

REQUEST FOR TENDER:

REPORT ON THE IMPACT OF SCOTTISH BOOK FESTIVALS



Organisation	Wigtown Festival Company on behalf of the Scottish Book Festivals Network
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Date of Issue	February 2021
Introduction	<p>The Scottish Book Festivals Network was convened at the end of 2020 by Wigtown Festival Company on the request of Creative Scotland to be a vehicle for providing knowledge sharing, networking, advocacy, collaborative working, as well as guidance on best practice across the spectrum of Scotland's literary festivals.</p> <p>Network members include large and small festivals, urban and rural festivals, island festivals and multi-artform festivals. Some are run by employed staff, many other others are run by teams of volunteers. Some have an international focus, some are genre-specific, and others are there to serve their local communities. Between us we represent huge variety in terms of scale, format, and outlook.</p> <p>As part of its advocacy work for the sector, the Scottish Book Festivals Network would like to commission an impact study that will showcase what benefits book festivals and literary events contribute in terms of social, cultural, educational and economic impact.</p> <p>This study will then be used to promote the value of the Scottish book festival sector to government, publishers, funders, the media, and industry stakeholders not just in Scotland but across the UK and abroad.</p>
Report Outline	<p>The aim of the report is to make the case for the impact that Scottish book festivals have in the areas outlined above (social, cultural, educational, economic), to show interested parties what our tangible collective worth might be but also what benefits and opportunities we can offer to publishers, authors, audiences, education providers, and so on.</p> <p>The information should be delivered in a clear, concise and digestible way – this is not intended to be an academic research paper – and a designer will be commissioned to present it in a visually eye-catching and accessible format.</p> <p>The specific content of the report will be developed in consultation with the Scottish Book Festivals Network steering group. Supporting information (annual reports, business plans, EIAs, policy documents) can be provided by network members as an aid to research.</p> <p>Elements that the report could include are:</p> <ul style="list-style-type: none">(a) A survey/mapping of the Scottish book festival sector, e.g. how many festivals are there? How many run education programmes? How many are volunteer run? How many have paid staff?(b) Snapshots of some key statistics intended to impress the readership.

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	<p>(c) Measurement of impact: social (incl. health and well-being), cultural, educational, economic.</p> <p>(d) Case studies to highlight examples of impact and what individual festivals might do to make them unique or of particular interest.</p> <p>(e) What connections, networks and audiences exist across the sector, including internationally? What would stakeholders (publishers, sponsors, etc.) be able to gain access to? What do other people say about us?</p> <p>(f) Are there any recommendations for the sector, e.g. in terms of increased accessibility and diversity in programming?</p>
Your Role	<p>About the role:</p> <p>As a self-motivated and adaptable professional you will:</p> <ul style="list-style-type: none">• Liaise with Wigtown Festival Company and the Scottish Book Festivals Network steering group to develop the report's content and direction.• Coordinate the input of the network members.• Work remotely to conduct research and interviews as required. <p>What we're looking for:</p> <ul style="list-style-type: none">• You will have a track record of research and report writing, preferably within an arts sector context.• The ability to analyse and interpret different types of information and convert them into a coherent and digestible report.• The ability to consult and liaise with key internal and external stakeholders.• In an ideal world, experience of a similar network and your own industry contacts.• Knowledge of the Scottish book sector would be advantageous, but is not essential.• Be able to work efficiently and deliver the final report in a timely manner.
Objectives:	<p>The objectives are:</p> <ul style="list-style-type: none">• To impress key stakeholders by showcasing the extent and variety of impacts that Scottish book festivals have.• To increase interest in and engagement with Scottish book festivals by publishers, funders, sponsors, media, authors, as well as audiences.• To provide individual festivals with accessible information that can be used to support future funding applications.• To develop a contemporary and appealing report which communicates effectively our collective proposition, which will enhance perceptions of the sector and complement future activity.
Budget	<p>The budget for the research and writing of this report is a maximum of £4,500 (not including VAT).</p>
Timescale	<p>The final report should be submitted by 30 June 2021 with a view to publishing the report by the end of July 2021.</p>

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Tender Submissions	<p>Tenders are invited and should be submitted electronically by 15 March 2021 to:</p> <p>Isla Rosser-Owen Cultural Producer, Wigtown Festival Company isla@wigtownbookfestival.com</p> <p>The proposal should be a maximum of 3 A4 pages, although we will also accept supporting documents, e.g. your CV or examples of previous work.</p>
Award criteria and tender evaluation	<p>This contract will be awarded on the basis of the most economically advantageous tenders in terms of the following criteria:</p> <ul style="list-style-type: none">• Qualifications and experience of personnel proposed;• Understanding of needs and methodology proposed;• Cost and value for money for the work proposed to the contracting authority. <p>The contract will be awarded after evaluation of tenders received based on the above criteria. Shortlisted applicants may also be invited to attend an interview.</p>