INVITATION TO TENDER FOR THE DEVELOPMENT AND IMPLEMENTATION OF A WIDENING PARTICIPATION MARKETING STRATEGY FOR THE DANCE AND DRAMA AWARDS

INTRODUCTION

1 This invitation to tender outlines a project in which the Learning and Skills Council (LSC) wants to commission an organisation, group of organisations or individual to develop and implement a widening participation strategy for the Dance and Drama Awards.

2 The LSC will welcome joint tenders between organisations especially where this will provide the required knowledge, and expertise necessary to fulfil the specification. However the lead organisation must be named. The aim of this project is to increase the numbers of students from under-represented groups auditioning for and ultimately receiving Dance and Drama Awards.

3 The LSC was established in April 2001 by the Learning and Skills Act 2000. It is the first public body to have a statutory duty to encourage participation in learning.

4 The LSC’s mission is to raise participation and attainment through high-quality education and training which puts the learner first. Our vision is that, by 2010, young people and adults in England will have knowledge and productive skills matching the best in the world. More information about the Council and its work is available on the website at www.lsc.gov.uk. More information about the Dance and Drama Awards can be found at www.direct.gov.uk/danceanddrama

5 The LSC has an extremely challenging vision, and we are committed to developing an inclusive and sustainable learning and skills culture where learners, businesses and communities have the skills they need to ensure social and economic success in the 21st Century.

OBJECTIVE

6 The aim is to develop and implement a marketing strategy for the Dance and Drama Awards that will lead to more students from under-represented groups auditioning for and ultimately receiving Dance and Drama Awards.

EXPERIENCE

7 The consultants/review team must include members with considerable marketing and communication experience, preferably it should include members with experience of marketing performing arts initiatives or training to the target Groups for the widening participation strategy i.e. disabled people,
people from black and minority ethnic groups and people from low-income groups.

8 Ideally the consultants/review team should include members with an understanding of vocational performing arts training, and ideally but not essentially an understanding of the Dance and Drama Awards.

9 The consultants/review team will need to work very closely with the clients and the Dance and Drama Awards Providers in order for the delivery of outcomes to be met.

PROJECT MANAGEMENT ARRANGEMENTS

10 The Project Manager at LSC Moorfoot, Sheffield will supervise this project. The consultants will be required to meet with the LSC’s contract manager, or their representative, on a regular basis to review the progress of the project.

CONTRACT PERIOD

11 The contract is initially for a period of 12 months, to run from April 2007. The contract could be extended for an additional two years but this work cannot be guaranteed.

TENDERS

12 Tender documents should include:

- The contractor’s understanding of the brief and outline proposals for delivering the required outputs;

- Details/processes of how the methodology of the specification will be met;

- Details of any similar contracts undertaken by the contractor;

- A description of any support or other requirements the contractor may have of the LSC;

- Management structure e.g. how the contract will be managed; details of any dedicated key staff, their relevant experience (including copies of CVs);

- Details of daily rates, and an estimate of expenses. Although price will not be the sole determining factor in this exercise, the LSC must be assured that the consultants appointed offer value for money. Costs must be presented in the form of consultant daily rates, to allow for comparison of costs across a number of potentially varied bids. You should also be aware that any expenses will only be paid in line with normal LSC guidelines as shown in the extract of Finance Guidance Letter attached at Annex B;
• Details of how you will provide Management Information to measure the performance of the contract;

• A description of any added value that the consultants feel they will bring to the project.

**FORM OF TENDER**

13 Two copies of the sealed Tender, marked for the attention of Emma Kershaw should be sent to arrive at the Learning and Skills Council, N8, Moorfoot, Sheffield, S1 4PQ by 5pm on 24th November, 2006. The tender should be sent in a plain envelope bearing the word ‘TENDER’ followed by DANCE AND DRAMA AWARDS and the closing date for receipt of tenders, i.e. 24th November. Failure to comply with this requirement may lead to the Tender being rejected. A copy of the return of tender form at Annex D should be completed and returned with the tender documents.

14 The LSC may seek a meeting with the short-listed contractors for clarification purposes or to ask for a presentation of relevant parts of their tender prior to making their decision.

15 The LSC will require the selected contractor to sign a contract for the project.

16 Any questions relating to this tender should be addressed to:

Emma Kershaw  
Dance and Drama Awards Team  
Learning and Skills Council  
N8  
Moorfoot  
Sheffield  
S1 4PQ

Email: emma.kershaw@lsc.gov.uk  
Fax: 0114 207 4501
SPECIFICATION FOR WIDENING PARTICIPATION MARKETING STRATEGY FOR THE DANCE AND DRAMA AWARDS

Introduction

The Learning and Skills Council (LSC) wants to commission an organisation or individual to develop and deliver a widening participation marketing strategy to promote and engage access to training for under-represented groups in the Dance and Drama Awards (DaDA).

Background

The Dance and Drama Awards were developed by the Department for Education and Skills in 1999. They are scholarships providing reduced tuition fees and income-assessed student support to help with the living and learning costs at some of the leading private Dance and Drama training providers in England. Providers apply to join the scheme on a three-year cycle and currently 21 providers are eligible to offer Awards. Awards are given to those students, who at audition demonstrate the most potential to succeed in the profession. In April 2005 the management of the DaDA scheme transferred to the LSC.

An evaluation of the first three years of the DaDA found that although the Awards have had some success in terms of providing greater access for students from low-income families and in supporting males to access dance and ballet courses, they have been less successful in widening participation from disabled people and students from black and minority ethnic backgrounds. The 2003 evaluation concluded - the present evidence suggests there is much to be done to address access for UK students from ethnic minorities and there has been no increase in the numbers of students with disabilities, furthermore no student identified themselves as having profound sensory or physical disabilities.

More recent evidence suggests that there has been some progress. The latest evaluation of the scheme\(^1\) reports that there has been some “small increases in the numbers of students from ethnic minorities” but “the number of students with long term illness or disability remains low overall”. Recent DaDA programme Management Information suggests that the success rates of disabled students and students from black and minority ethnic backgrounds applying for places at DaDA schools are good, however the absolute numbers of these students applying - and therefore their participation rates - are still low.

To try to address these issues the DfES funded The Council for Dance Education (CDET) and The National Council for Drama Training (NCDT) to

\(^1\) You can access the evaluation on the DaDA Providers web-site http://www.dfes.gov.uk/financialhelp/dancedrama/
employ a marketing officer for two years from January 2005 to develop and implement a marketing strategy designed to increase social inclusion and broaden cultural access to dance and drama training. DfES also contracted with three specialist performing arts companies to devise and run flexible training programmes for disabled students, and made access funding available to DaDA providers. The LSC will continue to fund those projects in the same form until August 2007 and in addition, it contracts with one company to develop the participation of students from minority ethnic backgrounds. From 2007/08, widening participation activity will be supported through projects based at the DaDA providers and the new widening participation strategy.

**Project Aim**

To increase the numbers of applications DaDA providers receive from currently under-represented groups and thereby widen participation within the DaDA Scheme.

**Objectives**

The objective of this project is to:

Work with DaDA Providers to develop and implement a marketing strategy in order to promote the Awards to appropriate students from under-represented Groups through an integrated communications programme.

**Outputs required**

By 31 March 2008, the contractor will have

1. Produced a report setting out the factors that prevent students from under represented Groups auditioning for places at DaDA providers.

2. Developed and implemented a marketing strategy aimed at overcoming identified barriers and encouraging a wider range of students to apply for Dance and Drama Awards. Proposals should clearly state how the contractors will work with DaDA providers to implement the strategy and how the marketing will be targeted on students from under-represented groups.

3. The following list is not intended to be prescriptive or complete but deliverables could include:

   - Creation of networks amongst underrepresented Groups to market the Awards;
   - Successful marketing of the Awards to organisations specialising in dance and/or drama training for disabled performers and with companies specialising in non-European performance to raise awareness of the Awards and encourage applications;
   - Work with DaDA providers to publicise the success of students from
under-represented Groups;

- Development and publication of guidance notes for DaDA providers to encourage linking, integration and consistent messaging on widening participation within the Awards;

- Collection and analysis of pre-entry data for students receiving Dance and Drama Awards to measure the effectiveness of the Marketing Strategy;

- A workshop/conference for DaDA providers and organisations with experience in training students from a wide range of backgrounds to enable them to share and discuss good practice in encouraging applications from a wider cross section of society.

**Methodology**

Those tendering for the review should outline their approach to meeting the specification. They should also set out how they intend to work with, and build on the work that D&DA and specialist providers have already undertaken.

**Project Management**

**LSC**

The Project Manager for LSC is

Emma Kershaw  
Dance and Drama Awards  
Room N8  
Moorfoot  
Sheffield  
S1 4PQ.  
Tel: 0114 207 4529.  
E-mail: emma.kershaw@lsc.gov.uk

**Management Information**

The successful contractor will be asked to supply details of how they will provide Management Information to measure the performance of the contract.

**Personnel**

The contractor should provide a brief biography of the personnel who will be working on the project and their qualification for doing so.
Costs

Please quote a fee for the project, giving a detailed breakdown of costs (including VAT if applicable) including:

- Day rates;
- Number and days work with breakdown e.g. data collection, school visits, report writing;
- Travel and subsistence;
- Any other costs.