

## Coventry City of Culture Trust Street Art Festival Invitation to Tender



### Context

In July 2020, we announced that Coventry's City of Culture programme will start in May 2021 and run for 12 months, allowing us to keep our promise to the city and region - to deliver an extraordinary year while providing some much-needed certainty and resources to our artists and communities.

This is your opportunity to be part of telling the story of a city on the move.

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 Brief

We are looking to appoint an experienced collective, organisation or group of individuals to manage the production and delivery of 'In Paint We Trust' – an exciting new street art festival in Coventry. The festival will form part of the ambitious events programme for Coventry UK City of Culture 2021.

Ideally you will have experience and be able to manage the curation and production for this new festival, as well as providing a vision for the legacy of the event which aims to attract high quality local, national and international artists. The work will be spread across the city from industrial estates, to the city centre and aims to feature large scale murals as well as smaller interventions. There will also be a strong focus on digital integrations for the purposes of mapping, marketing and storytelling.

The festival will take place in August 2021, though some work may be commissioned in line with other public realm developments in the run up to the May 2021 opening event. This contract would be to begin work immediately.

We recognise and affirm that the UK City of Culture title belongs to each and every one of Coventry's citizens, regardless of gender, race, faith, sexuality, age or disability. In line with that commitment the Trust will ensure that this project and the people we work with including artists and teams are representative of the diversity of Coventry as a city. We are committed to ensuring that this project is driven by the voices of as diverse a spectrum of artistic styles and lived experience as possible, including a cross-genre range of street art, graffiti and mural

styles. We would also like the festival to offer a platform to emerging, established and innovative artists.

'In Paint We Trust' is a fresh, ambitious and creative event that uses graffiti, murals and street art to recognise Coventry's rich history. There are many areas for consideration, from automotive industry to electronic music, however we also wish to use the opportunity to declare the city's vision for the future. The festival must speak to the people of Coventry, whilst maintaining national significance.

'In Paint We Trust' is being formed after a feasibility study which was carried out earlier this year. If you would like to see parts of this study to help with your application, please email Cara Pickering [cara.pickering@coventry2021.co.uk](mailto:cara.pickering@coventry2021.co.uk)

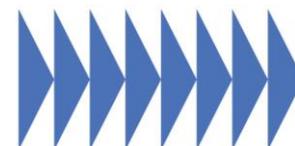
The secured budget for the street art programme activity is £200,000. Please note that this is *not* the fee that would be awarded for delivering the project. We would like to see proposals that include clearly marked fees for all work including delivery.

We are looking for companies who can deliver exemplary management and vision in the creation, delivery and legacy planning of a street art festival across Coventry. This includes:

- Administration
- Landlord liaison and planning
- Design
- Marketing & Communications
- Artist management
- Partner liaison & community engagement
- Operations Management
- Health & Safety
- Production staff and management
- Digital content production (experience of this is advantageous)
- A commitment to creative and innovative disability access provision
- A commitment to sustainable working practices, minimising the environmental impact of the festival.

With the support of the Coventry 2021 production team, the appointed organisation will:

- Manage strategic conversations and relationships with key stakeholders such as Coventry Business Improvement District, Coventry City Council and other private sector partners.
- Have an oversight and assist in the project delivery of community activated street art commissions
- Complete planning and licensing applications as necessary
- Manage local, national & international artist relationships & collaborations
- Manage the logistics of the festival across multiple sites, sometimes simultaneously
- Ensure the event and any activity operates within health and safety guidelines
- Deliver complex on-site sub-contractor management i.e. facilities and technicians
- Apply for further fundraising or sponsorship opportunities
- Create digital content for purposes of mapping, marketing and storytelling



All companies applying must be able to demonstrate experience of:

- Complex on-site sub-contractor management i.e. facilities and technicians
- Managing events across multiple sites in various locations, sometimes simultaneously

All companies submitting a bid must be able to demonstrate that they align with the Trust's policies of:

- Environmentally sustainable working practices, with ambitions to learn and innovate in this area. All companies will be required to supply their environmental policy with their bid.
- Fair pay. The Trust will insist that all employees working on projects funded by the Trust are paid the National Living Wage as a minimum. Any companies submitting a bid must be able to demonstrate this.
- Talent development in the sector. We are keen to hear how you develop talent within your team and actively create opportunities to engage and support new individuals to enter the industry, particularly from under-represented groups.
- Minimum Public Liability insurance cover. A small company is required to have liability coverage of at least £1 Million. Medium and Large companies are required to have a minimum coverage of £5 Million.
- Demonstrate a commitment to diversity and inclusion.
- Demonstrate a commitment to access – developing and delivering creative activity where access provision is integral, minimising both physical and social barriers to attending, participating, creating or contributing.

**Please see the Trust's Procurement Policy attached for more detail.**

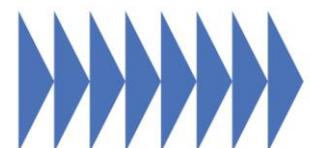
Consideration of this policy should play a major role in your application.

The 'In Paint We Trust' programme & locations are in development and may include:

- A youth led steering group
- Major Walls
- Medium Walls
- Local Walls
- Commercial opportunities
- Community focused activity
- Partnership & Integration with other Coventry City of Culture 2021 programme streams and city-wide events.
- Creation of digital art works
- Digital media production & promotion

We are interested in hearing from companies who can meet the ambition and variety of scale of our work. We would like to hear from companies who have experience of working on large, high profile events, but we also welcome bids from any companies whose operations are suitable for smaller activity.

We may choose to appoint a number of companies who may have complimentary specialisms. We will ideally look to appoint local companies where the expertise meets our requirements.



However, due to the complex and ambitious nature of our work, we require companies with a demonstrable high level of expertise and will recruit nationally for this where required.

## **Process**

Companies are invited to respond to the brief above, by submitting a 2 page proposal outlining how they meet the requirements of the role. The submission should include:

1. Evidence of documentation specified in the brief alongside a copy of Employers Liability Insurance
2. Information on previous projects undertaken by the company which establish its credentials for undertaking the work
3. Environmental policy
4. Evidence of commitment to fair pay
5. Diversity and inclusion policy
6. An indication of rates of pay or fee expectations
7. A description of service delivery methods and ways of working, considering research, development and implementation stages of event delivery. This should highlight how you would work with us and partners. Joint submissions should consider how they would work together and with us to deliver.
8. Contact details for three referees

Please contact Cara Pickering at [cara.pickering@coventry2021.co.uk](mailto:cara.pickering@coventry2021.co.uk) if you have any questions.

**Proposals should be submitted by email to [production@coventry2021.co.uk](mailto:production@coventry2021.co.uk) before 5 pm 14<sup>th</sup> October.**

**Shortlisting will take place 15<sup>th</sup> October 2020 with interviews taking place on the 23<sup>rd</sup> October 2020.**

## **Evaluation Criteria**

Tenders will be evaluated by the Creative Director for Coventry City of Culture Trust with the support of the Production Team.

Each proposal will be evaluated against the following criteria:

1. Understanding of the project brief demonstrated in the tender documentation
2. Credibility and proven expertise in delivering a successful service
3. The strength of evidence against the Trust's policy requirements.
4. Effective project management skills as demonstrated by a realistic and viable methodology
5. Creative ideas & curatorial elements
6. Commitment to the legacy of the festival

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.

