

MERTON CULTURAL ADVISORY GROUP

BUSINESS SUPPORT TO THE CULTURAL AND CREATIVE SECTOR IN MERTON

SPECIFICATION OF SERVICES FOR REQUEST FOR QUOTE AUGUST 2019

Context

In Merton, growing the cultural and creative sector, with a special interest in the eastern half of the borough is the responsibility of the borough's Cultural Advisory Group (CAG). This group is led by creative businesses and practitioners in close partnership with the Council.

The Group is committed to finding effective, innovative and sustainable ways to grow the sector and has agreed its priorities which inform this specification and procurement. The objectives below are informed by consultation and reviews of experience elsewhere.

Objectives of this project

To support growth for creative and cultural businesses in Merton by delivering the following in ways which meet the specific needs of the sector:

- creating useful and well attended networking opportunities which meet practitioners and business's needs
- enabling or delivering training in key business skills including but not restricted to costing, financial management, sourcing funding/investment, sales, collaboration and intellectual property protection
- identifying assessing and developing strategies to meet practitioner and business needs which support growing their commercial capacity
- developing methods and opportunities to make such networking and skills development self-sustaining through (for example) sponsorship or membership
- exploring the opportunities for physical spaces and venues to enable practitioner collaboration, access to equipment and other ambitions put forward by the sector

Deliverables required by the consultant

- a programme of events between appointment and July 2020 which supports the networking and skills development objectives
- regular reporting to the Cultural Advisory Group on progress including attendance at events

London Borough of Culture is a Mayor of London initiative, supported by the City of London Corporation's charity, City Bridge Trust and Airbnb.

MAYOR OF LONDON



merton
Winner Mayor's Cultural
Impact Award

- a report to the Merton Cultural Advisory Group in February 2020 which can then be discussed in connection with the programmed VR/AR Festival in March 2020 considering ambitions and opportunities for physical spaces and venues
- a report to the Merton Cultural Advisory Group by April 2020 considering making these activities self-sustaining
- a final report to the Merton Cultural Advisory group in July 2020 on the programme of events.

Budget

The total budget available for the services is £8000 excluding VAT. This is the total sum available for this work inclusive of any taxes or other charges that might be due

Note on venue costs: This budget must also cover delivery costs for training, including venue hire. CAG will be seeking to minimise venue costs through in-kind sponsorship. The documentation, including financial information, (see below) must therefore explicitly address scalability as well as sustainability

Criteria

- Price 50% on total fee
- Quality 50%:
 - 20% Understanding of the specific issues and opportunities facing Merton, and understanding of diversity and inclusion and how to grow a diverse range of practitioners and SMEs
 - 12% track record and experience in working with the sector
 - 9% proposals for creating a self-sustaining and financially viable approach to networking and business development
 - 9% approach to considering strategies for places and spaces to support practitioners and creative SMEs

Documentation

- Agreement to contract including GDPR requirements
- Form of tender confirming no collusion
- Completed questionnaire and schedules within the Quick Quote

London Borough of Culture is a Mayor of London initiative, supported by the City of London Corporation's charity, City Bridge Trust and Airbnb.

MAYOR OF LONDON



merton
Winner Mayor's Cultural
Impact Award