

# Invitation to Tender (ITT) for the Evaluation of Reel Impact

## 1. Purpose of the ITT

The purpose of this Invitation to Tender (ITT) is to enable us to engage a suitably skilled and experienced evaluation partner to conduct a thorough analysis of the Film and TV Charity's 'Reel Impact' programme over its three-year duration. The programme will launch in May 2024. The final evaluation report is expected in November 2027.

## 2. The Film and TV Charity

[The Film and TV Charity](#) supports everyone working behind the scenes in film, TV and cinema in the UK. Our vision is a supportive film and TV community that works together to make our industry work better. We work to improve individual wellbeing, promote healthier working practices and shine a light on the issues affecting the film, TV and cinema workforce. We do this by providing services to support film and TV workers and by partnering with the industry to achieve beneficial change.

## 3. Reel Impact

'[Reel Impact](#)' is a £1 million programme, investing the Charity's own money, designed to tackle racism in the UK film and TV industry and to support the wellbeing of behind-the-scenes workers from the Black and Global Majority. Its ultimate goal is to support the creation of a more inclusive, equitable, and anti-racist industry.

The successful bidder will therefore need to demonstrate expertise in assessing complex, multi-year programmes aimed at achieving systemic industry change.

Building on recommendations in Sasha Salmon's [Think Piece on Anti-Racism in the UK Film and TV industry](#), published in September 2021, Reel Impact seeks to help create an anti-racist industry by trusting and investing in the ideas and activities of outstanding individuals and the expertise of well-placed organisations.

Following a co-design process conducted with a panel of industry experts from the Black and Global Majority, it has been agreed that the programme should seek to:

- Improve the lives of Black and Global Majority individuals in the film, TV, and cinema industry
- Support career progression and financial relief
- Enable professional development and training
- Support projects or activities that promote anti-racism or combat racism, and address challenges faced by people from the Black and Global Majority
- Support activities which advocate for a fair and equitable society, considering intersectionality (e.g. disability, LGBTQ+, Black and Global Majority subgroups, class)
- Address challenges faced by people from the Black and Global Majority

It was decided that Reel Impact will pursue these goals through three strands. The first and largest of these strands is a grants programme, open to individuals and organisations. The

second strand will focus on partnerships with providers of leadership and professional developmental initiatives. The third strand will consist in research and fundraising towards securing the legacy of the programme.

### **Strand 1: Grants**

- Open to organisations and mid-to-senior level individuals, to enable them to run projects for the benefit of colleagues from the Black and Global Majority, or to develop their own capacity.
- A broad range of activities and project costs might be supported through the grants, however, TV and film development and production costs will be ineligible.
- This strand will run in three rounds across the programme, with 25% of the available grants budget allocated to each of rounds one and two, and 50% to round three.
- In total, we expect to support at least 12 organisations with awards of up to £25,000 each, and at least 24 individuals with awards of up to £10,000 each. If additional funds can be raised, we may make further awards.
- Awards are not time-limited, so activities supported could run across whole project, but will likely last no more than 12 months.

### **Strand 2: Developmental**

- This strand will create partnerships with external organisations delivering developmental schemes, based on our shared commitment to anti-racist values.
- The aim is to create additional places for individuals from the Black and Global Majority on existing schemes focused on leadership and creative development.
- The budget for this strand is limited, but we expect to create at least five opportunities.
- Support may include elements of skills-sharing and in-kind support from the Charity, in addition to money.
- Applicants are likely also to have applied previously to Strand 1 and may be signposted by us to the opportunities available through Strand 2, but they need not have done so.

### **Strand 3: Legacy**

- An action research project exploring how to continue and build sustainability for the programme.
- We are currently scoping the role of a part-time lead for this strand, but expect that it is likely to encompass: fundraising; assimilation of evaluation insights into need and impact; exploration of the feasibility of a stand-alone Reel Impact entity independent of the Charity after the completion of the programme; and partnerships which might sustain this work in the longer term.
- Expected to run for 18 to 24 months of the programme.
- Budget is around £95k.

Strand 1 is well developed and will open for the first round of applications on 13<sup>th</sup> May. Strands 2 and 3 will launch later. The programme has been designed to be iterative and take a test-and-learn approach and therefore part of the evaluation process will be in supporting ongoing learning and offering recommendations to shape subsequent grant rounds and to feed into the development of Strands 2 and 3 for maximum strategic effect.

#### 4. Evaluation Goals

Bidders will be expected to outline how, if selected, they would approach the following requirements expected of the appointed partner:

- **Document and Review Programme Activities:** Document and examine the programme's progress, attending to the achievements and challenges of each area of activity, from the programme's inception to conclusion. (The Charity will provide the evaluators with evidence relating to prior phases of the project, such as journaling conducted during the co-design phase.) This review should critically assess the collaborative processes employed, the insights gained, and the strategic blueprint developed for Reel Impact, including the programme's three-strand approach (outlined in section 3 above).
- **Impact Assessment:** Evaluate the overall impact of 'Reel Impact' on its target demographics and the broader industry. This includes assessing the effectiveness of programme planning, the engagement and contributions of participants, the outcomes and impact of funded activities, and the extent to which the programme has met its immediate and long-term objectives to foster an inclusive, equitable, healthy, and anti-racist industry. The Impact Assessment should provide a quantitatively-underpinned critical assessment of how far Reel Impact influences systemic change within the UK film and TV industry, with supporting monitoring and evaluation tools designed both for individuals and organisations receiving support and other individuals who take part in activities enabled by Reel Impact.
- Offer specific and actionable **recommendations** to refine and enhance the programme's strategic direction (particularly in relation to the second and third developmental and legacy strands), ensuring the Charity's ambitious objectives are met and sustained over time. These recommendations should be informed by the emerging findings of the evaluation and be guided by the initial ambitions and learnings of the co-design phase.
- Pull out learning that can be shared with the industry to promote best practice, inform future initiatives and help develop effective anti-racist practice in the Film, TV and cinema sector.

Bidders should also be able to describe how the evaluation process will itself adhere to principles of inclusivity and equity, mirroring the values at the heart of the programme.

#### 5. Evaluation Deliverables

The evaluation partner will be responsible for providing the following deliverables:

- **Evaluation Framework** (by September 2024): formulate a comprehensive evaluation framework, employing both qualitative and quantitative methods, and which is capable of capturing the detail of the programme's impact against its goals.
- **Interim Evaluation Report** (for 31<sup>st</sup> July 2025): A preliminary report offering initial insights and findings from the early stages of the evaluation process. This document should highlight progress against the programme's objectives, any immediate impacts observed, and recommendations for adjustments to the programme.

- **Comprehensive Final Evaluation Report** (for 30<sup>th</sup> November 2027): A comprehensive report detailing the outcomes of the 'Reel Impact' programme, including an assessment of its success in achieving its anti-racist and mental wellness objectives within the screen industries. This evaluation should detail the programme's impact on BGM individuals and organisations, industry practices, and the broader cultural shift towards inclusivity and equity. The report should be industry facing and lay out clearly learnings and insights from Reel Impact, to build collective knowledge about how to build effective anti-racism initiatives.
- **Presentation of Findings** (July 2027, subject to confirmation of Board Meeting dates): A formal presentation to the Film and TV Charity Board, summarising key findings, insights, and recommendations from the evaluation, including learnings for the Charity. This presentation should facilitate a strategic dialogue on the programme's achievements and inform decisions on any future work developing out of Reel Impact.
- Design a comprehensive **Sustainable Legacy Tracking Framework** to allow tracking of the programme's ongoing impacts in addressing systemic racism. This framework should enable the Film and TV Charity, and potentially other stakeholders, to conduct ongoing monitoring and evaluation of the long-term effects of 'Reel Impact' on the industry after this initial three-year evaluation has concluded. The framework should include: a statement of methodology; specific and measurable Key Performance Indicators (KPIs); a description of data collection strategies; analysis and reporting templates; and an industry stakeholder engagement plan to ensure a breadth of relevant perspectives on Reel Impact's influence.
- **Supplementary Documentation:** Additional materials as required and agreed upon, which may include (but are not limited to):
  - A strategy document (by October 2024) for implementing the evaluation's recommendations to ensure the continuous improvement and sustainability of 'Reel Impact'.
  - A learning journal documenting the co-design phase's process and outcomes.
  - Case studies showcasing success stories and transformative impacts of 'Reel Impact' on individuals, organisations, and the industry.

## 6. ITT Timeline

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| • Publication of ITT                          | 15 May 2024  |
| • Deadline for clarification questions re ITT | 29 May 2024  |
| • Responses to clarification questions        | 05 June 2024 |
| • Tender submission deadline                  | 19 June 2024 |
| • Shortlisting of bidders                     | 26 June 2024 |
| • Invitations to interview issued             | 28 June 2024 |
| • Interviews                                  | 05 July 2024 |
| • Notification of outcome                     | 12 July 2024 |
| • Confirmation of contract terms              | 19 July 2024 |
| • Contract signed and work begins             | 31 July 2024 |

- Interim report due
- Final report due

31 July 2025  
30 November 2027

## 7. Project Management

The evaluators' primary contact during the project will be the Charity's Impact and Evaluation Lead. Advice relevant to shaping Strands 2 and 3 will be shared with the Reel Impact Programme Manager, who will also have operational oversight of the evaluation. Our Director of Impact and Innovation has overall responsibility for the programme and will also be part of the project management team. Reel Impact has been supported by a working group with representatives from across the Charity and members of this group may also be involved in supporting the evaluation on an ad hoc basis.

## 8. Budget

Bidders are requested to submit a comprehensive budget as part of their proposals, detailing all anticipated costs associated with the evaluation project. The Film and TV Charity expects submissions of up to £40,000 (inclusive of VAT), which will be assessed in part on the basis of value for money. This allocation is designed to cover the entire scope of the evaluation, in accordance with the requirements specified in this ITT.

## 9. Submitting a bid

Prospective bidders are invited to submit a proposal that includes the following components, reflecting understanding of the programme's ambitions and the critical elements for its evaluation:

- **Programme Comprehension:** Demonstrate an understanding of Reel Impact's aims and objectives.
- **Evaluation Methodology:** Outline a robust proposed methodology for the evaluation of Reel Impact over its three-year span. This should detail both qualitative and quantitative approaches for assessing the programme's immediate and long-term impacts, assessing the effectiveness of the co-design process, participant engagement strategies, and the programme's overall contribution to systemic industry change. Additionally, propose a framework for the longitudinal tracking of Reel Impact's legacy on systemic racism within the industry.
- **Relevant Experience:** Provide evidence of previous experience in conducting similar evaluations, especially those involving complex, multi-year programmes aimed at contributing to systemic change. Highlight any specific expertise in evaluating initiatives focused on racial equity, wellbeing, or the creative industries.
- **Budget and Justification:** Submit a detailed and broken down budget that aligns with the scope of the evaluation as outlined in this ITT, specifying costs associated with each aspect of the proposed evaluation methodology. The budget should not exceed £40,000 (inclusive of VAT).
- **Availability Confirmation:** Confirm your availability to adhere to the project's timeline, from the contract-signing and beginning of work in July 2024, through the interim report due in July 2025, to the final report completion in November 2027.

Proposals should be comprehensive, clearly articulated, and aligned with the strategic goals of 'Reel Impact', demonstrating the bidder's capability to deliver insightful, actionable findings that will inform the programme's ongoing and future strategies.

## **10. Selection criteria**

All bids will be opened at the same time after the deadline for submissions.

The bids will be considered by members of the Film and TV Charity's Reel Impact working group and will be marked according to the following criteria:

- Capacity of the bidder and personnel assigned to the project to do the work (essential)
- Experience of evaluation (essential)
- Expertise in equity, diversity and inclusion: demonstrable understanding of systemic racism, social justice, diversity and intersectionality (essential).
- Ability to engage with diverse stakeholders and those most marginalised to ensure their voices are heard and valued (essential).
- Experience with anti-racist practice and initiatives (essential)
- Expertise in assessing complex UK-wide multi-year programmes aimed at achieving systemic change (essential)
- Familiarity with working practices in the Film and TV industry (desirable)
- The quality of the proposal in terms of addressing the Invitation to Tender (essential)
- Value for money, in the context of optimising impact for the Charity (essential)

After assessing each bid, the assessors may ask for further information from the bidder or request that the bidder makes a presentation to support their bid.

## **11. The decision**

The decision will be made on fair and objective grounds following the Charity's procurement principles. Once a decision has been made, the Charity will notify the successful bidder and discussion about contracting will be entered into. Unsuccessful bidders will also be notified and, if requested, be given honest and transparent feedback on their bid.

## **12. Submissions and inquiries should be directed to:**

Anita Herbert, Impact Partnerships Programme Manager. Email: [anita.herbert@filmtvcharity.org.uk](mailto:anita.herbert@filmtvcharity.org.uk); phone: 07483 161 619.

cc. Yahya Barry, Impact and Evaluation Lead. Email: [yahya.barry@filmtvcharity.org.uk](mailto:yahya.barry@filmtvcharity.org.uk); phone: 07483 326 275.