Coventry City of Culture Trust
Tender to provide City Host programme for UK City of Culture 2021

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 in 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, running high profile tourism campaigns, 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, 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
- Making long-lasting social change in Coventry
- 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 11,000 participants and 5,000 City Hosts
- Starting a wave of cultural investment across the region

The Brief

Coventry City of Culture Trust is looking to build a cohort of up to 5,000 City Hosts (working title) to help welcome up to 2.5m additional visitors to Coventry in 2021. Our City Hosts will be the face of 2021, welcoming visitors to the city, helping with wayfinding and recommending what’s on and where to visit. They will provide a crucial extra level of support for those with access needs. Our City Host programme will build on the proud history of volunteering already in Coventry and will look to support the voluntary sector and add capacity.

Through this programme, we will invest in initiatives that diversify the city’s volunteer workforce, to develop a gold standard City Hosts programme that ensures that everyone is made most welcome in our city.

We are now looking for an organisation to develop and deliver our City Host programme. The successful organisation should have immediate availability and the capacity and ambition to deliver an exemplary experience for both our City Hosts and visitors.

The Role

To manage a high-profile City Hosts programme from planning, delivery and review, working closely with the Trust’s Chief Executive to ensure that the City Host’s budget (approximately £1m) is utilised most effectively.
**Strategy**

- Work with the Chief Executive, Director of Operations and Legacy, Head of Team Development and other Trust colleagues to create an exemplary and ambitious City Hosts programme for Coventry
- Work with other agencies delivering volunteering opportunities in Coventry to develop a complimentary approach for City of Culture that identifies opportunities for collaboration
- Manage the City Hosts budget, reporting to the Chief Executive

**Delivery**

- Work with the Marketing and Communications Team to recruit a cohort of City Hosts that are as diverse as the city - volunteers of different ages, backgrounds, experiences and abilities, including individuals with physical and / or learning difficulties and / or disabilities
- Work with the Head of Team Development and colleagues to create an accessible and engaging training programme for City Hosts and an accompanying City Host Handbook
- Develop a team that will manage the deployment of City Hosts across the city and events programme
- Work with Trust colleagues to develop and deliver a City Host Hub
- Manage the ordering and distribution of uniform and sustenance for City Hosts
- Organise regular keeping in touch events for City Hosts to include briefings from the wider team, additional opportunities for training and celebration events
- Work with businesses in the city to encourage them take part in City Host opportunities
- Ensure the appropriate safeguarding and pastoral care processes are in place

And any other duties related to the successful delivery of the City Hosts programme

**Process**

We are interested in hearing from organisations who can demonstrate experience of developing and managing volunteer programmes of scale.

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

- A statement of no more than 1,000 words detailing how you would deliver a City Host programme for Coventry UK City of Culture 2021. This should include an explanation of your proposed team structure
- An overview of your proposed work plan and timescales including how you would work with our Team and partners
- A draft budget, with costs not exceeding £1m for the period June 2020 - March 2022. This budget should be itemised as below:
  - Organisation Fees
  - Team costs
  - Recruitment and Training costs
  - Uniform and sustenance
  - Rewards and recognition
- Information on previous projects undertaken to establish credentials for undertaking the work
- Confirmation of availability to commence work within one month of contract being awarded
- CVs of the individual team members who will be involved in the contract work
- Contact details for two referees.
Please contact Martin Sutherland, Chief Executive at martin.sutherland@coventry2021.co.uk if you have any questions.

Proposals to be submitted by email to recruitment@coventry2021.co.uk before 12pm on 25 May 2020. We anticipate inviting up to three organisations to discuss their proposals with senior Trust colleagues on 12th June 2020 with the view to appointing an organisation soon afterwards.

Evaluation Criteria

Tenders will be evaluated by the Chief Executive, Director of Operations and Legacy and Head of Team Development for Coventry City of Culture Trust.

Each proposal will be evaluated against the following criteria:

- Understanding of the project brief demonstrated in the tender documentation
- Credibility and proven expertise in delivering successful, equivalent volunteering programmes and of scale
- Effective project management skills as demonstrated by a realistic and viable approach
- Demonstrable knowledge of our context, our city and region
- Commitment to ensuring the equality of opportunity, access, inclusion and engagement of a diverse cohort of City Hosts
- Value for money, detail of budget and evidence of good financial management processes
- Any added value the organisation could bring

Coventry City of Culture Trust will seek value for money for this project but will judge value not solely on price but on the quality and scope of the proposals and appropriateness of team structure 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.