



**Absolutely Cultured**

## **REQUEST FOR QUOTATION**

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<b>Contact email:</b>	<a href="mailto:emma.hepworth@absolutelycultured.co.uk">emma.hepworth@absolutelycultured.co.uk</a>
<b>Title:</b>	<b><i>Evaluation of The Witching Hour</i></b>

**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.**

## 1. ABOUT ABSOLUTELY CULTURED

Built on the foundations of the company that delivered Hull's year as UK City of Culture 2017, Absolutely Cultured continues to play a leading role in Hull future, as an arts company rooted in the city.

Our core purpose is to commission and produce a high quality, ambitious, surprising and imaginative programme of cultural events. Our events inhabit and animate Hull's incredible outdoor spaces and we work with artists who create work which connects people and communities. We also continue to partner with national organisations to bring significant events to the city.

We are dedicated to supporting and developing the cultural sector in the city and further afield through direct initiatives and through sharing knowledge and learning.

## 2. WHAT ABSOLUTELY CULTURED DO

We are capitalising on the success of 2017, both through our own work and through working collectively with other partners in the city and colleagues across the cultural sector, to ensure Hull's reputation as a centre for creativity and culture is upheld.

We are continuing with 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, now a firm fixture in the ever evolving Fruit Market area of Hull, and the Hull Independent Producer Initiative (HIPI) programme that we will we create a lasting legacy.

In a city where creativity thrives, we are proud to commission a world-class arts programme for residents and visitors. Made in Hull, but with a far-reaching ambition, we are and always will be Absolutely Cultured.

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

## 3. HOW TO RESPOND AND AWARD OF CONTRACT

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

Please submit your quotation to [emma.hepworth@absolutelycultured.co.uk](mailto:emma.hepworth@absolutelycultured.co.uk) by midnight **on Sunday 17 March 2019** and include the following:

- Your proposal of how you will deliver against the scope of work
- A clear methodology for this
- A completed costing spreadsheet setting out detailed costs
- A clear timeline
- 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.

#### 4. PROJECT DESCRIPTION

*The Witching Hour* will be a brand new ambitious large-scale outdoor performance work, created and presented in Hull and Wirral in 2019.

In 2019, whilst Absolutely Cultured continues to build on the success of Hull UK City of Culture 2017, Wirral will become Liverpool City Region's 2019 Borough of Culture.

In celebration of these parallels this brand-new outdoor performance is being created to be presented in these two locations in 2019.

In the run up to each presentation of the performance, bespoke Engagement Projects will take place to deliver specific outcomes for each location as well as providing the artist with opportunities to gather local content which will feed into the creative development of the show. The Engagement Projects will be public-facing, live interventions, which interrupt a community and stop people in their tracks with arresting visuals and public interaction.

The Witching Hour will explore the parallels between the two locations and the magic that takes place between day and night, with stories of inspiring women from the two locations across the ages through a large-scale outdoor immersive performance taking place after-dark in park locations in the three areas.

The performance will be presented over three nights in each location. It will be a large-scale, outdoor immersive performance taking place after-dark, made up of live performance from a small ensemble of professional performers (including aerial performance), alongside a cast of community participants. It will feature amplified recorded and live music, theatrical lighting and pyrotechnic effects. Each performance will be presented over three nights in each location and is suitable for an audience of up to 4,000 people per night.

The project will be managed and produced by Absolutely Cultured working in partnership with Wirral Council. It will be creatively delivered by artist company, **Periplum**, who produce site-responsive, outdoor theatre performance.

The project takes place across the two locations, but for the purposes of this quote, we will only be looking for attendance and audience evaluation at the Hull events.

Details of the Hull Engagement Project are as follows:

<b>Event Name</b>	The Witching Hour Engagement Project
<b>Event Date</b>	Saturday 23 – Sunday 24 March
<b>Event Times (TBC)</b>	7pm – 9pm
<b>Event Type</b>	Small public-facing live intervention in a residential location.
<b>Event Location</b>	Residential areas in each location TBC
<b>Event Price</b>	Free
<b>Ticketed / un-ticketed</b>	Un-ticketed

**Expected audience** Up to 500 per project

Details of the Hull Performance are as follows:

<b>Event Name</b>	The Witching Hour Engagement Project
<b>Hull</b>	
<b>Event Date</b>	Friday 3 – Sunday 5 May
<b>Event Times (TBC)</b>	9:30pm – 10:30pm
<b>Event Location</b>	East Park, Hull
<b>Event Type</b>	Large-scale outdoor performance after-dark in park locations.
<b>Event Price</b>	Free
<b>Ticketed / un-ticketed</b>	TBC in each location
<b>Expected audience</b>	3,000 per night in each location

## 5. SCOPE OF WORK

Absolutely Cultured are seeking quotations for a holistic evaluation to capture all elements of the project delivery in Hull, as well as capturing the partnership and process between the two commissioning partners.

It has been agreed with Wirral Council that Absolutely Cultured will capture the process evaluation – detailed below – and that specific evaluation around audience, marketing, volunteering and learning and engagement will be the responsibility of each commissioning partner, and therefore the monitoring company will not be required to evaluate the project delivery in Wirral.

The scope of work will include:

### 1) Audience Experience – Hull

- Accurate attendance numbers of the Engagement Project and the main Performance in Hull.
- Demographic information. We want to understand how well we are influencing this as much as it being reflective as we have audience development as a key objective and this project specifically targets areas of lower arts engagement.
- Ratings for the event against the Arts Council England Quality Metrics
- Motivation to attend the event
- Personal learning from the event e.g. learning about Hull's heritage and Hull's links to communities in the Wirral.
- Experience of attending the event

### 2) Marketing and Communications - Hull

We want to understand the effectiveness of our marketing and communications activities in order to influence and improve our strategies and channel mix moving forwards. To assist with this we would be interested in the following feedback:

- Which channels audiences state as the primary way they found out about the event
- Which social media platforms they accessed
- Messaging recall
- Learning more about word of mouth and how this relates to the campaign materials
- Feedback on creatives used in print and offline activity
- Understanding of the project narrative prior to attendance.

### **3) Volunteering experience and impact – Hull**

- Quantitative Data from the Volunteering management system - Better Impact.
- Feedback on the Volunteer experience from taking part in the event in Hull.
- Feedback from volunteer participants on being part of the performance.
- Evaluation of a potential volunteer exchange between locations (TBC).

### **4) Learning and Engagement - Hull**

- All elements of community engagement to include community meetings, Engagement Projects and participant workshops.
- Teachers and young people's experiences of The Witching Hour in Hull and their responses to learning opportunities created by Absolutely Cultured (TBC).

### **5) Process Evaluation – entire project**

- Capturing the experience of the Commissioning Partners.
- Capturing the Partners' perspective and experience of working with Absolutely Cultured as a producing body through the research and development phase, delivery and post-event.
- Capturing the experience of artists involved in the project
- Exploring the opportunities they have had to extend their practice
- Capturing the perspective and experience of working with Absolutely Cultured through the research and development phase, delivery and post event
- Learnings and reflections of the Producing and Production team in delivering the event

## **6. METHODOLOGY**

### **Survey Set Up**

It is expected that the successful company will build on the existing audience surveys designed by Absolutely Cultured, which can be transferred via Survey Monkey and provided in Microsoft Word format if required.

### **Audience Counts**

*The Witching Hour* performances will be located in parks. The events will likely be free and un-ticketed, and entry will be via one or two entrance points.

Audiences are likely to be those who intended to visit the event.

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

### **Analysis and Reporting**

Analysis and a detailed yet succinct written report of findings in Microsoft Word format. An easy to read summary page to be included in the report that details the main findings from the detailed report.

## **7. BUDGET**

Responders are invited to propose how they would meet all requirements listed in the Scope of Works in the form of a method statement and a breakdown of costs, timeline and full project management service.

We would envisage the budget for this project being in the region of £10,000 +VAT.

Invoice schedule:

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

## **8. SUPPLIER REQUIREMENTS**

Suppliers are required to provide the following information and services:

### **8.1 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.

### **8.2 Insurance**

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

### **8.3 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.

### **8.4 Other requirements**

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

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.

## 9. SCORING

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

- Knowledge and experience
- Deliverability in timescales
- Quality
- Innovation
- Price.

<b>CRITERIA</b>	<b>ASSESSED BY</b>	<b>WEIGHTING</b>
Knowledge and Experience	Assessed by skills and experience of the proposed team.	15%
Deliverability	Assessed by fieldwork method statement and project delivery plan.	15%
Quality	Assessed by quality control statement	15%
Innovation	Assessed by the approach and reporting methods associated with this piece of work	15%
Value for money	Assessed by price in comparison to sampling plan	40%