

REAL Inspiration Training Brief

Date Issued: Wednesday 10th August 2022

Deadline for applications: Wed 7th September, 12 noon

Budget – £20,000 plus VAT. This equates to a maximum budget of £2,500 per short course.

Introduction

Phoenix Cinema and Art Centre is delivering **REAL Initiative**, a programme of support for documentary filmmakers and digital artists in Leicestershire. Running from Spring 22 to June 23, REAL Initiative aims to develop enterprise, expertise, infrastructure and collaborative networks around local *documentary* film, *factual* TV and *non-fiction* digital art specifically.

REAL Initiative compliments a capital build extension, which is underway and will be completed by January 2023 – further info can be found at www.phoenix.org.uk/phoenix2020.

REAL Initiative is funded by Phoenix Cinema and Arts Centre, the European Regional Development Fund (ERDF), Midlands Engine and Arts Council England.

REAL initiative includes four streams designed to meet the needs of individuals and enterprises at different stages of growth:

- 1. REAL Acceleration for Film** - for established filmmakers
- 2. REAL Acceleration for Digital Art** - for established digital artists
- 3. REAL Incubation** - for start-ups in the film and digital art sector
- 4. REAL Inspiration** - for pre-start individuals

The vision of REAL Initiative is to establish Leicester as a centre for documentary and non-fiction film and digital art in the East Midlands.

In addition, to embed sustainable growth in the local industry, **REAL Documentary Festival** will be established. This will be an industry-focused event in Spring 2023 providing filmmakers and digital artists with a platform to showcase and share their work to contacts in the film, TV and art sectors through screenings, exhibitions, industry sessions and networking opportunities. REAL Film Festival will include a non-fiction digital art/ XR stream. It is anticipated that REAL Inspiration delegates (pre-start-up individuals) will have an opportunity to exhibit or screen any work produced during the programme.

This document is a training brief for REAL Inspiration. Phoenix is seeking a supplier or suppliers to design and deliver a series of short courses to individuals considering a career in documentary film and digital arts, based on the following specification...

Specification

REAL Inspiration aims to:

- Inspire emerging creatives in Leicestershire to pursue an entrepreneurial career (i.e. starting up their own enterprise or creating and selling their own products) in film and digital art, by helping them to develop skills in **documentary and non-fiction film and digital art** specifically.
- Take positive action towards the development of a sustainable, representative and diverse local film and digital art industry, through reducing barriers to engagement for traditionally under-served/ under-represented groups.
- Strengthen graduate retention and the 'pipeline to industry' in the sector.
- Increase new audience engagement with Phoenix as a film and digital arts venue.

We will achieve this by commissioning a programme of inspirational content for pre-entrepreneurial delegates.

Phoenix is seeking a supplier or suppliers to design and deliver up to eight short courses (minimum of 12 hours of 'quality information transfer'). Each course will be for between 8 and 10 delegates, therefore a minimum of 64 delegates will be engaged in total. The courses must be delivered by industry practitioners: entrepreneurial individuals who will inspire the next generation of filmmakers and artists in Leicestershire.

Phoenix is required by its funders to ensure at least 50 individuals complete a minimum of 12 hours of support each. We have therefore allocated at least 64 places on the programme, (each place representing one individual) to allow for some drop off.

Delegates (participants on the support programme) will need to:

- Have a desire to work in the film, TV and digital art sector, or have a demonstrable interest in film and digital art
- Not already run an enterprise (i.e. not be a sole trader or run a company or partnership)
- Live in Leicester or Leicestershire, or study at a local institution (with a Leicester/shire postcode)
- Commit to taking part in 12 hours of participation
- Be over 16 years of age at the start of their first training session.

It is expected that the successful supplier/s will partner with Phoenix and other local organisations and groups to engage with, and recruit delegates, however we already have contact details for around 20 potential delegates who registered their interest in this REAL Inspiration programme earlier in the year at <https://realinitiative.phoenix.org.uk/real-inspiration/>

Through the programme, delegates will:

- Gain insight and confidence around what it takes to set up and run a successful creative business in the film and digital art sector
- Experience first-hand (face to face with) someone who has overcome barriers relevant to the course's target market, to pursue an entrepreneurial career in the sector
- Engage meaningfully with spaces and networks where creative entrepreneurial activity takes place such as Phoenix, LCB Depot or online forums/ networks/ events
- Develop creative skills in film or digital art
- Have an opportunity to showcase any films or digital art created as part of the programme.

Timescales

REAL Inspiration must be delivered before the end of March 2023 and all monitoring completed by the end of April 2023.

How to apply

We would like to work alongside a range of suppliers or short course leaders who represent the breath of different roles and disciplines within the film and digital arts industries.

We require the design and delivery of 8 short courses (minimum 12 hours) for between 8 and 10 people – see below for some ideas for suggested course content. Prospective suppliers can apply to deliver between one and eight short courses.

It is ok to apply to deliver the same short course multiple times with minor adaptations, to ensure the diverse needs of different delegate cohorts are accommodated.

We particularly welcome applications from providers who can demonstrate how they will actively engage with and inspire traditionally under-served / under-represented groups in the film and digital arts industries.

The Phoenix team are committed to working with the successful provider/s to reduce barriers to inclusion, for example by providing financial assistance for access to transport, providing support around inclusive learning environments/ styles, and ensuring all advertising, communications and application processes are representative and accessible.

Suggested format and content

It is a funder requirement that this programme delivers at least 12 hours of support to at least 50 'potential entrepreneurs'. It is therefore suggested that the training programme is delivered in person over 2-6 sessions, in a format that meet the needs of the cohort, allowing for some level of drop-off. For example, each session in the programme could be delivered twice, at different times of the day, or a 'mop-up session' is built into the programme for those who are unable to attend every session. The approach should result in at least 75% of the cohort receiving at least 12 hours of support.

Examples of short courses *could* include:

- Introduction to documentary filmmaking: delegates will learn from a professional filmmaker the principles of documentary, and be supported to make their own short documentary using smartphones and editing software.
- Introduction to podcasting: under the guidance of an established podcaster delegates will be supported to start their own podcast, and learn the principles behind the course leader's success.
- Learning street photography: delegates will be inspired by an established street photographer and learn how to build an online portfolio and sell their work as stock.
- Cinematography: delegates will have the opportunity to learn about the use of high-end cinematography equipment – at beginner or intermediate level.
- Research for documentary: delegates will be encouraged and supported to research their own ideas at the Record Office, the University libraries, and online.
- Editing for documentary: Delegates will be taught how to operate e.g. Davinci Resolve and set the challenge to edit archive material from MACE (Media Archive for Central England)
- Score composition and production: Delegates with a background in music will be given the opportunity to work in a collaborative way with an established composer/producer to score a scene for a documentary.
- Immersive technologies (XR - VR/ MR/ AR) for documentary and factual TV: delegates will be supported to incorporate immersive technologies and skills into their practice, by making elements of a game, experience or piece of art.
- Specific skill development: For example, writing/ location sound recording/ interview technique/ entrepreneurship for documentary and factual TV.

It is anticipated that there will be multiple opportunities for any work created during the programme to be screened/ exhibited/ demonstrated at Phoenix (after it re-opens following its extension - from January 2023), including at REAL Documentary Festival, in April 2023. We would welcome any 'added value' ideas around how the delegates could be further inspired and incentivised towards entrepreneurship, for example, through a sponsored/ viewers' choice award, opportunities to meet with prospective commissioners/ buyers, Film Director or Artist Q&A session, work experience placement, screening/ exhibition at additional venues across Leicester, or a launch event for family and friends for work created as part of REAL Inspiration.

Our supplier/s will plan the content of these sessions in consultation with Phoenix, to ensure that the programme meets the needs of the cohort/s and is focussed on inspiring delegates with an *entrepreneurial* career in the film and digital arts sector.

Location

The location of the training should aim to encourage in-person attendance at Phoenix, and promote positive participation in the film and arts programme, whilst also meeting the specific needs of each cohort, where possible.

The following spaces at Phoenix are available for free, bookable use (subject to availability) for the training provider:

REAL Initiative Learning Suite

- Where: directly above Phoenix Box Office, L1
- Ideal for...: training room
- Capacity: 40 theatre, 27 cabaret layout
- Price and availability: free for REAL Inspiration subject to availability – 9.30am - 10pm

Screens 1 and 2

- Location: Phoenix ground floor
- Ideal for: larger screenings/ showcases
- Capacity: Screen 1: 220 (inc 3 wheelchair spaces), screen 2: 120 (inc 2 wheelchair spaces)
- Price and availability: 9.30am – 11.45am, subject to availability. Neither screen is available Sept-Oct 22 due to building works, and screen 2 is not available on Mondays and Tuesdays due to an ongoing booking.

The following spaces are available to hire, at cost – please get in touch for pricing info:

Screen Room

- Location: on the ground floor of Phoenix
- Ideal for...: small screenings
- Capacity: 30 theatre, 10 horseshoe layout
- Price and availability: please get in contact separately.

REAL Studio

- Location: Phoenix basement
- Ideal for: filming, green-screen work and technical film/ art-related training
- Capacity: 500 sqft
- Price and availability: please get in contact separately.

Person Specification of trainers and contributors

The programme should include live input from practitioners who are either representative of the delegate cohort, or who have overcome barriers to being successful entrepreneurs. Contributors must be established practitioners with technical craft in their area of expertise, in the creative digital industry, preferably based in Leicestershire. Their skills and experience should align with the ambitions of their delegates. Phoenix can support the supplier with contacts for potential contributors.

Budget - The maximum budget is £20,000 plus VAT, including all expenses such as project management, marketing and printing costs. This equates to a maximum budget of £2,500 per short course (for between 8-10 delegates).

Phoenix will supply any on-site training room (subject to prior availability and booking), refreshments and technical support. Any off-site elements of the programme will need to be factored into the proposed budget and itemised.

Transport

We have a small budget for transport bursaries for delegates with an evidenced need that lack of transport would be a barrier to their engagement. This would be in addition to the budget above and would be allocated after this contract has been awarded, in priority order to the successful provider/s, based on delegate's evidenced need, such as bus ticket/ taxi fare quotes.

Requirements for all training, coaching and mentoring

Logo use: REAL Inspiration is being funded by Phoenix, the European Regional Development Fund (ERDF), Midlands Engine and Arts Council England, and therefore all documents relating to this activity will have to adhere to the project's brand guidelines (available on request) and our funder's guidelines, including the use of the REAL Initiative logo and a 'funder's logo block' (as seen at the footer of this document) on ALL promotional info, presentation slides, event materials, and paperwork such as attendance registers and hand-outs (templates provided by Phoenix). The ERDF publicity toolkit is available at:-

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/564432/esif_branding_and_publicity_requirements.pdf

Marketing, promotion and application process: The project team will work with the supplier/s to ensure that the marketing and application process for delegates is simple and fit for purpose. REAL Inspiration programme courses can be promoted on the webpage: <https://realinitiative.phoenix.org.uk/real-inspiration/>, via the project's social media account @REALInitiative_ and also via @phoenixleic. All additional marketing will need to be signed off by the project team prior to distribution.

The application process must be accessible in itself, and must also highlight any delegate access needs, as Phoenix will support the provider to ensure the stated needs are met. The current preferred process is a simple online G-form and applicants can also submit a video or hard copy/ electronic word doc application. All applications (successful and unsuccessful) are stored on a Googledocs file which supports the necessary management, monitoring and evaluation by funders and the project team.

Monitoring and evaluation: It's a funder requirement that we evidence each delegate's registration, attendance and evaluation of all support provided. Phoenix will provide the successful provider with the registration/ attendance paperwork, and it is the responsibility of the provider to capture evaluation information and ensure that ALL relevant paperwork is

completed. In line with the general aim of the programme to inspire delegates to think about starting a business, we expect to measure the impact of the short courses through pre and post event surveys. Please therefore be sure to tell us how and why your proposed course (or courses) would inspire the delegates.

Covid-compliance: All sessions should be delivered in line with the latest Covid-19 guidance. Every session should have potential for virtual engagement for those unable to attend for any reason, with hand-outs being emailed/ posted in advance as required.

Safeguarding: As the delegates will include under 18's or vulnerable adults, Phoenix requires a risk assessment (and can support with risk assessment templates) for each activity, including any online activity and would either need to ensure that the leaders/ contributors have an up-to-date DBS check, or that someone from their team or Phoenix's team with a DBS check be present at any support session, whether online or in person.

Contractual information

Phoenix proposes to contract the supplier with the following heads of terms:

- Phoenix expects to engage the supplier(s) through a contract for services
- It is anticipated that the supplier/s for all lots will start by the end of September 22, in preparation for the first session to be delivered by the end of October, unless otherwise stated, and that all work will be completed by March 2023.
- Phoenix will require copies of all training materials.
- Phoenix requires the right to share and use any IP generated as part of the programme as part of its future training delivery. The supplier should provide terms for the shared and continued use of any copyrighted materials and other IP.
- Delegates will have full rights to any IP they generate as part of the programme.
- The supplier will be provided with and must adhere to the safeguarding policy of Phoenix.

Application process

To apply for this opportunity please email Julia.Hamer@Phoenix.org.uk with the following:

- An overview of how many short courses you are applying to deliver, including: the title, content, location, timing, target market, course leader and contributors for each of the courses, along with anticipated numbers of delegates who will receive at least 12 hours of support. If you have an alternative suggestion for how you intend to deliver ALL of the required outputs, please provide full details.
- Information around how and why your proposed course (or courses) would inspire the delegates.
- Your approach around how you will reduce barriers to engagement for under-served/ under-represented groups.
- Details of relevant experience, credentials and qualifications.

- A formal quote to deliver your element of this inspirational support programme, broken down into costs for each short course, and any additional costs, inclusive of all expenses.
- Please complete Phoenix's equal opportunities monitoring form.
- Details for two references.
- Confirmation that the provider either has an up-to-date DBS check, or will comply with necessary requirements to ensure Phoenix is safeguarding any under 18's or vulnerable adult delegates.
- Your contact details.

Deadline

The deadline for applications is **12 noon, Wednesday 7th September.**

Decision-making Criteria

Criteria	Method
The provider is an experienced support provider, leader or inspirational practitioner in the film or digital art sector.	Out of 10
The provider clearly demonstrates how they will reduce barriers to engagement for under-served groups, and how the course will inspire the delegates.	Out of 10
The proposal fulfils all specifications of time, cost, quality. Any additional or alternative suggestions add value to the original specifications and seem achievable and reasonable. If more than one course is being applied for, additional assurances around capacity to deliver have been made (see below) And the quote is clearly itemised to detail 'cost per course'.	Out of 10
The quote comes within the allocated budget and represents value for money.	Out of 10
Total	Out of 40

References will be taken up for the highest scoring providers.

Each supplier will be decided on merit. If you decide to apply for the delivery of more than one short course, or the entire programme, you may be successful, but we will need additional assurance that you have the capacity to deliver multiple courses to the required specifications. Similarly, if you apply for the delivery of multiple/ all courses, we reserve the

right to reduce the overall number of courses, or select you for the delivery of only some of those courses, so please ensure that your proposal makes it clear what the 'cost per course' is. If you know that you wouldn't be able to deliver a reduced/ scaled back version of your proposal, please clearly state this to help the decision-making process.

Timescales

Wed 10th August 2022 - REAL inspiration training brief live

Wed 7th September, 12 noon – application deadline

Monday 12 September 2022 – All applicants informed of decision

Mid-September onwards – Delegate recruitment for REAL Inspiration

October 2022 – Training to commence, unless otherwise stated

March 2023 – all training to be completed

April 2023 – all monitoring to be completed.

Further information

For further information, please contact Julia Hamer on 07929 376223 or

Julia.hamer@phoenix.org.uk