

Invitation to Tender

Welsh language development pathways within the arts for creative workers: Research and recommendations

1. Background

The Arts Council of Wales would like to commission research that would lead to an assessment of needs and opportunities to increase the creative workforce that is confident to work through the medium of Welsh and bilingually.

Following some initial conversations, an urgent need has been highlighted within the arts sector, particularly given participatory actions. All arts sectors in all geographical areas of Wales need to grow the creative workforce that can provide participatory activities and produce work through the medium of Welsh. There is also a need to ensure new artist development pathways in all areas ensuring opportunities for individuals from disadvantaged backgrounds, ethnic minorities, and disabilities.

A creative workforce is defined as specialist practitioners who create, maintain or support arts activity and products. This includes dance, drama, visual art, music and technical practitioners. We are aware that there is also a need to grow the administrative and strategic workforce that operates in Welsh within organisations. We are open to an element of these needs being included in the research, but its main intention is to focus on arts practitioners.

Organisations and individuals are currently trying to address the deficit individually. Support is available, but there is no inclusive plan to address the needs. What is clear is that it is not possible to offer Welsh or bilingual services on the ground without enough arts practitioners who can meet the needs. What is stated is that there is a:

- Lack of creative workforce development pathways across Wales for all arts.
- Lack of confidence in using Welsh amongst the current creative workforce.
- Lack of ability to provide Welsh services within the existing creative workforce.

The shortcomings appear to be relevant to all parts of Wales and have been increased by the pandemic in some areas. However, despite the challenges, individual organisations and artists lead on innovative and creative work to provide diverse services. Current work shows that there is a willingness and appetite to address the challenges and that a strategic plan would enable developments.

The Arts Council's request, in commissioning the work, is to:

- gather information on the various actions currently taking place.
- gather information on the shortcomings and opportunities for creative workforce development.
- discuss needs and ideas with the creative workforce, arts organisations, and creative learning providers.
- make recommendations on the development approaches of the above areas.

The Arts Council will utilise the findings and input them into its strategy to develop the Welsh language within the arts in Wales and beyond. The intention is to create and implement a proactive plan to improve the situation. This work will be relevant to the Arts Council, but it will also inform more extensive developments.

2. The Context

The Arts Council of Wales is the official public body that develops and funds the arts in Wales. The Council offers grants with funding from Welsh Government, the National Lottery and other sources of public and private support.

The Council's vision is for a creative Wales where the arts are central to the life and wellbeing of the nation, making our country an exciting and vibrant place to live, work and visit. The aims are set out in more detail in the corporate plan 2018-23 [For the Benefit of All](#).

The arts are a medium through which the Welsh language and its culture can flourish in Wales and internationally. This is not just a matter of complying with the requirements of the Government's language legislation. It is a matter of developing and implementing opportunities that Welsh creativity

offers while reflecting the diversity of Welsh-speaking communities across Wales.

Serious consideration is being given to the widening participation reports produced in 2021 as well as the requirements and recommendations of individual organisations' cultural agreements. The Council's intention is to ensure that the Welsh language is central to all the proposed developments within the area of equality and diversity

The [Welsh Mapping Research](#) report has made it clear that we cannot be reactive about the Welsh language. The Council has a clear role in developing it, promoting its use and values through creativity and imagination, ensuring that the language continues to thrive.

The Council is committed to the approaches of the Well-being of Future Generations (Wales) Act and commits to the Welsh Government's 2050 Welsh language targets of securing a million Welsh speakers and doubling the daily use of Welsh by 2050.

Welsh Language (Wales) Measure 2011

The standards that apply to the Council can be found [here](#).

Those in receipt of funding from the Arts Council must support the principle of operating bilingually and demonstrate consideration of the Welsh language as set out in the Standard Grant conditions for Individuals, organisations, and members of the Arts Portfolio for Wales. These can be found [here](#).

The Council has worked with the Office of the Welsh Language Commissioner to produce a [Working Bilingually Toolkit](#) for the arts sector to lead and support individuals and organisations in this area of work. It includes the first step in the process of joining the [Cynnig Cymraeg](#) quality standard.

3. The Brief

Aims and Objectives

The overall aim of the research is to investigate needs and opportunities to grow and develop the creative workforce that can provide a service and promote work in Welsh and bi-lingually.

There are two main tiers of findings to be collected as part of this research:

1. The needs and opportunities for career development pathways for the future creative workforce with a focus on the Welsh language.
2. Needs and opportunities to develop the confidence and ability of the existing creative workforce to operate in Welsh and bilingually.

The research findings will inform a strategic approach to developing and supporting the creative workforce and provide a source of robust evidence to judge the success of the support. It will also provide evidence that can be used to inform the delivery of any future funding programmes.

4. Criteria

Essential requirements

The findings of this research will form the basis of an action plan and that plan will form part of a strategy to develop the Welsh language within the arts in Wales and beyond. The plan will identify operational possibilities in the short, medium, and long term. We ask for the recommendations arising from this research to follow the same procedure.

What we do know is that there is a need to grow the current and future creative workforce that can provide a service in Welsh and bilingually. It is key that creative workers input the process of researching the needs and opportunities. All requirements will also need to be discussed with arts organisations and specialist course providers.

You will be asked to propose the research approaches although guidance is set out below.

To address the overall goal of the research, the following specific objectives are noted:

- Formulate questions and research methodology.
- Assess existing Welsh language actions that support new creative workforce development pathways.
- Assess existing actions that support the confidence-building mechanisms of the existing creative workforce to operate in Welsh and Bilingual.
- Assess existing actions that support the development of the Welsh language skills of the current creative workforce.

- Introduce examples of good practice and lessons to be learned.
- Introduce the current challenges to creative workforce development pathways in the context of the Welsh language.
- Assess the needs and opportunities to support new creative workforce development pathways.
- Assess the needs and opportunities to raise the confidence of the current creative workforce to operate in Welsh and Bilingual.
- Assess the needs and opportunities to support the development of the Welsh language skills of the current creative workforce.
- Consider partnership needs and opportunities.
- Consider needs and opportunities for bodies and organisations beyond the Arts Council.

We ask for details of the experience and expertise of the persons conducting the research. We ask for a testimonial of research that has been carried out by the candidates relevant to this work and evidence of an understanding of the arts sector, diversity and equality and language development.

Successful bids will provide practical evidence of the following:

- A high level of skill and experience in Welsh language development
- A thorough understanding of the arts sector and issues of Equality and Diversity
- An understanding of existing career development pathways
- An effective methodology that responds to the current physical distancing restrictions brought about by the pandemic but that ensures in depth and meaningful engagement with communities
- Experience of undertaking similar projects elsewhere
- An understanding of the Arts Council's priorities and what we're trying to achieve
- A track record of delivering complex projects to time and to budget
- The capacity to begin the work quickly and to work intensively to meet deadlines
- Represents good value for money.

5. Research Methodology

Whilst we set out below a range of methodologies that could be adopted for this research project, we would welcome other creative and innovative approaches and methodologies to support this work. It is more likely that a variety of research methods will be required to address the above goals and objectives. The methodology will be agreed in detail at the initial stage of the project based on outline proposals submitted by the successful tenderer.

The information below provides an indication of the methodological approach envisaged for this work, however, bidders are advised to improve, build on or provide alternative suggestions, identifying their own proponents in their tender.

An initial meeting will be held with the Arts Council of Wales, the appointed representatives(s) of the associates and relevant colleagues. This will be agreed with the Arts Council of Wales. A further virtual meeting will be held to discuss the findings of an interim report.

Any baseline data collection must consider the impact of Covid-19. Face-to-face contact should be avoided and telephone, online and desk methods should be preferred. If locking measures are relaxed, it may be possible to use alternative methods.

Any survey questionnaire will be discussed and agreed with the Arts Council of Wales once the agreement has been established. Bidders should aim to outline themes, outcomes, and potential impacts that they may wish to explore through a survey.

Bidders should offer the most effective means of providing a survey to ensure high response rates. Due to Covid-19, a telephone or online approach is expected to be the most appropriate method.

Bidders should also provide details on how they would mitigate potential issues with evaluation methods (e.g. low response rates), within their proposals.

Bidders should consider appropriate times to ensure that organisations and individuals are contacted at the time of appropriate to achieve the best results and impact.

Bidders are encouraged to propose qualitative methods appropriate to meet the evaluation goals. Interviews, focus groups with supported organisations, individuals and creative professionals and other approaches (e.g. case studies) would allow a richer understanding of specific issues faced by organisations and provide detailed examples of how support has been used.

6. Service Outputs/Outcomes

This section defines the outputs of the requirement in parallel, for example, information on dissemination, use of publications, times, and responsibilities.

The main achievements of this project are:

An inception note to be completed after an inception meeting - Detailing the agreed full work plan including a detailed minute of the inception meeting. The inception note should provide substantial detail on each stage of the research work (i.e. methodological approach, task allocation, corresponding timescales, reporting schedules, risk management, Data Protection measures, management arrangements and contingencies).

An inception meeting will be held at the start of the evaluation and a progress meeting may be required by the Arts Council of Wales before the final stage of research begins.

Interim report – The Arts Council of Wales requires an interim report to be produced which will present initial findings from the research. The objectives, style, and structure of this report will be agreed at inception.

Regular updates - detailing the progress of the study: how the work is proceeding, identification of risks to the timetable and next steps.

Presentation of headline findings – prior to submission of the final evaluation report, a presentation of headline findings will be presented to the Arts Council of Wales. A progress meeting with the Arts Council of Wales may also be required to discuss the findings in the interim report.

Bilingual Final reports – following all fieldwork and analysis a final report will be produced in line with the agreed timescales. This will include a standalone Executive Summary. The final version will require translation and will be published on the Arts Council of Wales website once approved. All outputs (Welsh and English) should be quality assured by the designated person in the contracted research team and should be professionally proof-read prior

to submission. All publishable outputs should be suitable for publication as a Government Social Research (GSR) product in terms of quality and format and will be required in Welsh and English. Where appropriate, an infographic should be produced for publication.

7. Budget

We have a maximum budget of £20,000 and please remember that value for money is one of the selection criteria. This budget does not include VAT. The value of VAT will be added to the above price if applicable.

Any proposal submitted to us must be inclusive of all costs including VAT, if applicable, shown separately, and be fixed for the term of the contract.

8. Deadline

The deadline for receipt of submissions is **midday Monday the 24th of January 2022 (the ‘Deadline’)**

It is the responsibility of Bidders to ensure that their quotation is received no later than the appointed time.

We welcome responses through the medium of Welsh, English or bi-lingually, there will be no differential treatment to bids received in either language.

Please note any late or incomplete submissions will not be considered.

Please submit your proposal directly to the advertised opportunity on the Sell2Wales portal.

The portal will require Potential Providers to register their interest beforehand to access the Brief and any subsequent updates.

Tenders must not be sent by any other means and will not be accepted if sent in any other manner or received after the stated deadline.

You should detail the following within your proposal:

- Your detailed responses to each of the criteria (See Criteria Pg 11)
- The timescale for the project, including completion date
- Details and experience of who would be working on the project

- A breakdown of the required number of days for the work and the daily rate
- Total fee for the proposal, including VAT and expenses. Value Added Tax (VAT) should be shown separately, and the VAT Registration Number given.

Potential Providers may seek clarification on any of the points contained in the Tender documents prior to the deadline for clarification questions. All clarification questions must be submitted via the portal for response. Please ensure that all associated documentation are properly completed and provided with the Tender.

Sell2Wales will reject any tender if it is received beyond the Deadline for whatever reason. Therefore, it is the Potential Providers' responsibility to ensure that the Deadline cut off point is not breached. The Deadline is the time when the Tender submission is received in its entirety by Sell2Wales.

We will not open any Tenders until after the Deadline has expired; therefore, there is no penalty for returning a Tender early. However, we recommend that the Potential Provider does not submit their Tender prior to the deadline for clarification messages, as important information which could affect their submission could be communicated up to that point. Additional information which has not been asked for in the Invitation to Tender will not be considered.

9. Queries and Requests for Clarification relating to the Tender

We will endeavour to answer all questions as quickly as possible but cannot guarantee a minimum response time.

Clarification requests can **ONLY** be submitted via the Sell2Wales portal and **up until midnight 19th of January 2022**.

No requests for clarifications will be accepted after **midnight on 19th of January 2022**.

To ensure equality of treatment of Potential Providers, we intend to publish the questions and clarifications raised by Potential Providers together with our responses (but not the source of the questions) through the Sell2Wales portal. The portal will alert Potential Providers of any updates.

Clarification messages will be managed via the Sell2Wales portal.

10. Timetable

Tender advertised on Sell2Wales	10 th of January 2022
Tender Responses back	Midday/12:00 24 th of January 2022
Evaluation	week commencing 24 th of January 2022
Clarification questions	Midnight 19 th of January 2022
[Potential Provider interviews]	week commencing 31 st of January 2022
Anticipated Award	week commencing 7 th of February 2022
Contract end	4 th of June 2022

We envisage the project will begin in February 2022 and be completed as soon as is practicable and by no later than June 2022. Please provide a detailed timetable with your submission.

11. Evaluation

The Tender process is conducted to ensure that Tenders are evaluated in an open and transparent manner. Decisions to award the contract will be made by Arts Council of Wales officers and will be based upon an assessment of 'fit' with the requirements of this published brief.

We are not bound to accept the lowest or any quotation and shall not be bound to accept the Contractor as a sole supplier.

We will assess the Potential provider's responses to each of the above criteria (Section 4) and evaluate as follows:

Score	Criteria to Award Score
4	The Potential Provider's response enables the evaluator to have a comprehensive understanding of how the requirement will be met. The evaluator can clearly identify comprehensive evidence that the response given will deliver all stated requirements. The response also demonstrates how relevant added value will be provided.

3	The Potential Provider's response enables the evaluator to have a comprehensive understanding of how the requirement will be met. The evaluator can clearly identify comprehensive evidence that the response given will deliver all stated requirements.
2	The Potential Provider's response enables the evaluator to have an understanding of how the requirement will be met. The evaluator can identify sufficient evidence that the response given will deliver most of the stated requirements. The response may have either raised a concern, several small issues, or is inconsistent in some aspects.
1	The Potential Provider's response <u>does not</u> enable the evaluator to have an understanding of how the requirement will be met. The evaluator <u>cannot</u> clearly identify that the response given will deliver most of the stated requirements due to insufficient evidence and/ or the Potential Provider only demonstrating a limited understanding.
0	The evaluator believes that the Potential Provider has failed to either answer the question or provide a relevant response.

Using the above definitions, the Potential Provider's response to each criterion will be evaluated and scored in accordance with the appropriate weighting as per the following:

	Criteria	Scoring	Weighting
1.	A high level of skill and experience in Welsh language development	16=Excellent 12=Good 8=Average 4=Poor 0=Very Poor	X4
2.	A thorough understanding of the arts sector and issues of Equality and Diversity	12=Excellent 9=Good 6=Average 3=Poor 0=Very Poor	X3
3.	An understanding of existing career development pathways	8=Excellent 6=Good	X2

		4=Average 2=Poor 0=Very Poor	
4.	Experience of undertaking similar projects elsewhere	4=Excellent 3=Good 2=Average 1=Poor 0=Very Poor	No weighting
5.	An effective methodology that responds to the current physical distancing restrictions brought about by the pandemic but that ensures in depth and meaningful engagement with communities	4=Excellent 3=Good 2=Average 1=Poor 0=Very Poor	No weighting
6.	An understanding of the Arts Council's priorities and what we're trying to achieve	4=Excellent 3=Good 2=Average 1=Poor 0=Very Poor	No weighting
7.	A track record of delivering complex projects to time and to budget	4=Excellent 3=Good 2=Average 1=Poor 0=Very Poor	No weighting
8.	The capacity to begin the work quickly and to work intensively to meet deadlines	4=Excellent 3=Good 2=Average 1=Poor	No weighting

		0=Very Poor	
9.	Represents good value for money	4=Excellent 3=Good 2=Average 1=Poor 0=Very Poor	No weighting
Total Maximum Score		60	

The total marks available in the above table includes any applied weighting, as appropriate.

Potential Providers must be explicit and comprehensive in keeping the information provided specific to and located within their response to each specified criterion as this will be the single source of information on which responses will be scored and ranked.

We reserve the right not to award the Contract to the lowest price Tender or any Tender, reserving also the right to accept the same in whole or in part.

12. Interviews (if applicable)

We anticipate appointing our preferred Provider(s) based on our assessment of proposals as outlined above. However, we shall reserve the right to invite up to five Potential Providers who score highest to an interview, should we feel interviews are required for this process.

The purpose of the interview, if required, will be to reassure Arts Council of Wales that the Potential Provider fully understands Arts Council of Wales's requirements, and that a strong and co-operative working relationship with the supplier would be likely to develop.

If interviews are held, times and dates for individual interview slots shall be advised as soon as possible after the tender return date of **24 January 2020** and shall fall within the week commencing **31st of January 2022** . Interviews will be online and last for no longer than 1 hour

Potential Providers should note that no more than three people shall be able to attend the interviews, Potential Providers attendees must include the contract

manager who will be responsible for the contract together with relevant members of staff who shall be working on the contract.

No new criteria or weightings will be introduced at the interview stage. Moreover, no separate marks are 'reserved' for award at interview stage. Instead, the evaluation panel will use the interview responses as a basis on which to 'moderate', up or down, the scores originally awarded for responses to each of the criteria when the tenders were evaluated.

On the interview day, Potential Providers are asked to present as follows:

Item	Time allocated
Overview of the Systems and Services to be provided.	25 minutes
Questions from the Evaluation Panel	25 minutes

13. Contract Details

There will be a fixed term contract for this work.

The contract is due to commence on **7th of February** for a maximum period of 4 months and all pricing shall be fixed for that period.

Your proposed budget should include VAT (where appropriate) as well as travelling and other expenses directly incurred as a result of this project.

Your quote shall be in accordance with Arts Council of Wales Instructions to Potential Providers (**Appendix 1**) and the requirements outlined within this Invitation to tender

Payments will be scheduled as follows:

- 40% on award of contract
- 40% mid point
- 20% upon satisfactory completion of contract

Payments will be made within 30 days from receipt of an undisputed invoice. Payment is by BACS.

Arts Council of Wales are committed to minimising the effect of its day to day operations on the environment and all our suppliers are encouraged to adopt a sound proactive environmental approach, designed to minimise harm to the environment where possible.

14. Subcontracting Arrangements

The Potential Provider shall not without written permission of Arts Council of Wales assign this agreement and shall not without the written consent of Arts Council of Wales (which consent shall be subject to such conditions as Arts Council of Wales may think fit to impose) sub contract any portion of the work, without prior agreement.

15. Handover at End of Contract

At the end of the contract, the final payment will only be made following the satisfactory closure or hand-over of all outstanding issues, including the transfer of all information, records and data etc.

Appendix 1

Instructions to Potential Providers

1 GENERAL INSTRUCTIONS

1.1 These instructions are designed to ensure that all Potential Providers are given equal and fair consideration. It is important therefore that you provide all the information asked for in the format and order specified.

1.2 Potential Providers should read these instructions carefully before completing the Tender documentation. Failure to comply with these requirements for completion and submission of the Tender may result in the rejection of the Tender. Potential Providers are advised therefore to acquaint themselves fully with the extent and nature of the services and contractual obligations.

1.3 All material issued in connection with this ITT shall remain the property of Arts Council of Wales and shall be used only for the purpose of this procurement exercise.

1.4 The Potential Provider shall not make (direct or indirect) contact with any employee, agent or consultant of Arts Council of Wales who are in any way connected with this procurement exercise, unless instructed otherwise by Arts Council of Wales.

1.5 Potential Providers shall accept and acknowledge that by issuing this ITT Arts Council of Wales shall not be bound to accept any Tender and reserves the right not to conclude a contract for some or all of the services for which Tenders are invited.

1.6 Where Potential Providers are required to submit an attached document in response to a question, attachments must be submitted in an acceptable format to Arts Council of Wales. Acceptable formats include

- MS Word,
- MS Excel,
- MS PowerPoint,
- JPEGs
- PDF

Potential Providers who wish to submit an attachment in an alternative format should first check with Arts Council of Wales that it will be accepted. Arts Council of Wales reserves the right to deem a response incomplete if a Potential Provider does not submit an attachment in the above named formats without Arts Council of Wales's prior approval.

1.7 Arts Council of Wales reserves the right to amend, add to or withdraw all or any Section of this ITT at any time during the procurement exercise.

1.8 All responses to this ITT can be submitted in Welsh, English or bilingually

2 CONFIDENTIALITY

2.1 Subject to the exceptions referred to in Instruction 2.2, the contents of this ITT are being made available by Arts Council of Wales on condition that Potential Providers shall:

2.1.1 at all times treat the contents of the ITT and any related documents (together called the 'Information') as confidential, save in so far as they are already in the public domain;

2.1.2 not disclose, copy, reproduce, distribute or pass any of the Information to any other person at any time or allow any of these things to happen;

2.1.3 not use any of the Information for any purpose other than for the purposes of submitting (or deciding whether to submit) a Tender; and

2.1.4 not undertake any publicity activity within any section of the media.

2.2 Potential Providers may disclose, distribute or pass any of the Information to the Potential Provider's advisers, sub-contractors or to another person provided that either:

2.2.1 this is done for the sole purpose of enabling a Tender to be submitted and the person receiving the Information undertakes in writing to keep the Information confidential on the same terms as if that person were the Potential Provider; or

2.2.2 the Potential Provider obtains the prior written consent of Arts Council of Wales in relation to such disclosure, distribution or passing of Information; or

2.2.3 the disclosure is made for the sole purpose of obtaining legal advice from external lawyers in relation to the procurement or to any contract arising from it; or

2.2.4 the Potential Provider is legally required to make such a disclosure.

2.3 With regards to Instructions 2.1 and 2.2 above the definition of 'person' includes but is not limited to any person, individual, firm, organisation, body or association, corporate or incorporate.

3. DATA PROTECTION AND FREEDOM OF INFORMATION

3.1 Due regard must be paid to the confidentiality requirements of the contract and to the Data Protection Act 2018 and the UK General Data Protection Regulation (“GDPR”).

3.1.1 The Contractor will ensure all processing of personal data, relating to this contract, from inception to completion, is in accordance with the requirements of the Data Protection Act 2018 and the UK General Data Protection Regulation (“GDPR”).

3.1.2 The Contractor may process Personal Data and/or Sensitive Personal Data from time to time in the course of performing its obligations under this Contract. The Contractor shall not process such Personal Data and/or Sensitive Personal Data (as defined by the GDPR) other than in accordance with this contract, which may be amended from time to time, by mutual agreement. The Contractor shall only be entitled to process Personal Data during the Contract Period, or until termination, whichever is earlier.

3.1.3 The Contractor shall not perform their obligations under this Agreement in such a way as to cause the other Party to breach any of its obligations under the Data Protection Legislation

3.1.4 The Contractor at all times will ensure that the undertaking of confidentiality given to survey subjects is adhered to and that no data are released that could be related to an identifiable individual, without the individual’s permission. It must be made clear to participants in their information leaflets and letters, that the only people who will have access to the data will be key members of both the Contractor and the commissioning organisations.

3.1.5 The Contractor will be responsible for ensuring that any data deposited does not compromise respondent confidentiality.

3.1.6 The successful contractor will be expected to store completed forms securely in a manner, and for the period of the contract only.

3.2 The Potential Provider will demonstrate understanding and commitment to Diversity and Equality.

3.3 In accordance with the obligations and duties placed upon public authorities by the Freedom of Information Act 2000 (the ‘FOIA’), Arts Council of Wales may be required to disclose information submitted by the Potential Provider to Arts Council of Wales.

3.4 Arts Council of Wales will endeavour to maintain confidentiality. Potential Providers should note, however, that, even where information is identified as

commercially sensitive, Arts Council of Wales may be required to disclose such information in accordance with the FOIA

3.5 Arts Council of Wales is required to form an independent judgment concerning whether the information is exempt from disclosure under the FOIA and whether the public interest favours disclosure or not. Accordingly, Arts Council of Wales cannot guarantee that any information marked 'confidential' or "commercially sensitive" will not be disclosed