

Audience Development Services Tender



March 2021

Contact:

Danielle Mackenzie, Communications & Engagement Officer,
d.mackenzie@nervecentre.org

7/8 Magazine Street | Derry~Londonderry | BT48 6HJ
Tel: 02871 260562 | www.nervecentre.org

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About Nerve Centre

Nerve Centre (www.nervecentre.org) is Northern Ireland's leading creative media arts centre. More than 120,000 people a year benefit from the Nerve Centre's wide-ranging programme of arts events, cutting edge projects, creative learning centres, training opportunities, and state-of-the-art production facilities. A successful social economy enterprise, the Nerve Centre employs more than 50 staff at sites in Derry~Londonderry and Belfast.

Vision

'Changing lives through creative technologies and the arts.'

Mission

'Providing meaningful engagement with creative technologies and the arts for young people and communities. Creating world-class collaborations and partnerships. Increasing access to and participation in life-changing creative opportunities.'

Values

- Encouraging creativity in everything we do
- Being open, inclusive and accessible
- Offering equal opportunity for all
- Collaborating and working with partners
- Embracing new technologies

Strategic Aims

- To encourage the creative use and uptake of digital technologies by young people and communities.

- To engage audiences by bringing together music, film, visual arts and digital media in an innovative and diverse artistic programme.
- To embed digital technologies in the formal education sector and drive the STEM to STEAM agenda in Northern Ireland.
- To lead digital social innovation in Northern Ireland.
- To disseminate Nerve Centre learnings nationally and internationally, and introduce global 'best practice' and world-class partnerships.

Corporate Objectives

- To create and promote opportunities within creative media and the wider creative industries for young people and communities.
- To create a compelling and innovative artistic programme bringing together music, film, visual arts and digital media.
- To lead on the creative use of digital technologies in schools and be at the forefront of the STEM to STEAM movement in Northern Ireland.
- To create compelling digital content, promoting access to and participation in arts and culture.
- To be a driver for digital social innovation and fabrication in Northern Ireland
- To promote a peaceful and fair society and play a role in the delivery of the TBUC and New Decade, New Approach strategies using innovative content and technologies.
- To expand the Nerve Centre 'footprint' within NI, including the development of Nerve Belfast, and internationalise our work.
- To offer music learning and performance opportunities to every young person in the North West and wider region.
- To be the leading music venue and provider in the North West.
- To create an annual film programme, linking NI into Oscar®, BAFTA and IFTA networks and offering industry opportunities to filmmakers.
- To implement 'best practice' financial procedures and demonstrate robust governance frameworks and practices.

Required Services

Nerve Centre is seeking the services of an organisation or consultant with expertise in audience research and strategy development to help us understand and grow our audiences specifically for our music and film offering. We will require:

- **The design and delivery of a survey** for insights into audience demographics, behaviours and the impact we are making.
- Production of an **audience insights report from both the survey results and the analytics available** from our communications platforms i.e social channels, websites and mailchimp.

- The report is to include **recommendations and outline digital strategy** on how Nerve Centre can better connect with and target our audiences digitally.

**Note the above will be required for both film and music*

Timescale

This is an immediate requirement. Deadline for completion of all services is **4pm Friday 30 April 2021**.

Budget

The budget available for the required services is up to **£5000+VAT**

Requirements for Submission

Those interested in submitting quotations for this project should email an electronic copy of a document of no more than three A4 pages complete with the following information:

Experience

Proposed project team/individual and their relevant qualifications, experience and the contacts details for a referee.

Methodology

Provide a description of the creative approach and methodology to deliver requirements above.

Cost

A fixed cost with a breakdown of all costs to deliver the required service, including all anticipated expenses. The costs should indicate daily rates where appropriate. Costs should be exclusive of VAT.

Sample cost breakdown

2 days, research

- 2 days, design and deliver survey
- 4 days, audience insight report
- 2 days, recommendations / outline digital strategy

Evaluation Criteria

There will be a two-stage selection process:

Stage 1 - Selection Criteria

Selection Criteria	Mark
Company Experience A recent track record demonstrated with reference to at least one clear example of delivering a website of similar scale or subject matter. Tenderers should include contact information for a referee.	Pass/Fail

Stage 2 – Evaluation Criteria

Qualifying tenderers will be evaluated against the following criteria:

Criteria	Weighting
Methodology	80%
Cost	20%
Total	100%

Cost will be scored as follows:

The fixed cost element of tenders will be assigned a score on the basis of a sliding scale. All tenders will be scored against the lowest proposed fixed cost with full marks (i.e. 30) being awarded to the party having submitted the lowest fixed cost tender.

A proportionate percentage reduction in available marks will be made for every percentage that a tender is above the lowest proposed fixed cost, e.g. if a tender is 10% higher, 10% of the available marks will be deducted giving a value for money score for this element of 27.

Deadline for Submission

Please email submissions to **Danielle Mackenzie**, d.mackenzie@nervecentre.org. The deadline for submission is **4pm Tuesday 16 March**. It is anticipated that the successful tenderer will be notified by Thursday 18 March. The successful tenderer will be expected to attend an initiation meeting and provide a schedule of works and timeframes soon after.