

SHARED PROSPERITY FUNDING – roles required

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SECTION 1 - SUMMARY

The Presteigne Festival is one of the leading commissioners of contemporary classical music in the UK, playing an important role in Britain's cultural heritage. The Festival's work supports the development of the UK's composers and performers, nurturing their talent, whatever their career stage.

The Festival brings music-making of the highest calibre to Powys and neighbouring Herefordshire and Shropshire, where cultural provision is poor. It also provides a real opportunity for interaction between the local community, visiting audiences and performers, and for engagement between composers of different generations.

We have recently redefined our Vision, Mission and Aims.

Vision – We envision creativity, participation and prosperity in the Welsh Marches, with access to high quality music and art for all.

Our mission is to:

- Increase communication between the Festival and its community.
- Improve our profile as one of the UK's leading commissioners of new music.
- Investigate ways better to understand existing audiences and engage new ones.
- Increase diversity in all aspects of the Festival's work and operations.

Our strategic aims are to:

- **Support Artists and Composers**
To nurture, support and create opportunities for artists and composers involved with the Presteigne Festival – with a focus on Welsh artists and those living in Wales.
- **Develop Audiences**
To broaden access, eliminate barriers and inspire new audiences to attend and participate.
- **Engage Communities**
To ensure that the Festival is embedded in the community and serves it well.
- **Promote Equality, Diversity and Inclusion**
To increase equality, diversity and inclusion at all levels, with particular regard to Welsh culture and the Welsh language.
- **Sustainability**
To broaden the profile of the Board and set targets against which progress in delivering the Plan can be measured.

Intellectual ownership/copyright

All deliverables will have full intellectual ownership and copyright given to the Presteigne Festival to do with as it wishes.

SECTION 2 – SERVICES REQUIRED

To further our aims, we applied for Shared Prosperity Fund support from Powys County Council and were successful. Consequently, we now seek professional services as follows:

- Fundraising support, with an emphasis on legacy fundraising, review of strategy and research into potential new funders.
- An evaluator who can put in hand a new evaluation strategy in 2024.
- An economic impact report.
- Provision of a new website which will inspire and lead in a general refreshment, although not a complete overhaul, of the Festival brand.

We are happy to receive applications on any one of these elements, or for a supplier to bid for more than one combining, for example, evaluation and economic impact work.

All work must be completed by early December 2024 and reporting to the funder complete by the end of this year.

We hope you have been interested by this summary and will read the following background information.

SECTION 3 - FESTIVAL BACKGROUND AND PROFILE

Over the past 42 years, the annual Festival has grown into an acclaimed provider of concerts of classical and contemporary music, talks, films and exhibitions by local artists, alongside an exciting schools and lifelong learning programme, which runs throughout the year. Based in Presteigne, a small historic town in Powys (population 2,710), close to the Herefordshire border, it brings innovative events to audiences in a range of venues on either side of the border within a 15-mile radius of its principal venue, St Andrew's Church, Presteigne, including Leominster Priory and church venues in Bleddfa, Leintwardine and Discoed.

On average, the Festival employs some 90 performers and attracts over 1,500 visitors to Presteigne and the surrounding area around the late August Bank Holiday each year. In 2023, a total of 2,667 tickets were sold for specific events, approximately 3,150 people visited the linked Presteigne Open Studios Weekend across 11 locations and 194 people visited the Sidney Nolan Trust exhibition. As such, the Festival acts as a 'gateway' to Wales for the many performers, composers and audience members who come to the Presteigne Festival from other parts of the UK.

In 2023, 37 works by living composers were performed, of which 10 were world premieres.

The Festival is heavily reliant on the goodwill of local residents, who host visiting artists during the Festival period and also work as volunteer stewards and drivers.

Other projects continue outside the Festival period, engaging local communities in a variety of ways. For example, in 2022, the Festival's community education project, *Water's Edge*, involved a song writing and singing project designed for primary schoolchildren on both sides of the Powys/Herefordshire border. It focused on environmental issues affecting local communities, specifically considering the importance of rivers and water. The project culminated with two performances of a new cantata (with texts in English and Welsh) for unison upper voices, flute and harp performed at St Andrew's Church, Presteigne in June 2023, with free access for family and school audiences.

Composer development is key to the Festival's work, with two special programmes launched in recent years: '**Emerge**' is aimed at post-graduate composers. '**Evolve**' is for mid-career music creators who have achieved Masters or PhD level.

We offer at least 90 volunteering opportunities per year, giving volunteers free tickets and other Festival goods as acknowledgement of their support. Young people aged 8-25 are afforded greatly reduced tickets to music performances taking place during the Festival.

The Presteigne Festival is governed by a Board of seven trustees and managed by a part-time team of three – the Artistic Director (George Vass), the Festival Producer (Alison Giles) and the Finance and Box Office Manager (John Sutton) who attend quarterly Board meetings *ex officio*.

The Board has a broad range of skills – legal, financial, educational, arts administration and the music profession – necessary for the effective governance of the organisation. Three of the directors live in or just outside Presteigne. The Board seeks to enhance that range, in particular, by offering opportunities for young people under the age of 30 to join the Board as Apprentice Trustees to learn about the functioning of an arts charity and to provide a wider perspective on the Festival.

Statistics relating to the 2023 Festival showed that:

- 24% of the audience attended for the first time in 2023.
- Box office and event income amounted to £44,162 – just under 30% of turnover.
- Administration costs amounted to 20% of total expenditure.
- Artist fees and commissions for new work amounted to over 36% of total expenditure.
- Individual donations, Benefactors, Patrons and Friends (including GiftAid) accounted for over 15% of total income.

The Board wishes to review marketing and the way it engages with its individual funders (Benefactors, Patrons and Friends), in order to extend their involvement and generate increased fundraising.

Each year, the Festival undertakes an audience survey to obtain feedback. This is sent out by email and the results are analysed and presented to the Board. The feedback obtained is extremely positive. The proportion of the audience asked to complete these post-Festival online surveys is confined to those who provide their data when booking, i.e. actual ticket purchasers. Of these, approximately 15% to 17% have responded on request.

Hitherto, the Festival has not formally surveyed the local community to ascertain what they understand about the Festival's work and what they expect of it.

Local businesses, especially those in the hospitality sector, benefit from the Festival's presence. Between 42% and 55% of the audience uses local paid accommodation. The only hotel in Presteigne sees full occupancy over the five or six-day Festival period. This happens at only one other juncture of the year, when the Vintage Sports Car Club brings considerable custom for two nights.

All restaurants and cafés extend their opening hours, increase staffing and broaden their menus. Over recent years, we have seen seven locally-run pop-up catering outlets. As artists arrive for rehearsal before the Festival opens, we typically see a total of eight days of greatly increased economic activity in the locality. Between 67% and 84% of attenders use local catering outlets.

An external audit of economic impact was carried out by Powys County Council and Wavehill Social and Economic Research in 2010. This demonstrated that for every £1 spent at the Festival a further £3.95 was spent in the local economy. The estimated direct economic impact to the local economy was calculated then at £561,563. It is anticipated that this figure has increased greatly with the growth of audience and visitor numbers since 2010.

The addition since 2018 of an Open Studios Weekend (local freelance visual artists) to the Festival programme has produced its own additional local spend, with one exhibitor commenting, 'As an individual participant, sales over the last two years have been exceptional – over £2,000 in 2021 and figures for 2022 exceeding that by some margin. Although these figures may not be representative

of all artists participating in Open Studios (of whom there are about 30) it is unquestionable that the project has brought a significant financial boost to our community of visual artists as well as raising the awareness and profile of Presteigne as a creative community'. On average, 48% of Festival attenders visit at least one of the Open Studios.

The Board believes that the Aims and Objectives of the Festival and the benefits delivered are not yet fully appreciated by the local community, although overall the Festival is clearly valued by locals. Each year, approximately 170 bed nights are provided *gratis* in homes around the town for visiting artists.

SECTION 4 - BRIEFS AND PROPOSAL SUBMISSION

If you would like to bid for any element of the work outlined in Section 2, (or a combination of two or more) please respond by sending a preliminary email simply to express interest to alisongiles@presteignefestival.com

Please see below for details of each role, fees offered and timeline for bids.

1. EVALUATION STRATEGY

Scope of work:

We require a professional evaluation consultant to create and pilot a robust evaluation plan for the Presteigne Festival.

We intend our monitoring and evaluation framework to be an ongoing programme, rather than a snapshot in time. We require a qualitative approach to understand the effects of Festival activity on local people's feelings about Presteigne, their wellbeing and the town's economy. We also need to understand how the Festival is engaging for its visiting audience.

The evaluation strategy work should:

- Provide a logical framework setting out links between activities of the Festival, expected outputs and outcomes for all elements of its work.
- Identify a diverse and appropriate range of research methods for engaging visitors (including local and visiting audiences) in the evaluation process.
- Establish the most appropriate methods of gathering and reviewing both qualitative and quantitative data and information.
- Equip the Festival to evaluate its activities year on year, across its established activities and new initiatives, looking at all aspects of attendance, access, engagement and participation.
- Help us to reach and learn from local people who do not attend or engage with the Festival.
- Provide a pattern of good practice to help staff and trustees with future decision-making.

Elements to be addressed in the evaluation strategy should include:

- Visitor / participant numbers.
- Diversity and demographic of visitors.
- Marketing Strategy.
- Accessibility.
- Volunteer activity.
- Events and activities.
- Community participation and engagement.
- The overall impact of the project.

Outputs

- A pilot set of evaluation materials to be trialled at this year's Festival, 22-26 August inclusive.
- A review of the pilot evaluation.
- Evaluation strategy and framework to be written after pilot to equip the Festival with a set of materials and a methodology for future assessment of its reach and activities.

Contractor specification

We seek someone with a track record and / or strong methodology for providing a comprehensive approach to evaluating the work of arts or creative organisations, especially those such as festivals, that are publicly active for short, intensive periods.

Your proposal

Alongside fee proposals, we will require those tendering to submit:

- Demonstration of track record in delivering similar projects against budget and timetable.
- Named individuals proposed to carry out the work specified and their experience.
- Assurance that the timetable and budget can be met.
- Proposed methodology.

Fee level offered

£3,000 plus expenses where required.

Contract Timeline

by 14 June 2024	Expression of interest to be sent to alisongiles@presteignefestival.com
by 21 June 2024	Proposals to be received.
25-27 June 2024	'Zoom' interviews for shortlisted candidates.
1 July 2024	Supplier appointed with work to be commenced as an early start date, to be agreed.
1 December 2024	Project end date.

2. ECONOMIC IMPACT SURVEY

Scope of work

We require professional assessment of the Festival's economic impact on its locality. This was last carried out in 2010. There has been significant change to the Festival's working pattern since that time and an update is needed to help us understand the significance that our cultural activities have for the economy and work of our host community.

The economic impact survey should:

- Provide a logical framework setting out links between activities of the Festival and economic effects in the local economy.
- Identify a diverse and appropriate range of research methods for engaging visitors (including local and visiting audiences) in the survey process.
- Establish the most appropriate methods of gathering and reviewing quantitative data and explore potential for qualitative feedback.
- Provide a baseline of current information from which the Festival can measure progress as it diversifies its activities.

Elements to be addressed in the evaluation strategy should include:

- Visitor / participant numbers.
- Spending in the local economy at Festival time, by both local and visiting attendees.

- Any negative impacts of the Festival.
- The overall impact of the Festival.
- Attitudes amongst local businesses to expanded Festival activity.

Outputs

- An economic impact report on this year's Festival, 22-26 August inclusive.
- An assessment of potential economic impact of an expanded Festival programme that may take place at other times of year.

Contractor specification

We seek someone with a track record of providing a comprehensive approach to evaluating economic impact in a small community for arts or creative organisations.

Your proposal

Alongside fee proposals, we will require those tendering to submit:

- Demonstration of track record in delivering similar projects against budget and timetable.
- Named individuals proposed to carry out the work specified and their experience.
- Assurance that the timetable and budget can be met.
- Proposed methodology.

Fee level offered

£3,600 plus expenses where required.

Contract Timeline

by 14 June 2024	Expression of interest to be sent to alisongiles@presteignefestival.com
by 21 June 2024	Proposals to be received.
25-27 June 2024	'Zoom' interviews for shortlisted candidates.
1 July 2024	Supplier appointed with work to be commenced as an early start date, to be agreed.
1 December 2024	Project end date.

Dates to note for potential focus of work: Festival will be staged 22-26 August inclusive, with work on site commencing on 20 August 2024.

3. WEBSITE PROVISION

Scope of work

We require a complete redesign of the Festival website that continues use of a well-established logo, but otherwise refreshes the look, structure and content of the site as the Festival develops new activities. The site, like all our other output, must be fully Welsh/English bi-lingual and must integrate fully with Spektrix, our online Box office provider. We wish to continue using WordPress, for future ease of in-house editing and updating.

Outputs

- A new-look, fully bilingual website that can be updated in-house.
- A design that reflects the beauty of the local area.
- Improved integration with Spektrix online Box office interface.

Contractor specification

We seek someone with a good track record of working with clients to capture the spirit of an arts organisation and its work. Experience of Spektrix Box office integration would be an advantage, as would experience of working bilingually, potentially having a relationship with a Welsh language translator.

Your proposal

Alongside fee proposals, we will require those tendering to submit:

- Demonstration of track record in delivering similar projects against budget and timetable.
- Named individuals proposed to carry out the work specified and their experience.
- Assurance that the timetable and budget can be met.
- Proposed methodology.

Fee level offered

Bids invited – there will be a separate sum available for Welsh translation.

Contract Timeline

by 8 July 2024	Expression of interest to be sent to alisongiles@presteignefestival.com
by 15 July 2024	Proposals to be received.
End July 2024	'Zoom' interviews for shortlisted candidates
Mid-August 2024	Supplier appointed, commencement of contract to be completed by 1 December 2024

Dates to note for potential focus of work: September 2024, new photographic and video content from the 2024 Festival will be available.

4. FUNDRAISING STRATEGY AND LEGACY CAMPAIGN LAUNCH

Scope of work

After many years of in-house success with fundraising, we now require a review of fundraising practice and a forward-looking strategy to strengthen and adapt this to changing circumstances. These include a challenging funding environment and new strands of work that we are undertaking. We also wish to initiate a legacy-giving programme.

Fundraising work should:

- Review the Festival's current giving / loyalty programmes.
- Examine potential for increasing philanthropic elements of the above.
- Interact with key stakeholders (board, donors, staff).
- Equip the Festival to adapt to challenges in the funding sector.
- Increase the potential grant funder pool for existing activity and new initiatives.

Elements to be addressed in the strategy should include:

- Potential to convert audience members into donors.
- Potential to move donors up the support scale.
- Donor communications.
- Engagement leading to legacy giving.
- Fundability of new activities in the Festival programme.

Outputs

- Research to refresh our pool of grant funders.
- A fundraising strategy as outlined above.

- Legacy giving campaign to launch in 2024.

Contractor specification

An experienced fundraising professional is sought, either an organisation or individual, with a track record of work in the arts / creative sectors. Experience of legacy giving would be an advantage.

Your proposal

Alongside fee proposals, we will require those tendering to submit:

- Demonstration of track record in delivering similar projects against budget and timetable.
- Named individuals proposed to carry out the work specified and their experience.
- Assurance that the timetable and budget can be met.
- Proposed methodology.

Fee level offered

Fundraising research £2,000

Other fundraising work £7,000

Contract Timeline

by 14 June 2024	Expression of interest to be sent to alisongiles@presteignefestival.com
by 21 June 2024	Proposals to be received.
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Dates to note for potential focus of work: Festival will be staged 22-26 August inclusive, with work on site commencing on 20 August 2024.

SECTION 5 – CONTACT DETAILS

If you have any query or would like further information, please contact:

Alison Giles, Festival Producer: alisongiles@presteignefestival.com | 07971 840 672

Presteigne Festival of Music and the Arts Limited

Registered in Wales No 2952926 | Charity Registration No 1039968

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Funded by
UK Government

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