

23 December 2020

South Asian Mela / Festival Scoping Brief

Coventry City of Culture Trust (the Trust) is looking for a commercial events consultant/s to scope the financial feasibility of a South Asian cultural event to take place in Coventry in 2021.

Context

The Trust was set up in 2015 to bid to be UK City of Culture in 2021. Now that we have been successful in securing the prestigious title, we are working to build a cultural programme that reflects Coventry, its people and its ambitions for the future. 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.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry in 2021
- 80% of the city's residents experiencing at least three events in 2021
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Making long-lasting, tangible social change in Coventry
- Transforming who holds the power to create and curate in the city
- Starting a wave of cultural investment across the region

The programme for the year will feature high impact, large scale events and intimate moments of wonder, music, dance, theatre, and poetry as well as many more celebratory cultural and heritage experiences in every ward of the city. The programme is rooted in the city's rich history, and its diverse communities whilst taking a bold, future-facing approach, exploring narratives about the most pressing issues for our citizens, country and planet in the years to come. Our programme will put social justice, activism, and human rights at the centre, as we seek to create a people powered celebration with a strong social conscience.

Partners

The Trust offers our city a global spotlight to celebrate our rich heritage and our contemporary cultures. With a strong working partnership with BBC and other broadcast partners, a partnership with campaigns agency Uncommon, and national and international PR provided by Four Communications, we aim to show the world our creativity and innovation.

**COVENTRY CITY OF CULTURE TRUST
C/O THE HERBERT ART GALLERY & MUSEUM, JORDAN WELL, COVENTRY, CV1 5QP
WWW.COVENTRY2021.CO.UK**

REGISTERED ADDRESS: THE HERBERT ART GALLERY & MUSEUM,
JORDAN WELL, COVENTRY, CV1 5QP, COMPANY NUMBER: 09808960
CHARITY NUMBER 1165639, LIMITED BY GUARANTEE
REGISTERED IN ENGLAND AND WALES

Background

Coventry has vibrant South Asian communities at the heart of its City. The South Asian communities make up a large percentage of the wider Coventry population. There is a rich tradition in the city of cinema/film, dance schools, community Melas, festivals and celebrations. Coventry also has some excellent restaurants and cuisine. And is blessed with strong leadership from many communities, including but not limited to BOPA (British Organisation for people of Asian Origin) and the Mercia Lyons Club.

Coventry City of Culture Trust recognises the great opportunity to work closely with our South Asian communities, businesses, leaders, Embassies and High Commissions. Over the past two years the Trust funded the South Asian music stage programme at Coventry's long-standing Godiva Festival.

Now is the time to celebrate and give a platform to the vast range of South Asian entertainment and culture here in Coventry. Moreover, a time to support the local Asian entertainment networks, artists, performers and business through involvement within a large-scale South Asian Culture celebration.

As part of the Coventry's year of culture the trust would like to partner with the South Asian cultural entertainment producers and the wider community to enhance the way the city celebrates Asian cultures. Within this there is a desire to create a destination South Asian culture event here in Coventry.

The Brief

We need to understand the interest for a viability of producing a major event in Coventry driven by South Asian content.

We require the following scoping to be undertaken:

1. Scope broad, ambitious, commercial, contemporary, creative programme – include examples that we can draw upon.
 - Clarity on other similar events that have previously or currently take place in the city, need to avoid clashes and be complimentary
 - We are especially interested in a combination of live music, dance, film, food
2. Scope suitable locations and costs:

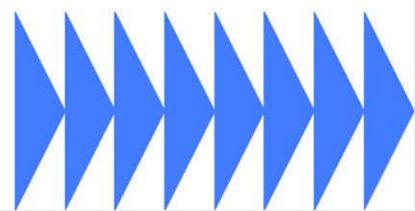
An outdoor event in a large car park or large flat outdoor space in summer 2021.

Potential locations could include:

- Ricoh Stadium
- War Memorial Park
- Coombe Country Park
- Charterhouse Fields
- Other large outdoor carpark spaces



COVENTRY2021.CO.UK
@COVENTRY2021



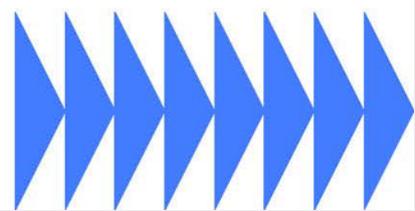
3. Scope commercial financial modelling for the event
 - There is not subsidy for this event – it needs to pay for itself through earned income and other private support
4. Scope potential dates with the community
 - It needs to be owned by the community and not clash with key religious dates.
 - August 2021 weekends are the Trust's preferred dates.
5. Scope interest/commitment from community and links to other current events in the city
 - Cinema, food, culture, fashion, music, storytelling and dance etc

NB: We are keen to facilitate a working group from the city to lead on the project, if we progress.
6. Scope potential delivery model and partnerships (private, public etc) to be explored
 - Who will manage/produce this? Need to have strong focus on equality.
 - Who can deliver/produce this? Need to have strong commercial acumen and track record successful commercial outdoor events. Moreover, successful outdoor Asian culture events.
 - Who needs to be involved - arts/culture partners, city council, councillors, embassies, broadcasters, sponsors? Any key people?
7. The Trust is open to creating sponsorship partnerships for the event. Part of this brief is to scope which:
 - Local, regional, national and global partners would be interested in sponsoring this type of event activation.

The completed report must contain:

Scoping for one- and two-day versions for the Mela.

- Vision, event concepts, partners, locations and visuals
- Proposed management structure and delivery model
- Timelines and preferred dates in the calendar (avoiding religious dates)
- How you would engage with local communities and suggested local/regional/national partnerships
- Marketing and visitor opportunities linked to our audience segmentation (these will be provided on appointment)
- Commercial modelling/forecasting and event budgets
- Risk register



How to apply

Please complete the form by clicking 'Apply Now' on our [Jobs, Tenders and Call-Outs](#) page. The work will be awarded based on the following criteria:

- Experience and track record of proposed team members
- Experience of successfully managing successful large-scale commercial events
- Strong financial track record
- Experience working in and with the South Asian community
- Experience of working in and around Coventry and the West Midlands

Fee for completed scoping work

Up to £5000+VAT.

Deadlines:

Expressions of interest by 5pm Wednesday 13 January 2021

All individuals, companies, organisations, and other bodies contributing and collaborating with the Trust to create and deliver the 2021 programme will be expected to actively engage with our **diversity, sustainability, access and fair pay policies**.

Timeline

- Brief published: 23/12/2020
- Response deadline: 13/01/2021
- First Meeting: 15/01/2021
- Deadline for scoping report: 12/02/2020

Any Questions?

If you have any questions about this brief or would like to discuss further, please contact: Eleanor Mottram, Head of Programme at Eleanor.mottram@coventry2021.co.uk from 4 January 2021.



COVENTRY2021.CO.UK
@COVENTRY2021

