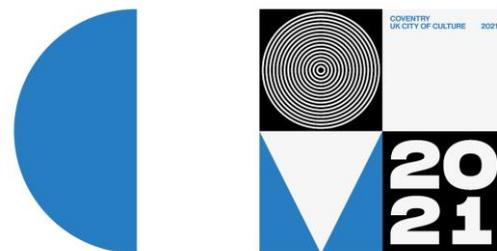


COVENTRY CITY OF CULTURE TRUST CITIZEN SENTIMENT RESEARCH BRIEF

AUGUST 2020



CONTEXT

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021. In 2017 the Trust and the city were successful in securing the prestigious title and are now getting ready to deliver an ambitious UK City of Culture year from May 2021 and to ensure a legacy, for the city region and its communities.

We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

By inspiring leading artists to work with us, supporting a new generation of artists and makers, nurturing the creativity of young people, welcoming our communities to collaborate, partnering with local schools and universities, supporting high profile tourism campaigns and removing barriers to attendance, we, along with our city partners, encourage everyone to participate in the creative life of their city and region.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry and Warwickshire in 2021/22
- Making long-lasting social change in Coventry
- 80% of the city's residents experiencing at least three events in 2021/22
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 11,000 participants and 5,000 City Host volunteers
- Starting a wave of cultural investment across the region

THE BRIEF

We are looking to appoint an organisation/agency to help us understand, track and report how Coventry City of Culture Trust, the year which will run from May 2021 – May 2022 and any associated programmes to be identified by the Trust, are perceived by the citizens of Coventry for the period up to June 2022. This is particularly important as we adapt to the significant social and economic changes in the city and region, as a consequence of COVID-19.

A detailed understanding of the mood, desires and ambitions of the people of Coventry, in relation to City of Culture, will help us develop our programme, marketing and communications campaigns as well as respond to any changes. We expect that data and insight gathered will also contribute to evidence of impact the Trust is having across our communities to our funders and stakeholders.

We anticipate that the successful agency/organisation may approach this brief in a similar way to product testing. We want to understand not just what our citizens think of the Trust and programmes, but also what external factors might influence those feelings. The approach is **not** expected to cover analysis of social media sentiment which will be covered elsewhere but data from this will be provided to aid reporting. The Trust already has comprehensive survey and feedback mechanisms for the collection of quantitative and qualitative data from audience members and those engaged with the programme, it is anticipated that the successful agency will focus on the perceptions of the citizens of Coventry who are not engaging or have been identified as having low levels of engagement.

THE ROLE

- To devise and deploy an independent research campaign to report on the views and mood of citizens in Coventry with relation to Coventry City of Culture Trust and associated programmes

- To work with the Trust to explore the best methods to gather this data which may include polls and focus groups
- To conduct an initial brand health check, and re-run quarterly
- To support the development of a strategy to maximise the success of the Trust and its positioning as a brand
- To ensure the contributors to the research are representative of the diverse population in the city, including those with a disability
- To be responsible for all aspects of the collection and reporting of data and insight to the Trust from identifying participants through to delivery of findings
- To work closely with the Trust's Monitoring and Evaluation Team to ensure all work sits within the wider framework
- To work closely with the Trust's Monitoring and Evaluation Team in order for findings to be included in reporting related to the evaluation of UK City of Culture 2021
- To work with the Senior Management, Programme, Monitoring and Evaluation, Marketing and Communications Teams to help team members interpret and respond to findings
- To work with the appointed advisors, city partners and team members to use this research to inform the legacy plans for Coventry City of Culture post May 2022
- To maintain impartiality and independence from the Trust and strict confidentiality
- To be aware of, and undertake to comply with the Trust's GDPR, Health and Safety and Diversity and Equality Policies

PROCESS

We are interested in hearing from an organisation that can demonstrate considerable experience and rigour in developing independent research programmes ensuring that all voices, particularly those who may not usually respond to research requests, are heard.

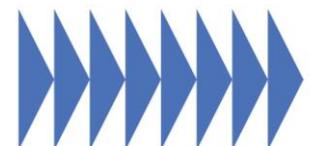
Applicants are invited to respond to the brief above, by submitting a short proposal outlining how they would intend to work with us. The submission should include:

- A statement of no more than 1000 words detailing your experience that will enable you to fulfil the brief
- A detailed description of the proposed methodology (how you would work with our Team and partners as well as technical details relating to confidence intervals etc.)
- Information on previous projects undertaken which establish credentials for undertaking the work
- Confirmation of availability to commence work within one month of being awarded the contract
- CVs of the individual team members who will be involved in the contract work (if applicable)
- Contact details for two referees
- Remuneration and fee expectations

Please contact Martin Sutherland, Chief Executive by email to martin.sutherland@coventry2021.co.uk to discuss this opportunity.

Proposals should also be submitted to the same address by 12pm on 1 October 2020.

We anticipate inviting up to three organisations to discuss their proposals in more detail with Senior Trust colleagues on **the 9 October 2020**.



EVALUATION CRITERIA

Tenders will be evaluated by the Chief Executive, Director of Operations and Legacy and the Academic Lead for Research and Evaluation

Each proposal will be evaluated against the following criteria:

- Understanding of the project brief
- Credibility and proven expertise in leading inclusive consultation and planning processes
- Effective project management skills as demonstrated by a realistic and viable methodology
- Knowledge of our context, our city and region

Coventry City of Culture Trust will seek value for money in the tenders for this project and will judge value not solely on price but on the quality and scope of the proposals being considered.

The Trust reserves the right not to award a contract if it is judged that no viable or appropriate tender has been received.

