**Absolutely Cultured**

**REQUEST FOR QUOTATION**

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| **Issued by:** | ***Elinor Unwin***  ***Head of Monitoring & Evaluation***  **Absolutely Cultured**  **Pacific Exchange**  **40 High Street**  **Hull**  **HUI 1PS** |
| **Contact email:** | [elinor.unwin@absolutelycultured.co.uk](mailto:elinor.unwin@absolutelycultured.co.uk) |
| **Title:** | ***Dominoes: Audience Counts and Research*** |

**Before reading or responding to this document, you are notified that the information contained within this document and appendices should be treated as confidential and should only be used or disclosed to others for the purpose of preparing your quotation.**

# BACKGROUND TO ABSOLUTELY CULTURED

As Hull UK City of Culture 2017, we delivered 365-days of arts and culture. The UK City of Culture programme contained over 2,800 cultural events and activities, including 465 new commissions, at more than 300 venues, galleries, museums and public spaces throughout the city. Attracting an audience of 5.3 million it engaged more than nine in ten residents in the city in cultural activity.

From the quality of the art and the extraordinary volunteers, to the change in perceptions and the increased pride and participation in the city. Hull’s momentous year touched people’s lives from all communities and permeated national consciousness on a scale never anticipated.

Now it’s time to build on that catalyst and find a new rhythm which can last long into the future. Made in Hull but with a far-reaching ambition, our story has only just begun.

1. **WHAT ABSOLUTELY CULTURED DO**

We know culture and what it can do for people, communities, tourism, the economy and civic pride. We have delivered 365 days of transformative culture and the results have been astounding.

As Absolutely Cultured we will build on Hull’s artistic reputation to create a positive and lasting legacy from UK City of Culture.

We will continue a programme of events to appeal to the huge audience we know we have in Hull, as well as being relevant and interesting to visitors and those watching from afar. We will continue to play in the outdoor spaces of our fantastic city and bring in artists who create work which connects people and communities.

But we know, it’s not just about events. It is through the continuation of Hull’s award-winning volunteering programme and by nurturing local talent here in our city through ongoing projects such as Humber Street Gallery and the Hull Independent Producer Initiative (HIPI) programme that we will we create a lasting legacy.

We said that 2017 was only the beginning of the story. It’s absolutely time for the next chapter.

Further information on Absolutely Cultured can be found by visiting [absoultelycultured.co.uk](https://www.absolutelycultured.co.uk/)

# HOW TO RESPOND AND AWARD CONTRACT

Please read this document thoroughly, if you have any questions, please contact the person named on the cover sheet by email.

Please submit the requested information and your quotation to [elinor.unwin@absolutelycultured.co.uk](mailto:elinor.unwin@absolutelycultured.co.uk) by **5pm on Friday 27 July 2018** and include the following:

* A completed costing spreadsheet; and
* Any other information requested in this document.

In submitting a quotation you acknowledge that we may award this contract to one supplier, several suppliers or choose not to award the contract.

# PROJECT DESCRIPTION

**3.5 km**

**10,000 blocks**

**Over 400 participants**

*Dominoes* by Station House Opera will be Absolutely Cultured’s major summer event. An internationally acclaimed, site-specific celebratory event, it will take over Hull playing with the architecture of the city on a 3.5km domino run for all to enjoy – a moving sculpture, both playful and epic.

Created from thousands of breezeblocks and constructed by over 400 of Hull’s amazing Volunteers working alongside the artist, *Dominoes* will weave its way through streets, public squares, civic buildings and private homes, climbing stairs, falling from windows and occasionally conquering a structure built from yet more blocks.

Creating a celebration across the city centre, *Dominoes* will transform the rhythm of Hull for one special day reclaiming the city’s streets for the inhabitants and the public.

The details of the event are as follows:

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| **Event Name** | Dominoes |
| **Event Date** | Saturday 11 August 2018 |
| **Event Times (TBC)** | * Build begins - 12pm * Domino run – 4:30pm – 5:30pm * Clear up begins – 6:00pm |
| **Event Type** | Outdoor Installation |
| **Event Location** | Across the City Centre (see route map) |
| **Event Price** | Free |
| **Ticketed / un-ticketed** | Un-ticketed |
| **Expected audience** | 20,000 |

*Dominoes*, conceived and directed by Station House Opera. An Artsadmin project, produced by Absolutely Cultured.

# SCOPE OF WORK

The scope of work is as follows:

* To provide a robust count of audiences attending *Dominoes* on 11 August
* To collect contact details at *Dominoes* on 11 August to be used for a follow up online and CATI post-event audience survey
* To undertake the online and CATI post-event audience survey fieldwork
* To provide weighted and unweighted data tables, as well as RAW Data
* To produce a written analysis and report in Microsoft Word.

The overall aim of this piece of research is to gather feedback from audiences who attend the event. The focus will be on:

* Motivations to attend
* Reactions to the event, including likelihood to recommend; ratings against ACE Quality Metrics; and response to relevant value statements
* Effectiveness of marketing and communications activity
* Tourism data and visitor motivations to come to Hull
* Visitor and audience spend
* Audience and visitor demographics.

This Request for Quotes (RFQ) is open to all.

# METHODOLOGY

**Survey Set Up**

It is expected that the successful company will use the audience survey designed by the Head of Monitoring & Evaluation at Absolutely Cultured, which can be transferred via Survey Monkey and provided in Microsoft Word format. A draft of the Audience Survey is provided in the appendices.

**Audience Counts**

*Dominoes* will be located throughout the City Centre, covering 3.5km, including sites at the Marin, Thornton Estate, Princes Quay and Queen Victoria Square (see the Route Map in the appendices for further details). It is a Free Non-Ticketed event, open to all, with no defined entry and exit points. Audience measurement, therefore, cannot be undertaken via ticket sales.

Audiences are likely to be a combination of those who intended to visit the event, and those who happen upon it when passing by.

We require robust audience measurement for *Dominoes* and ask that those submitting a quote propose a suitable and accurate methodology. Solutions can be manual, automated, digital, or a combination of approaches.

**Contact Details Collection**

To achieve the necessary sample of audience survey completes we do not feel that there will be sufficient time on the day of the event to undertake onsite surveys. As such, we would recommend that the successful market research agency collect contact details on the day of the event, to undertake fieldwork post-event.

**Fieldwork**

There are a number of parameters that need to be covered by this part of the research and, as such, we think a 15-20 minute online and CATI audience survey would be the best approach.

Given the nature of the event and the limited time available after the event finishes, we do not feel that face-to-face surveys would be advisable:

1. The run will complete around 5:30pm with the clear up beginning from 6pm, giving only 30 minutes in which to capture audience feedback;
2. Once the domino run completes it is also likely that a high proportion of the audience will leave the event quickly.

As such, we would recommend a methodology in 2017. This involves:

* Recruiting audiences onsite at the event to take part in a post-visit audience survey online or via telephone. This would involve a short explanation of the research, gaining agreement from the audience member to be contacted, and the collection of basic information (i.e. name, telephone number, postcode, and number of people in their group).
* Undertaking a mixed methodology online and CATI audience survey with individuals, ideally from 12 August onwards and completing fieldwork within a week of the event (though fieldwork could roll over into a second week if required).

We are open to other suggestions, however.

**Data cleaning and weighting**

On completion of the fieldwork, we would expect data to be cleaned and then weighted. The population against which weighting will take place will be discussed during the project set up.

**Analysis and Reporting**

Analysis and a written report of findings in Microsoft Word format.

# SAMPLE

The sample frame for *Dominoes* should be all audiences for the event, which is expected to be around 20,000. We would expect, based on research from 2017 we would expect the audience roughly breakdown as 50% Hull residents; 40% East Riding residents; and 10% other UK.

In both instances, the sample size should be suitable to deliver results at the 95% confidence level, with a maximum confidence interval of +/-5.

Those providing quotes should outline, within their method statement, a sampling plan that meets the above criteria, as well as further suggestions that will ensure the results are statistically significant and representative of the sample frame.

# BUDGET

Responders are invited to propose how they would meet these requirements in the form of a method statement and a breakdown of costs, including but not limited to:

* Set up costs: audience measurement and audience survey
* Fieldwork: audience measurement and basic contact detail collection
* Fieldwork: online and CATI audience survey
* Creation and delivery of audience measurement
* Creation and delivery of tabulated and raw data
* Project management.

Invoice schedule:

* On commission: 30% of total budget
* On completion: 70% of total budget.

The budget available for this work is **£5,000**. Should cost savings need to be made to meet this budget, we are able to offer the following:

* Hull Volunteers can undertake data entry of contact details collected on 13 and 14 August, which would delay the start date for fieldwork;
* Absolutely Cultured can host and administer the online survey on their Survey Monkey account, providing the raw data to the successful service provider once the fieldwork period ends.

# SCHEDULE

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| **MILESTONE** | **KEY DATES** |
| Request for Quotes issued | 11/07/2018 |
| Deadline for submissions for / refusal to quote | 23/07/2018 (12pm) |
| Notification of appointment | 24/07/2018 |
| Contract signed | 25/07/2018 |
| Sign off Audience Count solution | 30/07/2018 |
| NB: Head of Monitoring and Evaluation on Leave | 01/08 – 07/08/2018 |
| Sign off Audience/Visitor Surveys | 08/08/2018 |
| Fieldwork: Audience Counts | 11/08/2018 |
| Fieldwork: Contact Details Collection | 11/08/2018 |
| Fieldwork: Online and CATI Audience Surveys | 12/08/2018 – 25/08/2018 |
| Delivery of audience measurement | 13/08/2018 |
| Delivery of raw data tables | 31/08/2018 |
| Analysis and Report | 12/09/2018 |
| Contract completion | 14/09/2018 |

# DELIVERABLES

The successful company will be expected to deliver the following:

* Final audience counts with workings in Excel (.xlsx)
* Raw data in Excel (.xlsx) format
* Weighted and unweighted data tables in Excel (.xlsx)
* Analysis and report of findings, including any significant findings by audience demographics in Word (.docx).

# SUPPLIER REQUIREMENTS

Suppliers are required to provide the following information and services.

## Personnel

The supplier must make provision for a Project Manager to be available for meetings, and discussions as required from the date the contract is awarded to the completion of the project.

The supplier must make provision for sufficient personnel who are competent and where necessary hold the relevant qualifications for the completion of the project.

## Insurance

Suppliers will be required to provide copies of relevant insurance policies.

## RAMS

It is the responsibility of the supplier to provide full and sufficient Risk Assessments and Method Statements for the tasks specified in this document.

## Other requirements

The supplier must advise of any other requirements needed to fulfill the contract.

# GENERAL NOTES

Suppliers should read the following notes:

## 8.2 Materials, methods and standards

Methods may be suggested in the project description and schedule of work; however, suppliers are encouraged to suggest alternative methods if deemed relevant.

All elements must be supplied in a manner fit for the purpose for which they will be used.

All elements must comply with all relevant industry standards and codes of practice.

# APPENDICES

**NB:** The following appendices show intent only, representing artistic and visual concepts only. No construction or engineering information will be supplied and Absolutely Cultured accepts no liability for any action or event resulting from these documents, however caused.

List appendices:

* Appendix 1 - Draft of the Audience Survey
* Appendix 2 - Route map of the *Dominoes* run.

# SCORING

Absolutely Cultured will score the response independently against the following criteria:

* + Knowledge and experience
  + Deliverability in timescales
  + Quality
  + Price.

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| **CRITERIA** | **ASSESSED BY** | **WEIGHTING** |
| Knowledge and Experience | Assessed by skills and experience of the proposed team. | 20% |
| Deliverability | Assessed by fieldwork method statement and project delivery plan. | 20% |
| Quality | Assessed by quality control statement | 20% |
| Value for money | Assessed by price in comparison to sampling plan | 40% |