



May 2016

REQUEST FOR QUOTATION

Marketing Services to the Belfast International Arts Festival

The Belfast International Arts Festival (formerly known as the Belfast Festival at Queen's) was established as an independent charitable company in May 2015. The event is the largest multi-disciplinary arts festival in Ireland promoting artistic collaboration and audience engagement by presenting the best of emerging and established international and local professional arts. Put simply, its purpose is to create a genuinely civic event of contemporary arts and ideas and of international appeal and stature. For over 50 years, the Festival has delivered a programme of world-class arts events, the majority of which would not otherwise be seen in Northern Ireland, to an audience which in 2015 came to 70,000 people. The Festival presents events in a wide range of art forms in around thirty venues throughout the city.

The Festival's mission is to be the preeminent, progressive international arts event within Northern Ireland, actively engaging both global and local communities in the richness and diversity of contemporary arts practice. With our partners throughout the entire city, we seek to create a distinctive environment for audiences to enjoy and participate in inspirational and transformative aesthetic experiences from world-class artists, thinkers and leaders.

We do this by;

- presenting a wide range of contemporary arts and cultural events of the highest possible international standard to the widest possible audiences from home and abroad;
- reflecting contemporary culture from across the globe to audiences from Belfast, NI and visitors to the province;
- offering an international showcase for the best of Northern Ireland contemporary culture;
- presenting events which cannot easily be achieved by any other UK or Irish arts organisation through innovative programming and a commitment to creating new work;
- actively ensuring equal opportunities and access for all sections of our communities to directly experience, participate in and enjoy the Festival;
- collaborating and partnering with arts and community organisations across Belfast to create an annual city wide, cultural celebration;

- ensuring the Festival has adequate financial resources and expertise to fulfil its mission and address its overall sustainability.

-

Our **guiding principles** reflect the importance of;

- Global Connections
- Community
- Collaboration and Partnership
- Access and Diversity

The 2016 Belfast International Arts Festival will provisionally take place between 11th and 29th October, bringing events and experiences from all over the world to Belfast audiences.

The Festival now wishes to contract a Marketing Consultant to provide marketing support services for the 2016 edition of the Belfast International Arts Festival. (A summary for this engagement is attached as Schedule A.)

The Marketing Consultant will work with the Marketing Manager to secure existing audiences, develop new audiences and maximise box office income through efficient and cost-effective promotion, administration, and integrated marketing campaigns, activities, and events. Within this, the contracted person will have direct responsibility for certain key tasks and initiatives including developing and maintaining the Festival website and social media channels.

The successful consultant must have a flexible approach to working hours and duties.

The successful Consultant will frequently be based at the Festival Office in Royal Avenue, Belfast and will be required to commence work, ideally, from 13 June 2016, for a period through to 16 December 2016. As a guide, the number of hours needed to fulfil this contract will be fulltime. There will be periods of busier activity where hours will exceed full time hours, particularly over the Festival period.

The Festival reserves the right, on agreement with the successful Consultant, to extend this engagement to cover the 2017 and 2018 Festivals.

You are therefore invited to submit a written proposal. Notes and instructions are detailed below.

Notes and Instructions

1. Consultants should note that it is their sole responsibility to ensure that their proposals are complete and accurate. Where the information requested has not been provided, and no explanation has been given as to its omission, the Festival reserves the right to disqualify that consultant from the process.
2. Proposals must be submitted by email to karen@belfastinternationalartsfestival.com by **5pm on 3rd June 2016**

Once the closing date and time is reached, there will be no further opportunity for any re-submission of documents.

3. Consultants are strongly advised to make final submissions via email well in advance of the closing date/time.
4. The Festival may, in exceptional circumstances and at its own absolute discretion, extend the closing date and time for the submission of proposals. Any such extension would apply to all consultants and would be communicated as such via email. It is also recommended that individual files should not exceed 3MB.
5. Attention is drawn to Schedule A, which contains a Job Summary for the required position.
6. The fee quoted in Schedule B (Pricing and Information Schedule) should be on a 'best-bid' basis and should remain fixed for 60 days from the closing date for submissions.
7. The criteria for the award of the contract shall be the most economically-advantageous proposal based on the following:-
 - Proposed fee – estimated to be no more than £10,000 (all inclusive)
 - Relevant experience
8. Consultants may be required to attend for interview, following evaluation of their proposals, and will be notified of the requirement to attend for interview within 2 to 5 days of the closing date for submission of proposals.
9. Attention is drawn to the Conditions of Contract enclosed as Schedule C. Consultants should ensure that any documentation submitted with the proposal do not contain, or bear printed thereon, terms and conditions or general restrictions which conflict with these terms and conditions.
10. Consultants must be explicit and comprehensive in their responses as this will be the single source of information on which proposals will be evaluated. Consultants are advised neither to make any assumptions about their past or current supplier relationships with the Festival, nor to assume that such relationships will be taken into account in the evaluation process.
11. All information provided by the Festival, either within this exercise, or during any resultant contract, shall be treated as confidential and should not be disclosed to any third party without the Festival's prior permission. Similarly, all information provided by the consultant will remain strictly confidential.
12. The Festival is committed to meeting its responsibilities under the Freedom of Information Act 2000.

Accordingly, all information submitted to the Festival may need to be disclosed and/or published. If you consider that any of the information included in your application would give rise to an actionable breach of confidence and/or would prejudice your commercial interests, and/or constitute trade secrets (“commercially sensitive”) please identify it and explain (in broad terms) what harm might result from the disclosure and/or publication. You should be

aware that, even where you have indicated that information is commercially sensitive, we may be required to disclose and/or publish it, whether or not your application is accepted.

Whilst information of a sensitive nature will not normally be disclosed and/or published, in certain circumstances the Festival may be required to disclose and/or publish such sensitive information where the public interest in its disclosure and/or publication outweighs the public interest in keeping such information confidential.

13. The Festival shall not be responsible for the payment of expenses incurred by any consultant.
14. The Festival is not committed to accept the lowest or any offer.
15. Any questions regarding the quotation process may be obtained by emailing: karen@belfastinternationalartsfestival.com

Marketing Services to the Belfast International Arts Festival

Summary of Main Activities and Responsibilities

Assist the Marketing Manager to secure existing audiences, develop new audiences and maximise box office income through efficient and cost-effective promotion, administration, and integrated marketing campaigns, activities, and events. Within this, the Marketing Consultant will have direct responsibility for certain key tasks and initiatives including developing and maintaining the Festival website, ezines and social media channels.

MAIN ACTIVITIES/RESPONSIBILITIES:

- Development and maintenance of content on the festival's website and social networking sites.
- Delivery of the Festival's social media strategy and reach of the social networking presence, producing engaging marketing copy for online marketing and social media activities.
- Development and use of e-communication tools, collating information, writing copy and uploading images for the festival's ezine.
- Assist in the delivery of the festival's marketing plans and advertising, promotional, and sponsorship strategies.
- Assist with the development of offline marketing materials and promotional items. Assist with enabling external agencies to execute design, print and deliver materials in line with the agreed marketing plan and production schedule.
- Assist with press/media liaison and producing literature / publications / press releases.
- Deal with routine enquiries and provision of relevant information.
- Assist with the administration of marketing and press related ticket requirements.
- Assist with reporting requirements of audience data etc to the Festival's stakeholders and the drafting of a review of Festival 2016.
- Representing the Festival at key events in the run up to and during the Festival.
- Liaise with box office and front of house staff, whether directly engaged by Festival (paid or voluntary) or employed by third party venues to ensure high standards of customer relations are maintained.
- Participate in regular meetings to review progress and prepare briefing reports.
- Ensure that Festival's policies and procedures are adhered to.
- Undertake any other duties as may be required within the remit of Marketing Consultant.

PLANNING AND ORGANISING:

- Prioritise own work ensuring that tasks are completed on time and to a high standard.
- Assist in the planning of a range of creative and innovative marketing and sales initiatives.
- Ensure resources, equipment and promotional stock is available for campaigns.

- Work within a pre-agreed budget.
- Assist with the maintenance of a marketing inventory.

ESSENTIAL CRITERIA

- Relevant academic/vocational qualifications (e.g. GCSE, NVQ2 or equivalent) and at least 2 years work experience in a relevant area of work OR 4 years relevant work experience.
- The ability to use a wide range of IT packages and a working knowledge of social media platforms such as Facebook, Youtube and Twitter.
- Experience of interfacing with and creating content for social media platforms.
- Ability to deal effectively with face-to-face, telephone and written enquiries.
- Ability to work well in a team and use own initiative.
- Experience of successful marketing/sales campaigns.
- Experience of website maintenance and copywriting.
- Organisational skills with the ability to plan and prioritise tasks within an agreed schedule.
- Passionate about selling within a target-driven environment.
- A flexible approach to working hours to meet business needs including evening, weekend and public holidays as required.
- Excellent communication and interpersonal skills.
- Ability to maintain a confidential and professional approach in all areas of work.

Consultants must also: Be fully available in October 2016

Marketing Services to the Belfast International Arts Festival

Pricing and Supplementary Information Schedule

Fee

Fee Proposed	Please detail the provision of service being offered.
<p>£ (this fee <u>must</u> be inclusive of all transport/mileage expenses and telephone and data charges (landline and mobile))</p>	<p><i>(If this information is provided in a separate document, please indicate as such. Please also ensure that the document is clearly marked and that the information provided covers no more than two sides of an A4 page.)</i></p>

Supplementary Information

<p>Details of Relevant Experience</p>	<p>Please outline your relevant experience which should detail clearly how you meet the requirements outlined in page 2 of Schedule A.</p>
--	--

Marketing Services to the Belfast International Arts Festival

CONDITIONS OF CONTRACT

1 The Work

- 1.1 The consultant shall complete the work with reasonable skill, care and diligence in accordance with the contract.
- 1.2 The consultant shall provide the Festival with such reports on the work at such intervals and in such form as the Festival may from time to time require.
- 1.3 The nominated individual, responsible for management and operation of the contract, shall remain in that capacity unless by prior agreement with the Festival, or in the event of circumstances beyond the consultant's control.
- 1.4 The Festival reserves the right, by notice to the consultant to modify its requirements in relation to the work, and any alteration to the contract price or the completion date arising by reason of such modification shall be agreed between the parties. Failing agreement, the matter shall be determined by arbitration in accordance with the provisions of Condition 10.

2 Fees and Expenses

- 2.1 The Festival shall pay to the consultant fees (all inclusive) at the rate specified in the contract and/or the Purchase Order.
- 2.2 Unless otherwise stated in the contract and/or the Purchase Order, payment will be made by the end of the month following that in which a valid and accurate invoice is received, for work completed to the satisfaction of the Festival
- 2.3 Value Added Tax, where applicable, shall be shown separately on all invoices as a strictly net extra charge.

3 Indemnities and Insurance

- 3.1 The consultant shall indemnify and keep indemnified the Festival against all actions, claims, demands, costs and expenses incurred by or made against the Festival in respect of any loss or damage which arises from any advice given or anything done or omitted to be done under this contract to the extent that such loss or damage is caused by the negligence or other wrongful act of the consultant, his servants or agents.
- 3.2 The consultant (if an individual) represents that s/he is regarded by all relevant crown bodies and agencies, such as Her Majesty's Revenue & Customs, as self-employed and accordingly, shall indemnify the Festival against any tax, national insurance contributions or similar impost for which the Festival may be liable in respect of the consultant by reason of this contract.
- 3.3 The consultant shall effect with an insurance company or companies acceptable to the Festival, a policy(ies) covering all the matters which are the subject of the indemnities and

undertakings on the part of the consultant contained in this contract, in the sum of £1,000,000 at least in respect of one incident and unlimited in total, unless otherwise agreed by the Festival in writing.

3.4 If requested, a certificate evidencing the existence of such a policy(ies) shall be provided by the consultant to the Festival.

4 Employment Discrimination

4.1 The Consultant shall not unlawfully discriminate within the meaning of any relevant legislation or any statutory modification or re-enactment thereof relating to discrimination in employment whether by race, ethnic or national origin, colour, creed, disability, political belief, membership of or activities as part of a trade union, social or economic class, sex or gender, sexual orientation, marital or parental status or other family circumstance or any other ground not relevant to good employment practice. The consultant shall take all reasonable steps to ensure the observance of these provisions by all servants, employees or agents of the consultant and all sub-contractors employed in the execution of the contract.

5 Confidentiality

5.1 The consultant shall not disclose, and shall ensure that his employees do not disclose, any information of a confidential nature obtained by him by reason of this contract except information which is in the public domain otherwise than by reason of a breach of this provision.

5.2 The provisions of this condition shall apply during the continuance of this contract and after its termination howsoever arising.

6 Termination

6.1 Either party shall be entitled to terminate this contract by giving not less than thirty days' notice to that effect.

6.2 Termination shall not prejudice or affect any right of action or remedy that shall have accrued or shall thereupon accrue to the Festival and shall not affect the continued operation of the contract.

7 Recovery and Sums Due

7.1 Wherever under this contract any sum of money is recoverable from or payable by the consultant, that sum may be deducted from any sum then due, or which at any later time may become due, to the consultant under this contract or under any other agreement or contract with the Festival.

8 Assignment and Sub-Contracting

8.1 The Consultant shall not assign or sub-contract any portion of the contract without the prior written consent of the Festival. Sub-contracting any part of the contract shall not relieve the

consultant of any obligation or duty attributable to him under the contract or these Conditions.

8.2 Where the Festival has consented to the placing of sub-contracts, copies of each sub-contract shall be sent by the Consultant to the Festival immediately it is issued.

9 Status of Contract

9.1 Nothing in the contract shall have the effect of making the consultant the servant or employee of the Festival.

10 Arbitration

10.1 All disputes, differences or questions between the parties to the contract with respect to any matter or thing arising out of or relating to the contract, other than a matter or thing as to which the decision of the Festival is under the contract to be final and conclusive, and except to the extent to which special provision for arbitration is made elsewhere in the contract, shall be referred to the arbitration of two persons one to be appointed by the Festival and one by the consultant, or their Umpire, in accordance with the provisions of the Arbitration Act 1950 or any statutory modification or re-enactment thereof.

11 Headings

11.1 The headings to Conditions shall not affect their interpretation.

12 Anti-Bribery and Anti-Corruption

12.1 The Consultant shall:

- (a) comply with all applicable laws, regulations, codes and sanctions relating to anti-bribery and anti-corruption including but not limited to the Bribery Act 2010 ('Relevant Requirements');
- (b) not engage in any activity, practice or conduct which would constitute an offence under sections 1, 2 or 6 of the Bribery Act 2010 if such activity, practice or conduct had been carried out in the UK;
- (c) have and shall maintain in place throughout the term of this agreement its own policies and procedures, including but not limited to adequate procedures under the Bribery Act 2010 (section 7(2) and any guidance issued under section 9, sections 6(5) and 6(6) of that Act and section 8 of that Act respectively) to ensure compliance with the Relevant Requirements and will enforce them where appropriate;
- (d) ensure that all persons associated with the consultant, including employees and sub-contractors, or other persons who are performing services in connection with this agreement comply with this Clause; and

12.2 In the event of any breach of this by the consultant or by anyone employed by them or acting on their behalf (whether with or without the knowledge of the consultant):

- (a) the Consultant shall immediately give the Festival full details of any such breach and shall co-operate fully with the Festival in disclosing information and documents which the Festival may request; and/or
- (b) the Festival shall (without prejudice to any of its rights or remedies under this agreement or otherwise) be entitled by notice in writing to terminate this agreement immediately; and
- (c) the consultant shall be liable for, and shall indemnify and keep the Festival indemnified, in respect of any and all loss resulting from such termination.

12.3 In any dispute, difference or question arising in respect of:

- (a) the interpretation of this Clause; or
- (b) the right of the Festival to terminate this agreement; or
- (c) the amount or value of any gift, consideration or commission

The decision of the Festival shall be final and conclusive.

13 Governing Law

13.1 These Conditions shall be governed by, and construed in accordance with, Northern Ireland Law and the Consultant hereby irrevocably submits to the jurisdiction of the relevant Courts. The submission to such jurisdiction shall not (and shall not be construed so as to) limit the right of the Festival to take proceedings against the consultant in any other court of competent jurisdiction.