



**Absolutely Cultured**

# **REQUEST FOR QUOTATION**

<b>Issued by:</b>	<b>Jo Franklin Interim Executive Director Absolutely Cultured Pacific Exchange 40 High Street Hull HUI 1PS</b>
<b>Contact email:</b>	<b>Rob Shaw – Director of Development (interim)</b> <a href="mailto:rob.shaw@absolutelycultured.co.uk">rob.shaw@absolutelycultured.co.uk</a>
<b>Project title:</b>	<b>Fundraising product development for Humber Street Gallery</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's future as an arts company rooted in the city.

Our core purpose is to put culture and creativity at the heart of people's lives and to inspire and drive Hull's ambitions and aspirations. We do this by commissioning and producing 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.

Absolutely Cultured is a registered charity, number 1162199.

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## **2. WHAT ABSOLUTELY CULTURED DOES**

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 [rob.shaw@absolutelycultured.co.uk](mailto:rob.shaw@absolutelycultured.co.uk) by noon on Friday 17 May 2019, including the following:

- Your proposal of how you will deliver against the scope of work
- A clear methodology for this piece of work
- A completed costing spreadsheet setting out detailed costs
- A clear timeline
- Case studies of similar projects and references
- Any other information requested in this document

Any questions about the assignment can be addressed to Rob Shaw at [rob.shaw@absolutelycultured.co.uk](mailto:rob.shaw@absolutelycultured.co.uk) or on 07866 254869.

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

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### **4. PROJECT DESCRIPTION**

This project is focused on developing and implementing new fundraising products centred around Absolutely Cultured's permanent arts venue, Humber Street Gallery.

Humber Street Gallery (HSG) opened as a short-term pop-up arts space during Hull2017 in the city's regenerated and vibrant Fruit Market quarter. It was a huge success and is now a part of our core programme - a physical manifestation of the Absolutely Cultured ethos. Although an entity in its own right, HSG is presented as 'an Absolutely Cultured project'.

The 3-storey gallery is housed in a 19th century former fruit and vegetable warehouse and focuses on contemporary work across art-forms, including visual art, design, film, photography and craft, presenting a changing programme of exhibitions, workshops and events for adults, young people and creative industries professionals. Entry to HSG and all exhibitions is free with a small charge for some workshops and events. Humber Street Gallery attracts a diverse audience of casual visitors, informal learners, students, families, 'culture vultures' and dedicated devotees of cutting-edge visual art.

Absolutely Cultured received a grant from Arts Council England in spring 2019 that guarantees the Humber Street Gallery operation and programme until September

2020. During this period, and to secure the long-term sustainability of the gallery, it is imperative that the gallery increases its earned and fundraised income. In terms of income generation, at present, HSG has donation boxes and receives annual donations of less than £1,000; it also operates a café, shop, rooftop bar and hires its spaces to corporate customers.

For more information on Humber Street Gallery's current and future programme, visit [www.humberstreetgallery.co.uk](http://www.humberstreetgallery.co.uk) and on Twitter as @HumberStGallery and @humberstreetgallery for Instagram.

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## **5. SCOPE OF WORK**

Absolutely Cultured is seeking quotations for a fundraising project manager to work with the Absolutely Cultured and Humber Street Gallery team to implement a programme of fundraising activity focused on the gallery, its programme and audiences. This is a critical element part of our strategic fundraising plan for 2019-2021.

The outputs will be a suite of new fundraising products to appeal to HSG's visitors and potential supporters in the business sector.

The scope of work is:

- analysis of HSG visitor data, audience behaviour and visitor flow
- proposals for improved visitor fundraising within the gallery
- devising a 'Friends'-type scheme to encourage higher level and committed giving
- corporate membership scheme aimed at small to medium sized creative enterprises

The assignment will be made up of a research and development period, a written proposal and a presentation. The outputs of your work will include:

- 1) a written proposal setting out a clear plan of action for meeting the aims of the brief
- 2) a plan for improving on-site donations within the gallery, including, but not limited to, revisions to donations boxes and fundraising messaging
- 3) a fully designed 'Friends of Humber Street Gallery' scheme, including, but not limited to, name and identity, promotion, pricing and structure, benefits schedule, implications for servicing members
- 4) a fully designed 'corporate members' scheme for the gallery, including, but not

limited to, name and identity, promotion and sales, pricing and structure, benefits schedule, implications for servicing members

- 5) copywriting and design briefs for promotional print and online communications
- 6) accurate costs and recommended suppliers for any materials or equipment to be purchased to deliver the activity
- 7) research report identifying corporate member prospects drawn from Hull/East Yorkshire business sector, with a focus on the creative industries sector

In short, when this project is completed we want to be in a position to launch these new fundraising products at Humber Street Gallery.

**NB:** the successful candidate will not be required to fundraise, cultivate or recruit any supporters themselves. Execution of the proposal will be the responsibility of Absolutely Cultured. This brief is only concerned with the creation of the model and mechanism to do so.

There are four main contacts for this piece of work:

- 1) Rob Shaw – Interim Fundraising Director (lead contact)
- 2) John Heffernan – Humber Street Gallery Senior Curator
- 3) Jo Franklin – Executive Director
- 4) Janine Crombie – Head of Marketing & Communications

Some administrative support will be available from our Development Coordinator.

**We want this project to be completed and the new fundraising schemes to be rolled out in time for the high footfall period at the Gallery during the UK school summer holidays, ie from 24 July.**

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## 6. TIMELINE

Stage	Task	Date
1	Brief issued	Friday 3 May 2019
2	Deadline for proposals	Noon on Friday 17 May 2019
3	Evaluation of proposals completed	Monday 20 May 2019
4	Interviews – in person or Skype	Wednesday 22 May 2019
5	Appointment	Friday 24 May 2019
6	Kick off meeting	Tuesday 28 May 2019
7	Interim report/review milestone	11 June / 28 June 2019
8	Project completion and sign off	Friday 19 July 2019

Respondents to this RFQ are advised to note these dates and to make themselves available for key dates.

## 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 project management.

**We expect that the fee for this project should not exceed £5,000 +VAT** (where applicable) plus reasonable travel expenses.

NB: this does not include budget for delivery of the new fundraising products, which will be met separately by Absolutely Cultured.

Invoice schedule:

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

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## 8. 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 contractor, & interview.	15%
Deliverability	Assessed by method statement and project delivery plan, & interview.	15%
Quality	Assessed by experience, case studies of similar projects and references, interview.	15%
Innovation	Assessed by the intellectual and creative approach to the assignment, & interview.	15%
Value for money	Assessed by price in comparison to similar AC projects and sector knowledge.	40%