

Invitation to tender – Liverpool City Region’s Culture and Internationalism Research Brief

This research brief is led by Liverpool City Region Combined Authority’s International Working Group, in partnership with the British Council. The International Working Group will use the outcomes of this research to develop its culture and internationalism strategy.

1. Background

Liverpool City Region Combined Authority (LCRCA) is led by Metro Mayor Steve Rotheram and brings together Liverpool City Region’s six local authorities – Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral – to tackle the big issues that matter to us all, together. We work with communities to make investments in areas that have a real impact on communities, such as transport, employment, culture, digital and housing. To find out more about LCRCA, please visit: www.liverpoolcityregion-ca.gov.uk.

International Working Group

LCRCA, in partnership with the British Council, convenes a regular **International Working Group** with representatives from the cultural sector (including arts, education and civil society) across Liverpool City Region (LCR). The purpose of the working group is to embed an international outlook across the city region’s social, educational and cultural organisations, and to develop globally minded young people. For example, one of the ways we hope to achieve this is by embedding international collaboration and learning through the LCR [Culture and Creativity Strategy](#), which sets out the city region’s approach to boosting cultural activities and creativity over the next 30 years. We also strive to work with, and alongside, other LCR and local authority strategies, boards and networks to ensure our work on internationalism permeates through all LCR plans.

About the British Council

The British Council is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust. We work with more than 100 countries across the world in the fields of arts and culture, the English language, education and civil society. To find out more about the British Council, please visit: www.britishcouncil.org. The British Council has established a team working across England and Cities, building strategic relationships with cities, city regions and combined authorities to support them in achieving their international ambitions and developing an ‘all of England’ strategy for the British Council. The England and Cities team of the Council are part of the International working group and are a committed partner to the work of the Liverpool City Region.

2. Scope and specification of this tender

The International Working Group would like to commission an external individual or organisation to take forward a **research work package**, which includes a combination of qualitative research

and quantitative needs. This may require sub-contracting of suppliers to provide external facilitation, design and reporting for some aspects of the research, where this cannot be provided by the individual or organisation.

The International Working Group has identified three audience groups which drive all our decision-making. These are **(1) international students, (2) residents** (including school pupils) and, **(3) international visitors**. Focusing on these audiences, the work package will help the International Working Group achieve these aims:

- Understand the **visitor profile** to LCR better (particularly international visitors), through both qualitative and quantitative data, so that we can respond to needs and maintain/grow its position as an outward facing, internationally known city;
- Develop a broader understanding of the **impact of the cultural offer on residents and communities**, with particular emphasis on engagement with international work overseas and international work 'at home';
- Increase our **knowledge of our diverse local communities**, including diaspora communities, and the voluntary sector organisations working with them;
- Understand the **international student population make up** (including projected make up) to inform a collaborative approach by the cultural sector in providing an accessible, relevant, compelling and potentially international cultural offer across LCR through data analysis and focus groups;
- Develop a coherent **data set and analysis showing gaps and potential for future development** of our international work across a range of sectors, including business, through the work of the Local Enterprise Partnership, local tourism body and open data sources such as ONS data;
- **Capture case studies and promote stories of the international dimensions of people and place** which can be shared on a public platform (to be agreed with the International Working Group), representing a cross section of society and communities across LCR.

The research work package should help the International Working Group achieve these aims and should, **as a minimum**, include the following activity:

- Identify, consolidate and interpret data available on LCR visitors (with a focus on international visitors), international students (across all HE institutions in the city region) and residents (including the makeup of diaspora and international communities residing in LCR and their networks, schools and their international connections, and grassroots organisations working with ethnic minority groups). Data should primarily draw upon existing data sources over the last three to five year period, but may also use census data from 2011 where necessary;
- Create, circulate and gather responses through a survey for cultural organisations across LCR to complete on their recent international engagement, collaborations and partnerships, and recommendations for how this data can be shared and utilised effectively (such as via the Liverpool Mayors Office Trello board of international activity and established platforms like Culturepool);

- Work with the British Council's England and Cities team to capture data on international engagement of LCR organisations through the British Council's work over the last five years;
- Collect case studies of the activities, impact and outcomes of international exchanges, collaborations and engagement (including through digital technologies) at home and overseas that can demonstrate the value and benefit back to LCR and capture the scale and diversity of these collaborations. We expect the majority of case studies to be from the cultural sector, including schools and third sector organisations (selection criteria and format to be agreed with the International Working Group);
- Map the case studies and examples onto the audience data to establish strengths and areas of potential growth to disperse opportunities;
- Understand how each of audience group would like to engage with the city's cultural offer, within the context of international working. This may include a focus group with international students on how the cultural institutions across LCR can contribute to the student welcome week and a series of focus groups with community groups across LCR to establish how they would like to engage with one another and with the broader cultural offer of the city region;
- Capture and spotlight stories of people and place (from an international perspective), representing a cross section of society in LCR, including geographical and ethnic diversity. This should include providing templates so this work can continue beyond the scope of this tender and recommending platforms for showcasing the case studies;
- Create visual graphics to communicate the data and research findings in a variety of easy-to-digest and accessible formats;
- Create an outline strategy for the International Working Group based on the discussions and agreed outcomes across the three sub-groups.

Other technical requirements and outputs should include:

- Presentation in a complete and flexible PowerPoint to the International Working Group on the research brief findings, with an opportunity for further refinement before finalising the report and summary (including mid-point sharing after completion of each milestone);
- Designed report and summary of research findings, including case studies and stories of people and place with relevant imagery, which can be used as a tool for further stakeholder engagement by the International Working Group (digital version);
- A minimum of 6 designed stories of internationalising people and place which are sharable to external audiences/stakeholders and templates which can be used to capture future case studies beyond the scope of this tender;
- List of available data sets, data sources and identified opportunities for potential future analysis to support the aims of the International Working Group.

The selected individual or organisation should:

- Work with the International Working Group members – drawing on their expertise, connections and access to data – through a group workshop and follow up meetings where deemed appropriate;

- Ensure diversity across LCR’s cultural sector and promote opportunities for engagement in the research with a range of networks (including cultural networks like LARC¹ and COoL)², providing tools and templates for engagement;
- Consider how case studies and the stories of people and place will complement the approach of Creative Agency Black and Ginger’s work on developing a brand for Liverpool City Region, which will capture the essence of the city region and tell the Liverpool City Region story to the outside world;
- Make recommendations on how culture and internationalism are embedded in the refresh and development of key documents, such as the visitor economy strategy.

The selected individual or organisation is expected to:

- Act as an advocate for LCR’s work on internationalism through-out all stakeholder and audience communication and demonstrate ambassadorial behaviour;
- Take an action-focused and evidence-based approach to all recommendations;
- Be interdisciplinary, working across arts, education, society and city networks; ensuring we listen to different voices, drawing on specialists as needed;
- Take a multi layered approach – focusing on the future, whilst remaining relevant to its communities and what is important to them now;
- Prioritise diversity and access across all work programmes and activity, including in decisions relating to sub-contracting, focus groups, venue selection and activity design;
- Adopt a partnership approach to working with a range of local LCR agencies as well as international organisations including the British Council.

Other info

- LCRCA and the British Council would hold an irrevocable, royalty-free, non-exclusive, worldwide right and licence to use the report (including case studies, graphics and imagery) in all future communications. The selected individual or organisation taking forward this research work package would hold a similar licence;
- Adhere to data and research ethic standards and policies, ensuring quality and integrity of research, obtain informed consent, respect confidentiality and anonymity (where relevant) and impartiality.

This research work package can be completed in stages, but all work should be complete and submitted by the **end of July 2020**.

3. Fee

The fee for this research work package, including all staffing, event and facilitation costs, design and printing (where required), is up to a maximum of **£12,000 including VAT**. This will be payable by Open Eye Gallery on behalf of the International Working Group in three instalments – the first payable on signing of the contract (50%), the second payable on satisfactory

¹ Liverpool Arts & Regeneration Consortium

² Creative Organisations of Liverpool

completion of the first phase of work (30%) and the third payable on submission of final, approved documentation (20%).

4. How the International Working Group would work with you

The International Working Group has a core group of representatives who meet every 6-8 weeks. The successful individual or organisation awarded this tender would be supported in the following ways:

- Inception meeting, either in person or by Skype, with representatives from the International Working Group to agree outputs, timescales, approach, expectations and ongoing communication;
- Signpost and broker introductions to our vast network of contacts across the cultural sector in LCR and providing access to data sets that may exist within each of our own organisations. This should complement the contacts and connections of the selected individual or organisation;
- Input into the agenda and shape of the focus groups, report design, presentation and selection and design of case studies;
- Review draft edits and near-to-final edits ahead of the final outputs in a timely manner, in line with agreed timescales.

5. Proposal submission and selection

Proposals should outline the following in no more than four pages (using links to previous work and projects where relevant):

- Track record of delivering projects on a similar scale and with similar timescales, outlining why these projects were successful and submitting links to the digital content produced previously;
- Approach – a description of your approach to the research work package, outlining proposed milestones/stages (we anticipate the data collection and consultation to be part of phase one, with audience focus groups and case studies to be part of phase two), activity and timescales. Please also provide examples of content you've created previously which you feel reflects the quality of your work or which links to the purpose or content of this tender;
- Your team – we'd like to know more about the skills, knowledge, and experience of your team members who would work on this project, and the particular roles and responsibilities they would each have in delivering the project to our agreed deadlines. Please specify here if you plan to sub-contract any elements within this research work package;
- Your costings – a breakdown of your costs, to give us an indication of how these have been calculated and to demonstrate value for money;
- Your timeline – a breakdown of your proposed timeline, including proposals for phased work/outputs as appropriate.

Whilst this tender is open to everyone, proposals from individuals and organisations based in Liverpool City Region are particularly welcome. In line with our commitment to diversity, individual applicants with disabilities are guaranteed an interview during in the shortlisting process. We would be grateful if you could include a note in your submission whether this is applicable to you or your organisation.

Proposals should be submitted with links (or supporting documentation) to sarah@openeye.org.uk by **Friday 27 March**.

6. How we will decide on our preferred supplier

The proposals will be reviewed by a panel which will include a representative from each of the International Working Group 'sub-groups' who have been leading on a different audience area (residents, visitors and students), a representative from LCRCA and a representative from the British Council. Our assessment of the successful applicant will be based on merit and the following selection criteria:

- Your evidenced track record of delivering similar projects with elements of data-analysis (quantitative & qualitative), which have been well communicated to non-expert audiences and led to excellent results (20%)
- The quality and creativity of the approach (30%)
- The quality and experience of the team, as well as clarity around roles and who would work on the particular aspects of the project (20%)
- The extent to which your costings are appropriately calculated, reflect good value for money and relevant to the proposed approach (15%)
- Deliverability - based on your proposed timeline, approach and experience of delivering similar projects (15%)

Shortlisted applicants will be invited to attend an interview, where we will ask you to present your proposal in more detail and take the opportunity to ask further questions.

Indicative timeline

Deadline for submission: Friday 27 March 2020

Clarification questions to applicants: Friday 3 April 2020 (deadline to respond Wednesday 8 April)

Interviews: w/c Monday 20 April 2020

Contracts issued and work to commence: w/c Monday 27 April 2020

Work to complete by: Friday 31 July 2020 (including all reporting and submission of documentation)

Queries

All clarification questions and queries to be addressed to: sarah@openeye.org.uk

Thank you for your consideration of this tender. We look forward to hearing from you.