objectives of holding these three arts and culture events are to:

- Stimulate a concrete collaboration between the tourism sector and arts and culture sector in Dorset
- Clarify and strengthen links between the tourism and arts and culture offer
- Encourage visitors to Dorset to recognise Dorset's strong arts and culture offer
- Extend visitor stay in Dorset beyond the traditional peak holiday periods

Audience for the events

Main target audience: Visitors to Dorset

Secondary target audience: Those who live and work in the area.

Funded by



European Union
European Regional
Development Fund



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Delivery Criteria

The three major events must:

1. Be free to enter
2. Be a result of collaborative and partnership within the arts and culture sector, with tourism and business by nature
3. Be held in different locations in Dorset. Dorset in this tender includes Bournemouth & Poole preferably a combination of urban and rural Dorset
4. Show contemporary arts and culture activities - this could be a combination of performance, installations, immersive experiences and visual arts
5. Be able to reach an audience total of at least 11,000, with an increase of the average tourist visitor
6. Occur outside the regular tourist high season, e.g: summer and Christmas period
7. Engage with a minimum of 45 artists/ creatives, the majority of which need to be residing or working in Dorset. The engagement could be in form of work and professional development. Should you plan to engage with artists outside Dorset, there needs to be a programme of chosen artists to work and or develop those from Dorset. (see point **d** below)

The company/ies chosen must:

- a. Endeavour to work with the local tourism sector, including local accommodation businesses.
- b. Work with and regularly meet with the Culture+ team
- c. Work with evaluators appointed by The Arts Development Company/ Arts Council England/ Dorset Growth Hub
- d. Include a capacity-building programme of festival management and programming for artists, and other festivals, prior, during or after the delivery (minimum 15 sessions)
- e. At the end of the delivery of the events, the company/ies must provide recommendations as to how to make the events sustainable in the future.

Criteria of Company/ies:

The tender is open to one company or a collaboration of several different companies/organisations with a lead company.

- The company/ies or staff responsible for the project must have experience of at least fifteen years of arts or culture festival delivery in Dorset
- Must have extensive experience and understanding of the art and culture sector in Dorset
- They should understand the tourism sector/visitors to Dorset

Process:

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

- Overview of programme and production concept, to include plan of engagement with potential visitors to Dorset, Dorset's tourism sector, artists and creatives
- Itemised budget breakdown to include items such as: production & capacity building programme etc.
- Proposed project timeline and milestones
- Short biographies of project management team members

The procurement of this contract will be a one-stage invitation to tender. Tenders received will be tested against minimum essential selection criteria on a pass or fail basis. Those that pass will be then scored against the award criteria set out below.

Award criteria

The selection will be based on:

Criteria	Maximum Score	%
Your understanding of the objectives of the programme including demonstrating how you will deliver the brief	7	28%
Methodology and critical path of delivery	3	12%
Value for money (from the full itemised budget)	5	20%
Overall quality of proposal	7	28%
Experience and previous festivals delivered by the company	3	12%

Tender

Item	Budget inclusive VAT
Production and Delivery	£150,000
Festivals' Capacity Building (talks, workshops etc)	£14,000
Total	£164,000

Timescales

Proposal for tender call out	October 2017
Tender deadline	10 November 2017
Announcement of selection	17 November 2017
Events development starts	January 2018
Events delivery	January – December 2019

Submission:

Email to jane@theartsdevelopmentcompany.org.uk by 6pm GMT on 10 November 2017