

**Tender for the evaluation of This Way Up
For Film Hub Scotland**

Instructions to tenders

August 2022

THIS WAY UP: EVALUATION – EVALUATION BRIEF

BACKGROUND

BFI Film Audience Network (FAN)

BFI FAN is a collaboration of 8 film hubs, managed by leading film organisations and venues around the UK. It has over 1,700 members, including:

- cinemas
- festivals
- multi-arts venues
- community cinemas
- film archives.

Supported by National Lottery funding it aims to build more diverse audiences for UK and international film and support the cinema exhibition sector.

Film Hub Scotland (FHS)

FHS is one of eight film hubs managed by film hub lead organisations (FHLOs) and are centres of expertise and support that connect cinemas, festival and creative practitioners. They help people across the UK to access a broader range of films, and use local knowledge to help film exhibitors. It's free for exhibitors to join their local film hub and membership offers a range of benefits, which includes:

- training and mentoring
- funding for audience facing activity
- access to special film seasons and programmes including screen heritage
- networking opportunities.

Member Support and Development

FHS is currently responsible for Member Support and Development within FAN and delivers a UK-wide programme of events and activities designed to enhance the confidence, capability and knowledge of FAN members especially in relation to BFI priority areas.

The aims of the FAN Member Support and Development programme are to:

- deepen the knowledge and enhance the capability of FAN members
- better equip FAN members to respond to sector priorities
- boost member confidence and provide opportunities for knowledge transfer, peer to peer learning, including the dissemination of information and best practice.

This Way Up

As part of this work, FHS produces This Way Up (TWU), a conference for the independent and cultural film exhibition sector. TWU brings the sector together to share new ideas, celebrate its work, and collectively imagine the future of cinema-going for audiences across the UK. This Way Up offers a unique space where delegates can network, take part in practical sessions to develop skills, hear from inspirational speakers from within and outside the sector and share their own practice and experience.

The event is organised and delivered by three hubs within FAN: Film Hub Scotland, Film Hub North and Film Hub Midlands.

TWU has taken place in Newcastle, Manchester, Glasgow, Hull, Liverpool, Nottingham, Bristol and online in 2020. In 2022 This Way Up will take place at Dundee Contemporary Arts, Dundee on 30 November and 1 December 2022.

OUTLINE SPECIFICATION

An evaluation of TWU is being commissioned by the BFI Film Audience Network and Film Hub Scotland to assess the impact TWU has had on FAN members and the independent film exhibition in the UK from its first edition in 2014 to the most current, which will be held in autumn 2022. This evaluation is also commissioned in the context of the BFI's new 10 year strategy which will be launched in autumn 2022.

We would expect the evaluation to make an assessment as to whether the key aims of TWU have been met and the extent to which it has contributed to FAN's aim of creating a stronger, more connected and confident sector for the distribution and exhibition of independent British and international film. The report should look specifically at the following aspects:

1. impact of TWU on FAN members
2. impact on the independent exhibition sector
3. who attends and who doesn't
4. reasons for attending / for not attending
5. perceived benefits of those attending – were expectations met?
6. alignment with BFI/FAN priorities
7. value for money including reference to other funds raised and true cost of delivery (staffing etc)
8. range and frequency of topics covered

9. practical outcomes – ie any discernable impact in terms of change / delivery / engagement / programming / marketing
10. perception of funders / stakeholders
11. assessment of how TWU fits into the wider marketplace for similar events or offerings.

Methodology

As part of the tender, we will expect a detailed methodology for the evaluation to be provided. We do not wish to be prescriptive but this could include but not be limited to desk research, 1-1 meetings with a range of stakeholders. This will be agreed with both FHS and the BFI Audiences Team.

Sources

FHS will provide access to source material which will include:

- audience survey and evaluations for each of the TWU conferences held 2014-2021
- contact details for key stakeholders
- contact details for speakers and participants with advice from FHS
- TWU budgets for each edition plus in-kind staff, venue, admin and marketing support from FAN
- all FHLOs via Film Hub Managers will provide any relevant information requested by the consultant in order to successfully deliver the project.

Key deliverables

- A full report which addresses the above.
- An executive summary which can be published online for public use.
- A minimum of two case studies drawn from a delegate's experience.
- Data collected during the process to be shared with FHS and BFI Audiences Team.
- Future benefits for organisations – if not realized, when will that be, ie impacts may be felt in the future rather than immediately.

We would also expect the evaluation to offer some recommendations about the feasibility of the conference continuing as it is or in some other form in future years. The final report should draw conclusions on the extent to which TWU has contributed to FAN's aim of building a more connected and confident sector.

Meetings

Three meeting dates shall be agreed:

1. An inception meeting
2. A progress meeting
3. A presentation meeting to FHS

These will either take place over Zoom or in-person, depending of geographic location and availability of both parties. Supplementary phone calls to update on progress and provide additional guidance/information for delivery will also be agreed ad hoc.

Contract management

The contract for this will be managed by FHS. The contact will be Nicola Kettlewood, FHS Manager.

The project will be overseen by Film Hub Scotland, led by MSD Coordinator Siobhan Fahey

Pricing/budget

The budget for this contract is up to £6,000.

The payment schedule will be as follows:

- 45% payable on signature of contract
- 45% on written acceptance of the draft report by FHS and BFI
- 10% on written acceptance of the final report by FHS and BFI.

Method of payment

FHS will pay, via BACS, the aforementioned percentage of total fee to the successful company within 30 days of Receipt of a valid invoice submitted in arrears.

The successful company shall ensure that each invoice contains all appropriate references, specifically the Purchaser purchase order number, a detailed breakdown of the services supplied and that it is supported by any other documentation reasonably required by the Purchaser to substantiate the invoice and confirmation that the activity/cost has been delivered/incurred.

Contract Period / duration

The contract will commence upon acceptance of the offer until work is completed in March 2023, subject to the termination clauses to be found within the contract issued upon acceptance.

Key milestones

Contract Award

Timetable of Events	
Tender Call Issued	9 th August 2022
Deadline for submissions of questions	24 th August 2022
Tender Closing date	30 th August 2022
Assessment and shortlist of the tenders received	5 th September 2022
Interviews	12 th September 2022
Contract Awarded	19 th September 2022
Assignment Starts	26 th September 2022

Contract Delivery

Timetable of Events, supplementary deadlines to be agreed between partners	
Transfer of documentation and data	26 th September 2022
Inception Meeting	w/c 26 th September 2022
Progress Meeting	November 2022
This Way Up 2022	30 th November & 1 st December 2022
Presentation Meeting	End January 2023
Delivery of Final draft for comments & Feedback	February 2023 (date tba)
Delivery of final report	March 2023 (date tba)

How to apply

Please submit your Tender application by 30 August. Any questions about this Tender should be sent to siobhan@filmhubscotland.com

A full Tender including a breakdown of activities, time allocated and daily rate of the project team, including their respective job titles, should be included as part of your fee proposal. Bidders should provide a comprehensive costing schedule detailing all the different elements of the study. The different survey techniques should be costed separately (ie online, paper) within the costing schedule.

Bidders must produce a schedule of charges estimating the number of days and travel and any subsistence costs associated with their bid.

The total price will be exclusive of VAT and inclusive of all expenses, and all other costs incurred, including any data purchase.