**REQUEST FOR QUOTES: DEPTH INTERVIEWS IN CHARACTER**

1. **INTRODUCTION**

Hull UK City of Culture 2017 (from hereon in Hull 2017) are looking to commission an individual or group of qualitative researchers to undertake depth interviews whilst in character.

This Request for Quotes (RFQ), principally focuses on the Back to Ours project, within the Hull 2017 Artistic Programme, but there is a possibility that we may look to use a similar approach on other projects and therefore extend the scope of the contract at a later date.

1. **BACK TO OURS: BACKGROUND**

Back to Ours is a series of festivals, which aim to bring innovative and contemporary live performance, in many art forms, to a greater and more diverse audience within hard to reach communities across Hull.

The debut festival took place in February 2017, and acted as a testbed for all functions of the festival, including Monitoring & Evaluation activity with audiences.

Back to Ours targets Hull residents, specifically those who are first-time attendees, or have a low propensity to attend or take part in arts and cultural activity.

The Festival’s principal idea is that through touring high quality artistic performances to community settings, and making ticket prices affordable for those communities, some of the potential barriers to engagement will be removed.

In turn, through having a positive experience it is hoped that repeat attendance will be encouraged across the festivals, with a longer-term aspiration being that confidence levels amongst audiences are increased to a level where they will seek out arts and cultural activity outside their immediate area, including that in Hull city centre.

The programme for May is attached and includes cinema, storytelling, comedy, poetry, circus, drama and live music.

1. **RESEARCH AIMS AND OBJECTIVES**

**Research Aim:** To determine how successful Back to Ours has been in enabling residents to access arts and culture that they have previously not been accessing in the city centre by breaking down barriers to engagement, including geographical, financial and attitudinal barriers.

In order to measure the success of Back to Ours in achieving this aim, a number of research objectives have been identified linked to audience experience and past engagement with arts and culture.

**Research Objectives:**

* Determine audience members previous experience of attending arts and cultural events similar to those in the programme;
* Where audience members have engaged with similar activity in the past, determine what they go to see and where;
* Where audience members have not engaged with similar activity in the past, determine what has prevented them from doing so;
* Determine audience motivations to attend the particular performance(s) chosen;
* Find out what audience members thought and felt about the performance(s) attended
* Determine whether attending the festival has made them more/less interested in attending similar events in future, either locally or elsewhere in the city;
* Understand audience thoughts and feeling about the concept of Back to Ours, with a particular focus on how the use of community venues to host high quality arts and cultural performances overcomes potential barriers to engagement; and
* Understand whether hosting high quality arts and culture within community settings has any impact on audience thoughts and feelings towards the neighbourhood itself.

Hull 2017 are especially keen to evaluate reaction amongst audience members who are local to the venues used, i.e. from East Hull, West Hull, or North Hull.

Hull 2017 will contract one service provider to deliver this piece of research, in partnership with their official academic research partner, the University of Hull.

This Request for Quotes (RFQ) is open to all Consultants and Researchers successful in applying to the ITT for Independent Qualitative Consultants, as well as being advertised more broadly because of the unique nature of the request.

1. **METHODOLOGY: CHAT WITH GRAN / GRANDPA**

Back to Ours will be delivered at a variety of venues across the city, offering people access to a range of arts and cultural activity at low cost. It is a family-friendly festival, though some evening performances are targeted at adults only. There are also a number of accessible performances provided in the form of BSL interpretation and relaxed performances.

Many attendees may be first-time or low level engagers with arts and culture, and as such the prospect of providing feedback on their experience may be daunting.

Therefore, our proposed methodology is a series of mini-depth interviews with audience members, at a sample of shows, during each of the remaining festivals in 2017 and 2018. In order to break the ice, make it a fun experience, and fit with the aesthetic and spirit of the festival, we would like the research consultant / researcher to be in character, either as a ‘Gran’ or ‘Grandpa’ – though we are open to alternative suggestions on characterisation.

Although characterisation is important to the role, the individual(s) undertaking the fieldwork also need to be trained and experienced in research practice, to ensure objectivity; to avoid leading questions; and to ensure they do not influence audiences with their own opinions of the performance.

**Step 1: Set Up**

It is expected that the successful company or individual will work with Hull 2017 to finalise the discussion guide for ‘Chat with Gran / Grandpa’. We attach the discussion guide prepared for the debut festival in February 2017 as a guide.

To ensure the research undertaken is done in an ethical manner, the successful company or individual would also need to build into their script the reason that the research is being undertaken and what it will be used for.

Hull 2017 also expect that the interviews would be recorded for accuracy of reporting, so respondents also need to be informed of this.

**Step 2: Fieldwork**

The M&E budget is not sufficient to enable us to have a fieldworker at every performance, so we would look to sample performances from within each programme. We estimate that this will average 8 shows per festival. We would expect the fieldwork activity for Back to Ours to cover:

* A cross-section of shows programmed;
* A cross-section of venues; and
* At least one of each type of the accessible performances provided.

To ensure familiarity with the venues, audiences and performances, Hull 2017 would like the appointed researcher(s) to arrive ahead of time at the venue. This will enable them to know where they should position themselves pre- and post- show; enable a building of rapport between the character and audiences as they arrive; and mean that the researcher can experience the performances about which they will be talking. This therefore needs to be built into timings for the work.

**Step 3: Transcription**

Hull 2017 require anonymised transcriptions of all mini-depth interviews carried out as part of the research. This should therefore be built into the budget for the work, and done in the most cost-effective way possible. Hull 2017 are happy to look at transcribing any recordings internally should this be required.

**Step 4:** **Analysis and Reporting**

Hull 2017 require the successful individual or company to also analyse and evaluate the findings from the mini-depth interviews, in line with the M&E Plan, which will be provided following contract sign off.

This should be submitted in word format, and provided for each of the three festivals within the contract period.

1. **SAMPLE**

The sample frame for Back to Ours is all audience members at the selected performances. We would expect the successful company or individual to take a random approach to sampling, whilst ensuring that the diversity of the audience is represented by those taking part in the mini-depth interviews. No-one under the age of 16 should be spoken to whilst alone, but may be addressed if accompanied by a responsible adult and permission is provided by both the child and adult.

1. **DELIVERABLES**
* Finalised discussion guide, in collaboration with Hull 2017;
* Completion of at least 3 mini-depth interviews per performance (24 per festival);
* Transcripts of all mini-depth interviews post each festival;
* Analysis and report post each festival; and

Any other similar work, as required, for other projects outside Back to Ours.

1. **LOGISTICAL INFORMATION**

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| **Festival Name** | Back to Ours |
| **Festival Dates** | * 30/05/2017 – 04/06/2017
* 27/10/2017 – 04/11/2017
* 10/02/2018 – 18/02/2018 (Exact dates TBC)
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| **Festival Times May / June 2017** | * 11:00
* 14:00
* 15:00
* 19:30
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| **Festival Venues - West** | * Sirius West Academy 296 Anlaby Park Road South, HU4 7JB
* Hymers CollegeHymers Ave, HU3 1LW
* William Gemmell507 Anlaby Rd, HU3 6EN
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| **Festival Venues - North** | * Kingswood AcademyWawne Rd, HU7 4WR
* North Point Shopping Centre5 Goodhart Road, HU7 4E
* Winifred Holtby AcademyMidmere Avenue, Leads Road, HU7 4PW
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| **Festival Venues - East** | * Freedom Centre97 Preston Rd, HU9 3QB
* Archbishop Sentamu Academy1 Bilton Grove, HU9 5YB
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| **Ticket Prices** | £2.50 - £7.50 |

1. **TIMESCALE**

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| **MILESTONE** | **KEY DATES** |
| Request for Quotes issued | 12/04/20167 |
| Deadline for submissions for / refusal to quote | 9am GMT: 23/05/2017 |
| Notification of appointment | 3pm GMT: 23/05/2017  |
| Contract signed | 25/05/2017 |
| Finalise discussion guide | 29/05/2017 |
| Fieldwork – May Half-Term 2017 | 30/05/2017 – 04/06/2017 |
| Delivery of Interview Transcripts and Draft Analysis Report | 19/06/2017 |
| Fieldwork – October Half-Term 2017 | 27/10/2017 – 04/11/2017 |
| Delivery of Interview Transcripts and Draft Analysis Report | 20/11/2017 |
| Fieldwork – February Half-Term 2018 (TBC) | 10/02/2018 – 18/02/2018 |
| Delivery of Interview Transcripts and Draft Analysis Report | 05/03/2018 |
| Completion of contract | 09/03/2018 |

1. **COSTS AND PAYMENTS**

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

* Project Management;
* Discussion guide sign off;
* Fieldwork;
* Transcription; and
* Analysis and reporting.

We would also like to know how the proposed fieldworker meets the criteria set out above, in regard to characterisation and understanding / experience of research practice.

Invoice schedule:

* On commission: 10% of total budget
* On completion of May/June 2017 Festival: 30% of total budget
* On completion of October/November 2017 Festival: 30% of total budget
* On completion of February 2018 Festival: 30% of total budget.
1. **SCORING CRITERIA**

Quotes will be evaluated by attaching a score to Quality, Deliverability and Cost.

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| **CRITERIA** | **WEIGHTING** |
| Quality (experience and expertise of proposed fieldworker) | 30% |
| Deliverability (availability for festival dates and ability to submit deliverables on time) | 20% |
| Cost  | 50% |

**9. RESPONDING & CONTACT DETAILS**

Please return your response in a Microsoft Word, PowerPoint or PDF document, by email, to the contact details provided below.

Your response should not exceed 3 sides of A4, which should include all mandatory elements outlined in this brief. Should you have any questions regarding the brief, please also use these contact details.

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| **NAME:** | Elinor Unwin |
| **JOB TITLE:** | Head of Monitoring & Evaluation  |
| **TELEPHONE:** | 01482 304392 |
| **EMAIL:** | elinor.unwin@hull2017.co.uk |

We would be grateful if you could provide the contact details for the key main point of contact within your organisation who would be working on this project, should you be successful.