



## **Invitation to Tender**

### **Research and Evaluation: Family Arts Campaign**

**May 2018**

#### **Introduction**

The Family Arts Campaign (FAC) invites tenders to undertake a qualitative piece of research to further develop our understanding of the Campaign and its impact. The research is designed to build a national picture of how the Campaign is working and how it is meeting its strategic objectives, with a view to helping inform our future strategic objectives.

From April 2018, the Campaign became a Sector Support Organisation, under Arts Council England's new NPO structure. As such, we wish to commission an independent study of the FAC's impact over this period.

The research should also provide a supporting literature review to illustrate the importance of family arts engagement in the UK, mapping current and emerging sectoral and policy developments that affect our work. The study should also include a set of key recommendations to support the campaign to progress in its future strategy.

This document includes the following sections:

1. Introduction
2. Summary
3. Background
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#### **Summary**

Timeframe: May 2018 – Autumn 2019

Budget: £7500

Tender submission deadline: Friday 1 June 2018

This work will suit an organisation and/or research consultant looking to take on a project on a national scale. The successful candidate will prove their ability to solicit insights from both the cultural sector and families across a range of geographical areas.

### **Background: Family Arts Campaign**

Originating in 2012, the Family Arts Campaign is a national, cross-sector initiative to raise family engagement with arts and culture, promoting access to arts and culture to families of all ages.

Now managed by The Albany, the Campaign represents a consortium of arts industry bodies including the Association of British Orchestras, One Dance UK, Independent Theatre Council, Society of London Theatre, UK Theatre, Contemporary Visual Arts Network, The Audience Agency, Arts Marketing Association; and Voluntary Arts. The Campaign is currently widening its remit to also include representation from the museums and libraries sector, as well as enlisting a family advocate partner.

To date, over 600 organisations hold our Family Arts Standards accreditation, with over 160 currently signed-up to our newly-launched Age Friendly Standards. Around 2,000 arts professionals have attended our training and conferences to date. There are also over 20 Family Arts Networks in England and Wales who collaborate at local levels.

Over the years, we have celebrated four annual Family Arts Festivals, conceived to raise awareness of opportunities for families to engage in the arts. 3,000 organisations participated in those Festivals, providing 17,000 events for 2.2 million family members. October 2017 saw the launch of 'Fantastic for Families' ([www.fantasticforfamilies.com](http://www.fantasticforfamilies.com)), our new, year-round listings resource and promotional campaign, developed to connect families with arts and cultural events in their local area.

### **Previous research**

The last independent evaluation of the Family Arts Campaign was delivered in 2015 by Catherine Rose, Pam Jarvis and Catherine Sutton. The link to the full report can be found below:

<http://www.familyarts.co.uk/wp-content/uploads/2016/08/Family-Art-Campaign-Evaluation-2012-15.pdf>

This study measured the impact of the Campaign across three years, examining the extent to which it delivered on its objectives against the context in which it was established.

Since then, the Campaign has carried out internal evaluations for our funders and stakeholders. We now feel it is timely to re-examine the wider cultural and social context in which FAC operates, and measure our continued impact against our key objectives. **Research requirements**

Research should help support the development of the campaign's three main objectives:

- 1) To increase the amount and range of quality cultural provision for families
- 2) To increase the quality of experience for family members of all ages in attending or participating in cultural activities

3) To increase marketing to reach a greater number, and a broader range of families

More specifically, we would like the consultant/research team to consider the following research questions as part of the project:

#### **Sector support and accreditation:**

- How does the Family Arts Campaign support the cultural sector to better understand and accommodate the needs of families in engaging with arts and culture?
- How are organisations benefitting from the support from the Family Arts Campaign and what may encourage other organisations to join the campaign?
- How does/can the Campaign encourage organisations to measure and improve upon progress with families?
- How effective are the online resources and guidance, how do they support arts organisations to engage families, and are there any gaps in available resources that should be filled?
- What techniques or tactics can support attitude/behaviour changes to family engagement in arts and culture?
- What barriers still remain within the cultural sector to engaging families and how might they be overcome?

#### **Promoting age-friendly and intergenerational practices**

- Are older people understood throughout the sector to be part of what we understand to make-up 'family audiences'?
- How are organisations supporting intergenerational engagement? What can support the sector to accommodate the often more complex needs of older people, to build relationships with older people and between the different generations in society?
- What can the Family Arts Campaign do to further support organisations to promote intergenerational practices?

#### **Connecting families with cultural opportunities**

- How do organisations connect families with cultural opportunities?
- What are the most effective ways for the Family Arts Campaign to support audience development through its 'Fantastic for Families' listings and campaign?
- What are the successful strategies and barriers to reaching more diverse and less engaged families?
- What partnership opportunities are available for the Family Arts Campaign to pursue in order to reach less culturally- engaged families?

#### **Learning and events**

- What sort of learning events can support arts professionals to share best practice and engage in discourse about emerging trends and priorities in family engagement?
- How can the Family Arts Campaign continue to contribute to a better informed, supported and networked workforce?

#### **Developing local Family Arts Networks**

- How do local Networks benefit from the Family Arts Campaign?
- Does family engagement increase through access to Family Arts Networks?
- How do Networks respond to the needs of local demographics in order to increase family engagement in arts and culture?

## **Structure**

We welcome a proposal that sets out the best way to meet the objectives and research questions, but envision it would include the following stages:

- An initial meeting plus additional meetings or calls with the Family Arts Campaign team to support the contractor to develop an in-depth understanding of the campaign
  - Analysis of a range of resources, reports, and internal data compiled and supplied by the Family Arts Campaign
- Desk based research identifying and drawing on a variety of sources, for example: reports by arts/ charity organisations, government, funding bodies, universities and other research communities to support a literature review
- Consultation with arts and culture organisations to gain insights into best practice and challenges around family and intergenerational engagement
- Consultation with families to provide insights and recommendations into what may support organisations to work with family audiences in future
- Potential consultation with policy experts, and/or strategic experts, with in depth knowledge of the arts and families sector. Please consider this option and include in your bid if this is feasible within the time and budget
- Report writing including options and recommendations.

## **Staffing**

- The research staff should have a high level of expertise and significant experience in designing and undertaking similar pieces of work with knowledge and understanding of the UK cultural sector and audience development with families.. Candidates with expertise in engaging audiences from low-engagement backgrounds will be particularly desirable.
- Tenders should outline how the skills and experience of the research team will cover these areas, as well as describing the skills and experiences of each individual (please attach brief CVs) and their expected contribution.

## **Working with the Family Arts Campaign**

The Family Arts Campaign finds that the best outcomes are achieved through strong partnerships and collaborative relationships with other organisations. We propose setting out a communication plan during the inception stage of the project. As part of this plan the contractor will be required to submit regular progress reports to the Family Arts Campaign Manager. It is expected that contractors will raise areas of concern as soon as they arise.

## **Timetable and outputs**

### **The following outputs are required:**

- A report detailing the findings from the evaluation. This should include clear evidence of findings and a set of recommendations for campaign developments going forwards. The report should be presented in accessible language.
- A Literature review to illustrate latest developments in family engagement in arts and culture emphasising the barriers to engagement and where research has identified opportunities for behaviour and attitude change towards arts and culture engagement.
- A standalone narrative executive summary detailing the key findings, conclusions and recommendations of the evaluation report. The executive summary should be presented in accessible language.
- A presentation of the key findings, conclusions and recommendations to the Family Arts Campaign project board.

### **A possible timetable is detailed below with the fixed dates highlighted in bold:**

<b>Activity</b>	<b>Date</b>
Inception meeting	June 2018
Qualitative research	June 2018 – July 2019
Report writing	November – December 2018
Interim findings presentation and report	December 2018
Draft report delivered	August 2019
Final report delivered	October 2019
Final presentation	October 2019

### **Tendering process**

To tender for the work described above, please provide a proposal on how you will approach this work and deliver the intended outputs within the required timescale. Within your proposal, please outline:

- Your experience and relevant competencies to undertake the work
- An outline of your approach and activity you would undertake
- Two suitable references
- Your CV (and CVs of additional individuals involved in the project)

Please also clearly identify the budget breakdown for costs including day rate and number of days' work proposed. All work undertaken by the individual(s) will be carried out remotely in their own place of work. Fee is inclusive of any expenses needed.

The deadline for receipt of proposals is Friday 1 June 18. We will be unable to consider applications received after this deadline.

Please email your proposal and any accompanying documents to [anna.dever@thealbany.org.uk](mailto:anna.dever@thealbany.org.uk).

Many thanks for your interest in working with us.