

INVITATION TO TENDER (ITT): EVALUATION OF FOOT IN THE DOOR (NEWPORT) SCREEN SECTOR TRAINING PROGRAMME

11th February 2022

A key objective of the UK Community Renewal Fund (UKCRF) is to try new ways of delivering activity to businesses and people. It is important that our 'Foot in the Door' (FITD) UK Community Renewal Fund programme is robustly evaluated and that this learning is shared with others.

ABOUT FFILM CYMRU WALES

Ffilm Cymru (FfCW) is the development agency for Welsh film and is dedicated to advancing a thriving sector that we can all be proud to call our own. We do this by:

- Working with partners to advance the position of film in Wales and beyond
- Creating an environment for more inclusive, innovative, and green ways of working to be tested, integrated, and shared
- Engaging people of all ages and abilities in creative learning
- Developing the future screen workforce through a range of training programmes
- Investing in unusual and risk-taking films and their makers from an early stage
- Offering exciting cinematic experiences to audiences across Wales

We manage National Lottery funding on behalf of the Arts Council for Wales and the British Film Institute, in addition to raising and managing further funds, such as the UKCRF. Our work also maps closely to the Programme for Welsh Government, particularly the Wellbeing of Future Generations Act (2015), due to the creative, economic, and cultural mix of our sector.

Ffilm Cymru was established in 2006 and is a Community Interest Company. Our Strategic Plan 2018 - 2024, [which can be read here](#), where you will find that an inclusive approach weaves through everything we do.

ABOUT FOOT IN THE DOOR (NEWPORT)

Foot in the Door, Newport is an inclusive TV & Film training programme, collaborating with industry, communities and grassroots organisations to develop sustainable pathways into the Welsh screen sector. This project is a part of Ffilm Cymru Wales' flagship [Foot in the Door](#) activity which particularly focuses on supporting those at socio-economic disadvantage and the benefits of identifying and developing transferable skills that apply to the creative industries. Importantly, the UKCRF funded programme seeks to develop a replicable and scalable model, including a pipeline for recruitment, in partnership with Further Education and Housing Associations. The programme seeks to bring industry and communities together to co-design and develop screen skills awareness, training activity and employment opportunities with the screen sector that work for all.

Foot in the Door, led by Ffilm Cymru Wales, will work with a number of partner organisations to deliver skills development via taster workshops, training courses, trainee placements and job opportunities focused for the Film and Television Industry.

Based on prior delivery, learning and evaluations of the Foot in the Door programme, the overarching aim is to work collaboratively with communities, industry partners and training providers to deliver a series of outputs and outcomes that lead to a range of benefits for those living in Newport. The project will provide these opportunities to 300 people in community spaces in Newport, trainee placements in the growing Welsh screen sector and create pathways to employment for those living in Newport. It will also enable the partners to test an approach that we aim to be transferable across local authorities, including developing destination tracking for participants and developing the working practice of professionals within the industry. For more information regarding project delivery plans, Foot in the Door Principles and how we plan to work, please read Annex 1. What is Foot in the Door (Newport).

WHO ARE THE PARTNERS?

Ffilm Cymru are delivering this programme with a range of valued delivery and consortium partners collectively for the first time:

Screen Alliance Wales, Sgil Cymru, Cult Cymru, Newport City Council, Coleg Gwent, Pobl Housing and range of grassroots community organisations (list will be provided). We also have the support of the Regional Skills Partnership. This is the first time that partners have worked together to co-design and develop solutions for better equity and access to industry. We anticipate that all partners will be interviewed and will be valuable in terms of feeding into the programme evaluation.

BACKGROUND

Our Foot in the Door programme, established in 2016 works with partners, including Housing Associations, local authorities and job centres, to connect people who have an interest in exploring pathways to a career in the Welsh Screen Industry, but who might not consider that this is for them. We do this by:

- Providing information about the industry and the opportunities available;
- Connecting networks and signposting to training and opportunities;
- Organising taster workshops;
- Providing induction training (including set culture and health and safety);
- Delivering trainee placements in Film and Television in a range of departments;
- Creating job opportunities in the screen industries that includes support for the continued professional development of industry professionals and pastoral care for trainees.

We work with communities to find and create local opportunities and to inform people that they can use their *existing* skills and experience, for example in catering, carpentry, model-making, costume, hair and make-up, on the set of film and television productions in Wales. This is complemented by developing career plans with participants that might, for example, identify higher education, training, networks and job strategies that are tailored to them.

Our programme focuses on improving economic inclusion as a route to wider participation in the sector. Foot in the Door offers trainees wrap-around pastoral support, including bursaries for transport and childcare, equipment, and funds training in technical areas, but also areas such as CV Writing and business support. We also work with industry to understand their needs and support organisations to develop further inclusive practice.

Our trainees have gained placements on many productions' filming in Wales, including *Apostle*, *One Way to Denmark*, *Keeping Faith / Un Bore Mercher*, *Dream Horse*, *The Tuckers*, *Eternal Beauty*, *War of the Worlds*, *Save the Cinema* and *Willow*.

UK COMMUNITY RENEWAL FUND

The UK Community Renewal Fund is a UK Government programme for 2021/22. This aims to support people and communities most in need across the UK to pilot programmes and new approaches to prepare for the UK Shared Prosperity Fund. It invests in skills, community and place, local business, and supporting people into employment.

For more information, visit <https://www.gov.uk/government/publications/uk-community-renewal-fund-prospectus>

INTRODUCTION

This is an invitation to tender for the evaluation of online and face-to-face training and development programme 'Foot in the Door' funded through Newport City Council and the UK Government Community Renewal Fund.

For information purposes, the Screen sector herein is referred to as the sectors including:

- Film
- Television production (All)
- High End Television
- Post-Production
- Facilities organisations

Responses to this tender must clearly identify how all the requirements of this brief will be addressed and should include:

- A specification of the key outputs and approach to the project in order to effectively evaluate the programme, including its impact and potential to broaden beyond the pilot
- A proposed method of working indicating how you will meet the overall objectives of the project while assuring high-quality delivery, within the time scale
- A detailed work plan with clear milestones describing each named individual involved with the project
- Statement of working arrangements and who will be part of the project management team (to include CV's or biographies of work)

BACKGROUND TO THE PROJECT

The objectives of Foot in the Door (Newport) are:

- To deliver on a series of agreed outputs and outcomes with industry and training providers working in collaboration with community partners (See Annex 1) between November 2021 – June 30th, 2022
- Report monthly to Newport City Council who are managing this fund on behalf of the UK Government
- To secure 20 employment places for participants in Newport to work within TV and Film.
- To deliver in-depth, pre-set training and development opportunities for 50 participants In Newport
- To raise awareness of careers in Film and TV and de-mystify roles and pathways into the sector by delivering tasters and workshops for 230 participants within Newport communities
- To reach those who have transferable skills into roles within the screen sector in Wales
- To reach a wide cross-section of individuals in Newport through a Foot in the Door Marketing and PR campaign.
- To work collaboratively to address sectoral issues relating to inclusion, equality and diversity and learn how we can support industry to become accessible and inclusive in practice.



- To ensure that communities are engaged in co-design and development of activity
- To ensure that industry partners are engaged in co-design and development of activity
- To deliver a 'fair access charter' co-developed by industry and communities
- To deliver a meaningful knowledge sharing event
- To develop a clear understanding around scalability and sustainability of FITD
- To learn from a pilot programme and have clear recommendations as to how Foot in the Door as a consortium can be scaled up initially over three years to deliver across the Cardiff Capital Region.

Programme activities include:

- Masterclass events related to film and TV craft roles
- Community talks
- 'Taster' workshops of craft roles
- Industry led events
- Pop-up Workshops
- Set Visits
- Production workshops
- Large scale knowledge sharing event (Jun 22)
- Co-Design and Development 'user ideation' workshops – facilitated by PDR
- Design of an industry prospectus

OBJECTIVES

The evaluation will focus on effectiveness of the Foot in the Door pilot programme in Newport and the opportunities it has offered and highlight associated challenges against both quantitative and qualitative measures. We anticipate part of this evaluation will utilise 'A theory of change' model and assist us in understanding:

- a) how effective this new approach to co-design and development of training is with industry partners and communities
- b) The effectiveness of the programme in terms of engaging partners
- c) How likely this approach can be transferred and scaled up to deliver sustainable solutions to inclusion and increasing workforce in the screen sector in Wales, particularly in areas of socio-economic deprivation.

We anticipate that the evaluation will include semi-structured interviews with businesses, communities, participants and those who have taken part in training. Ffilm Cymru would like to understand more about the impact that the training has had on these individuals and consider softer measures such as confidence, well-being and belonging that we believe to be integral to sustaining screen sector careers, in addition to hard outcomes as identified in the bid.

Key evaluation questions are:

- How effective was the co-development process to design and delivery of screen sector training?
- How effective in practice was the delivery of training by industry training providers and partners?
- To what extent was an environment of collaboration and co-design, of value to the project?
- Did the pilot reach a wide range of businesses and individuals across Newport?
- To what extent was there successful cohesion with existing organisations and infrastructure in the Newport area?

- Was the content that was learnt relevant to screen sector work and skills. Was there further training or general career aspirations that could be identified?
- What kind of demand was there for different training and development activity and how does that relate to areas of industry skills shortage?
- Was the pilot received as being a valuable experience and how do partners perceive this could be scaled up and developed to deliver in the future?
- To what extent can this programme be scaled up and made sustainable across the forthcoming three years

We are not restricted by these questions and are open to discussion, however we have set them out to demonstrate priority areas. We ask that evaluators specify how these areas will be addressed in their proposals.

METHODOLOGY

Ffilm Cymru Wales anticipate a mixed method approach to determine the impact of this strand of the project. We imagine that it will consist of desk-based research drawing on all collated data and monitoring information available from Foot in the Door. We anticipate primary qualitative research data with organisations and individuals which could include face-to-face and/or telephone interviews. We would also like to include an element of observational and ethnographic research on Foot in the Door activity including, training (online and face to face), workshops, recruitment days and on-set placements. Interviews or focus groups with the Ffilm Cymru project team and Newport City Council will also be essential.

Methods and approaches should be clearly indicated in tender submissions.

OUTPUTS

The outputs for this evaluation will be:

- A final standalone report, the format of which will be agreed once the contract is awarded June 23rd, 2022 (with a draft outline report in the first week of June)
- An interim report (March end 22) with an evaluation framework and development of a theory of change
- An annex of data/ tables from any surveys or interviews undertaken
- A presentation of findings and recommendations at our knowledge sharing event on 17th June 2022 in Newport

PROJECT MANAGEMENT

Faye Hannah, Head of Skills & Training at Ffilm Cymru Wales will manage this evaluation.

Should submitted research proposals not satisfy the tender specification we reserve the right to withdraw the tender.

PRICING & COSTS

The cost of the project will be a fixed, including VAT and expenditure, and should be broken down into the following headings for each element of tender:

- Number of days and proposed costs per day, separated out for each team member and per activity.
- Cost of any materials, travel and subsistence
- Other costs as appropriate

The maximum amount available for organisations to tender for in this instance is:
£40,000 inclusive of VAT

Payment will be agreed in advance and linked to the delivery of key milestones as per an agreed project plan.

All work and associated invoiced costs should be sufficiently detailed for our UKCRF claiming process, as required as part of the funded project through Newport City Council. Details of what is expected will be provided at the project initiation meeting for the successful tender.

REQUIRED EXPERIENCE AND PERSONNEL

We welcome both independent and collaborative proposals from individuals and organisations that can demonstrate the following profile/experience:

- Quantitative and qualitative research
- Experience of conducting research and evaluations in relation to Wales screen sector, including vocational and educational research in the areas of the creative and cultural sectors.
- Knowledge of the creative and cultural industries in Wales
- Ability to present research findings comprehensibly to a range of audience
- Proven track record in desk-based research and report writing
- An ability to interpret and analyse data and present it in a suitable report format
- The ability to work during the indicated timetable (see timings section)
- A commitment to diversity and equality
- A commitment to operating in Welsh in Wales

CVs should be included for all people involved in the project.

TIMINGS

Timings are subject to very little flexibility as this element of the UKCRF project must be fully delivered by 24th June 2022. There will not be any possibility of extension.

Proposals received: Thursday 3rd March at midday
Possible interviews: 28th Feb
Appointment & Inception: 4th March
Outline 'Theory of Change' & evaluation framework w/c 21st March
Short interim Report: 31st March 21
Draft Report Submitted 6th June 2022
Evaluation Presentation: 17th June 2022
Final Report Submitted: 24th June 2022

SUBMISSION

Tender submissions should be no more than 10 pages. Please complete and return your response no later than **Thursday 3rd March 2022** at midday. Contractors are asked to submit an electronic version of their tender. Completed tenders should be marked for the attention of Faye Hannah, Head of Skills and Training:

faye@ffilmcymruwales.com

Ffilm Cymru Wales
6 Tramshed Tech,
Pendyris Street

Cardiff
CF11 6BH

ADDITIONAL INFORMATION

Should submitted proposals not satisfy the tender specification we reserve the right to withdraw the tender.

Suppliers are responsible for their own costs in responding to the tender.
Questions related to the tender process should be directed to Faye Hannah
faye@ffilmcymruwales.com and received no later than 5pm Monday 21st February.

ADDITIONAL READING

Cardiff Capital Region Skills Priorities
Community Renewal Fund
Shared Prosperity Fund
Industrial Strategy
Levelling Up White Paper
Newport City Council Skills plan and priorities
Screen Work (Cardiff Capital Region)
Screen Survey Wales (Wales-Wide USW)

This project is funded by the UK Government through the UK Community Renewal Fund.

The UK Community Renewal Fund is a UK Government programme for 2021/22. This aims to support people and communities most in need across the UK to pilot programmes and new approaches to prepare for the UK Shared Prosperity Fund. It invests in skills, community and place, local business, and supporting people into employment. For more information, [visit their website here.](#)