**   **

**Cultural Strategy Development**

**Consultant Opportunity**

**Solihull Borough Council**

Solihull Council’s Cultural Services Division is seeking to appoint a consultant to help create a Cultural Strategy for Solihull.

**Background**

Solihull Metropolitan Borough Council wishes to develop an ambitious Cultural Strategy which draws upon our strengths and identifies opportunities for development. We want a strategy that will ensure residents can engage in and access quality activities in arts and culture, supports local freelancers and creative and cultural businesses, develops the cultural economy and enhances our borough. It is envisaged that the work will develop new insights and bring together diverse plans to develop a strategic approach to the development of arts and culture in Solihull.

We are looking to commission an individual or organisation to research, advise and write our first cultural strategy that will:

* Raise the profile and importance of culture.
* Create, develop, and enhance opportunities for residents to engage with culture and arts.
* Support the growth of the cultural and creative infrastructure and wider economy.
* Identify important, needs, gaps and opportunities.

In addition the strategy should link to other council and regional priorities including:

* The Council Plan
* Highlighting climate change, championing sustainable practice, and enhancing our environment.
* The ability for culture to support good health and wellbeing and community resilience.
* Improving outcomes for children and young people by ensuring every Solihull child and young person to have the best start in life and the chance to achieve their potential.
* Supporting diverse communities to celebrate cultural activity, festivals, and milestones.
* Ensuring the cultural offerings are accessible to all members of society regardless of socio-economic background, physical ability or geographic location.
* Cultural assets in the borough such as The Core, libraries and community hubs.
* The work of the heritage service to enable the stories of communities to be captured and celebrated enhancing the boroughs’ identity.
* Actions to embed culture in town centres.
* Attracting inward investment.
* Supporting the productivity and growth of our cultural and creative businesses.
* Promoting Solihull as a destination for domestic and international tourists.
* Explore other boroughs approaches to culture and suggest opportunities for Solihull.
* The relationship with strategic regional bodies such as the WMCA (West Midlands Combined Authority), Culture Central and Create Central and national organisations such as Arts Council England.
* Consideration of the national agenda and funding landscape
* The developing council vision for public art

A range of documents should be considered as part of the research phase including:

* The Council Plan
* The Solihull Economic Strategy Delivery Plan
* The Visit Solihull Destination Management Plan
* Cultural Action Zone evaluation
* Let’s Create

We want the Cultural Strategy to raise the profile and importance of culture, heritage, and arts across Solihull and the contribution these areas make towards Solihull being a great place to live and work spend leisure time.

A Cultural Strategy Project Board and Advisory Group consisting of organisations and individuals from diverse cultural sectors across the borough is in the process of being established to support the strategies development.

The purpose of this group is to ensure a high-quality cultural offer for the people of Solihull that engages new audiences and supports local and national priorities.

**Schedule of work**

The consultant will be required to conduct four phases of work that will help to shape the Cultural Strategy:

Phase 1: Carry out data analysis, asset mapping and research that will highlight the current status of the creative economy and cultural sector within the borough, as well as challenges and opportunities for further developing culture across Solihull.

Phase 2: Support the Project Board to develop the Cultural Strategy – helping to identify a vision and create an action plan, including determining what success will look like and how this will be measured.

Phase 3: Carry out a range of community consultation activity ensuring the voice of our communities is represented throughout the strategy.

Phase 4: Writing a draft Cultural Strategy to be shared with the Project Board.

**Timeline**

|  |  |  |
| --- | --- | --- |
| Key milestones | Who | Timeframe |
| Establish a Cultural Strategy Project Board and Advisory group | SMBC – Strategic Lead – Culture, Cultural Development Officer, and Library Development Manager | April 2024 |
| Promote consultancy opportunity | Working Group | April 2024 |
| Recruit and appoint consultant | SMBC – Strategic Lead- Culture, Cultural Development Officer, and Library Development Manager & The Working Group | May 2024 |
| Consultant starts |  | June 2024 |
| Consultant carries out research |  | June 2024 |
| Community engagement | SMBC Project Board Internal Stakeholders and local forums | July 2024 |
| Consultant shares research findings with Working Group and feedback from community engagement shared – workshop session to start to create a vision; shape priorities; develop an action plan.  | Consultant and Project Board | October 2024 |
| Draft Cultural Strategy created | Consultant work is complete | December 2024 |
| Solihull Council political journey of Cultural Strategy sign off commences |  | Jan- March 2025 |
| Launch of Cultural Strategy |  | May/June 2025 |

**Management of the project**

The governance model for delivering the Cultural Strategy is shown at Appendix B

**Requirements**

The successful company/organisation/Individual will be required to:

1. Research and baseline assessment of the current cultural offer across Solihull indicating the current make-up of the sector as well as challenges and opportunities for Solihull Metropolitan Borough Council to address in its Strategy.
2. Work with the Project Board and Advisory Groups to develop the community engagement survey.
3. Collate the findings from the initial report and community engagement survey.
4. Write a Cultural Strategy to be developed by the Project Board and Advisory Group.

We would anticipate the successful company/organisation/individual will possess:

* Experience of research in the cultural sector
* Experience of developing community engagement surveys
* Experience of strategic policy development
* Current knowledge and experience of working with cultural sector organisations and developing the cultural economyStrong interpersonal skills, with the ability to work cooperatively with other members of the team and partners.

**Expressions of Interest**

Expressions of interest are invited for this opportunity and should include the following from the evaluation criteria:

* A summary of relevant experience from two similar projects completed in the last three years (30%)
* Qualifications and experience of the proposed team including CVs. (20%) No CV must be more than four sides of A4. Please include one reference for contact.
* A proposed methodology with key milestones including details of communication with SMBC 50%)

**Expressions of interest should be submitted electronically to culture@solihull.gov.uk by Sunday 12th May 2024.**

**Fees**

**An overall fee of up to £30,000** including all expenses, but exclusive of VAT is available for this contract.

**Award of Contract**

* Solihull Council’s Terms and Conditions for the supply of goods and services and works will apply to the award of this contract.

SMBC will assess Tenderers’ responses according to these criteria and will award points up to the maximum shown against each heading in the Quality evaluation assessment table below. Failure to achieve a rating of satisfactory (i.e. a minimum unweighted score of 3 or above) in any one or more categories may result in the bid being disqualified at the SMBC’s discretion.

|  |  |
| --- | --- |
| Assessment Criteria | Score |
| **Unacceptable:** either no answer is provided, or the answer fails to demonstrate that any of SMBC’s key requirements in the area being measured will be delivered. | 0 |
| **Poor:** fails to demonstrate how SMBC’s basic requirements in the area being measured will be addressed, giving rise to serious concerns that acceptable outcomes would not be delivered against the project brief. | 1 |
| **Weak:** barely demonstrates how SMBC’s basic requirements in the area being measured will be addressed, giving rise to concerns whether acceptable outcomes would be delivered against the project brief. | 2 |
| **Satisfactory:** demonstrates how SMBC’s basic requirements in the area being measured will be addressed so as to deliver acceptable outcomes against the project brief. | 3 |
| **Good:** demonstrates how most of SMBC’s requirements in the area being measured will be addressed so as to deliver good outcomes against the project brief. | 4 |
| **Excellent:** demonstrates clearly how all of SMBC’s requirements in the area being measured will be fully addressed so as to deliver excellent outcomes against the project brief. | 5 |

Please note the following:

**Preparation of Tender**

Tenderers are responsible for obtaining all information necessary for the preparation of their response; and all costs, expenses and liabilities incurred in connection with the preparation and submission of the Tender and attending any interviews will be borne by the Tenderer.

The Tenderer is expected to have carried out all research, investigations and enquiries which can reasonably be carried out and to have satisfied itself as to the nature, extent, and character of the requirements of the Contract (in the context of and as it is described in the Specification), the extent of the materials and equipment which may be required and any other matter which may affect its Form of Tender.

Tenderers may seek clarification on any of the points contained in the tender documents at any time **prior to seven working days** before the date for receipt of tenders. This will allow time for SMBC or Project Manager to prepare a response to all tenderers by five days before the tender deadline and for all tenderers to incorporate the clarification prior to the tender deadline.

**Non-consideration of Form of Tender**

SMBC reserve the right not to award the contract to the highest scoring, lowest priced or to any tenderer; and reserve also the right to accept any of the same in whole or in part. SMBC may also refrain from considering any Form of Tender if it is not in accordance with the Form and Conditions of Tender, or the Tenderer does not provide all of the information required or attempts to make variation or alterations to the Form of Tender, Conditions of Contract, or the Specification.

**Tenderer’s Warranties**

In submitting a Tender, the Tenderer warrants that:

1. It has not done any of the acts in the Non-Consideration of Form or Tender,
2. All information provided is true, complete, and accurate in all respects including details of previous projects being presented as examples,
3. It has full power and authority to enter into the Contract.
4. It is of sound financial standing, and
5. Its partners, directors and employees are not aware of any circumstances that may adversely affect such financial standing in the future.

**Confidentiality**

The Form of Tender, the Conditions of Contract, the Specification, and all other documentation or information issued by the SMBC relating to the Tender shall be treated by the Tenderer as private and confidential for use only in connection with the Tender and any resulting contract and shall not be disclosed in whole or in part to any third party without the prior written consent of the SMBC.

The documents which constitute the project, and all copies thereof are and shall remain the property of the SMBC (whether or not the SMBC shall have charged a fee for the supply of such documents) and must not be copied or reproduced in whole or in part and must be returned to the SMBC upon their request.

All information provided by tenderers as part of a tender return will be treated as confidential.

**Freedom of Information**

Information in relation to this tender may be made available on demand in accordance with the requirements of the Freedom of Information Act 2000.

Tenderers should state if any information supplied by them is confidential or commercially sensitive or should not be disclosed in response to a request for information under the Act and should state why they consider the information to be confidential or commercially sensitive.

This will not guarantee that the information will not be disclosed but will be examined in the list of the exemptions provided in the Act.

**APPENDIX A: Form of Tender**

*Please complete this form and include it with your expression of interest.*

**Project: [insert name]**

**Professional Service:** Evaluation Consultant

**Name of Tenderer:**

I/We, the undersigned, do hereby offer to execute and complete the above-mentioned professional services in strict accordance with the Schedule of Services for the following lump sum fee:

£ \_\_\_ plus, VAT (delete if VAT not applicable) for the delivery phase (RIBA Stage 4-completion)

Confirm figure in words: \_\_\_\_\_\_\_\_ plus VAT (delete VAT if not applicable)

1. **Resources**

Please state the number of days intended for the Delivery Phase:

1. **Day Rates**

|  |  |
| --- | --- |
| **Team** | **Day Rate (£)** |
| Director/ Partner  |  |
| Senior Consultant  |  |
| Consultant  |  |
| Other – specify.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  |  |

The above day rates will be utilised to negotiate any additional works that may be required if deemed to be beyond the reasonable scope of the works specified. All day rates are to be based on a 7.5-hour day and are to include allowance for disbursements.

1. **Expenses and Disbursements**

The fee offer is to include all expenses and disbursements (including printing charges).

1. **Offer Period**

This tender/ offer is to remain open for a period of 90 days from the date fixed to the return of tenders.

Dated this \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 20\_\_

|  |  |
| --- | --- |
|  | **Tenderer to provide responses. Some are pass/ fail** |
| Name of firm or company/Individual |  |
| Postal address |  |
| Registered address (if applicable) |  |
| Company number (if applicable) |  |
| Please indicate if you are: a sole trader, partnership, Public or Private Limited Company or other type of organisation |  |
| Main contact |  |
| Contact telephone number |  |
| Contact email address |  |
|  |  |
| Please indicate your level of Employer’s Liability Insurance, the policy number and expiry date [[1]](#footnote-1) |  |
| Please indicate your level of Public Indemnity Insurance, the policy number and expiry date |  |
| Please indicate your level of Professional Indemnity Insurance, the policy number and expiry date |  |
|  |  |
| Signature of authorised person |  |
| Name of authorised person |  |
| Capacity in which signed |  |

If you do not have any of these insurances, please indicate if you will purchase them if awarded the contract. If they are not applicable e.g. you are not an employer, please indicate this.

**APPENDIX B**

Governance model once agreed.

1. If you do not have any of these insurances, please indicate if you will purchase them if awarded the contract. If they are not applicable e.g. you are not an employer, please indicate this. [↑](#footnote-ref-1)