

Request for Quotation (RFQ) Malaysia City Profile Data Collection

For: Cultural City Profile, Malaysia

Date: 6 November 2020

1 Overview of the British Council

- 1.1 The British Council is the UK's international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.
- 1.2 We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body.
- 1.3 The British Council employs over 10,500 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be viewed at www.britishcouncil.org.

2 Introduction and Specification

2.1 Introduction

The British Council in selected Overseas Development Assistance (ODA) Countries in East Asia are interested in developing an accessible digital directory with cultural city profile data designed to help UK partners to connect and collaborate in a more informed and targeted way. 4 ODA countries within the East Asia Region have been identified as key geographies for this research, they are China, **Malaysia**, Indonesia and Vietnam.

2.2 Project Background

The world has experienced unprecedented changes as a result of Covid -19, arts and cultural sectors globally have contracted, and travel restrictions will leave a lasting impact on the way people work with international partners. Consultation in January 2020 with UK arts and Cultural sector partners revealed that people in the UK are keen to collaborate with partners in Malaysia, but they currently do not know enough about the unique strengths of lesser known cities. Kuala Lumpur and the Klang Valley are perceived as being the cultural centers of the country. However, second tier cities such as Georgetown (Penang), Malacca and others offer potential cultural assets that the UK cultural sector partners could be interested in connecting and collaborating with. The British Council in Malaysia is now seeking a local data collection team to collect data for the following Malaysian cities:

- a) Kuala Lumpur and cities in the wider Klang Valley (e.g. Petaling Jaya, Subang, Shah Alam)
- b) George Town, Penang
- c) Johor Bharu, Johor
- d) Ipoh, Perak
- e) Kuching, Sarawak
- f) Malacca, Malacca
- g) Kota Bharu, Kelantan
- h) Kota Kinabalu, Sabah

This project forms phase 1 of a larger Cultural City Profile (CCP) directory which seeks to offer the UK Creative and cultural sectors a digital bridge to lesser known cities in East Asia. The East Asia CCP project will be led by a lead consultancy, in Malaysia, we are now looking for a local researcher/consultant to collect initial data for the 8 cities. The selected local consultant/s will be required to work with the lead consultant to ensure consistency of the methodology and quality of the collected data. The first phase is focused on mainly desk based research in Malaysia and potentially some local phone calls.

2.3 **Scope of data to collect:**

We require the consultant/s in Malaysia to collect the following information related to the Malaysian cities as follows:

- Local Government cultural policies and International strategies and priorities
- Local government policies around equality, diversity, inclusion
- List of Cultural infrastructure (including libraries and local cultural / community centers)
- Digital infrastructure (capability/ strengths the city has in the area of Digital cultural assets)
- Scale and nature of cultural, creative and digital economy
- Disability and access provision in the city for cultural venues
- Arts audience information and disposable income
- Major annual cultural arts events and major festivals
- Arts education provision, schools, colleges and universities
- Arts funding approaches, for example Arts funding bodies, Trusts and Foundations etc.
- Top 10 most senior cultural stakeholders
- Top 10 'Ones to Watch' emerging Malaysian cultural influencers artists etc.
- Population diversity
- Commitment to climate change and sustainability – policies & evidence
- Commitment and any strategies related to gender equality – policies and evidence
- Level of existing support for ageing population – any policies and evidence
- Unique city strengths in cultural practice
- Art in the Public Realm
- International Architecture in the city
- Detail of existing twinning relationships with UK cities or UK regions
- How Heritage and history of the city is showcased shared
- Networks involving cultural sector and practitioners
- Designations (e.g. World Heritage sites, UNESCO Creative Cities, etc.)
- Any existing video footage that helps to portray the city

It is envisaged that people from the cities will play a key role in helping to shape the city profile. Existing video footage developed by the tourist boards of each city will also be used to help offer a more engaging insight into each city. These short films and podcasts will complement the written profile for each city, this approach will help to add local voices and perspectives to each city profile.

Once complete, the CCP directory will be hosted online by the British Council hosted in the UK and it will form the basis of a future potential 'one-stop-shop' which will help the UK to connect to East Asia in a more informed manner and it will support better understanding of disability, inclusion and diversity related issues in the region.

2.4 Insight & Research Approach

Our initial desk research has found that although there are several existing international City Index/profile networks, there are gaps in the level of detail provided and many of the existing directories do not include information related to:

- Gender equality in the Cultural Sector
- Disability, diversity and inclusion in the cultural sector
- Influential stakeholders in the cultural and creative economies
- Information about climate change in relation to the creative sectors
- Information about global challenges for the future such as ageing societies, youth trends

Our desk research has identified the following existing city directories:

- Power cities index (global): http://mori-m-foundation.or.jp/pdf/GPCI2019_summary.pdf
- Global cities report (Kearney): <https://www.kearney.com/global-cities/2019>
- Safe cities index: <https://safecities.economist.com/safe-cities-index-2019/>
- Innovation cities index: <https://www.innovation-cities.com/index-2019-global-city-rankings/18842/#:-:text=The%20Innovation%20Cities%E2%84%A2%20Indexes,the%20current%20time%2C%20since%202007.&text=Order%20all%20162%20indicators%20and,city%20online%20or%20via%20Proposal.>
- UNESCO creative cities: <https://en.unesco.org/creative-cities/creative-cities-map> (with short city profiles)
- World Cities Culture Forum: http://www.worldcitiescultureforum.com/assets/others/WCCF_Report2015_FINAL.pdf (profiles contain some key data)
- Youthful Cities: <https://www.youthfulcities.com/insights> - (very thorough indexing)

2.5 Our Assumptions

- There is existing information held by City government departments and municipalities.
- British Council team in Malaysia will offer local introductions to relevant partners.
- British Council team In Malaysia will identify the top 10 city stakeholders for each city and 10 'ones to watch' to an agreed set of criteria.
- A template for supplying the city data will be provided to the local data collectors

2.6 Proposed Project delivery plan

Phase 1: (November 2020)

- Comprehensive Literature Review of existing Malaysia specific city index/ profile directories, this initial research will help to avoid duplication and will also offer the insight needed to develop the framework for the East Asia Cultural City Profile project.

Phase 2: (1 December - 4 January 21)

- Undertake research and gather the data for cities in Malaysia (as listed above).
- Share data with lead consultant and review gaps in information.

2.7 Audiences for the final CCP featuring several East Asia cities

- UK Arts and Cultural sector
- British Council teams in UK and Malaysia
- Department for International Trade, Foreign, Commonwealth & Development Office (FCDO), British Chambers of Commerce in Malaysia
- Education institutes in the UK

2.8 Timeline

To be discussed with successful supplier but we would be looking to complete this project by **8 January 2021**.

- The successful supplier will be given access to all project work conducted to date. We suggest that a gap analysis/ literature review is conducted at the outset from the existing materials to ensure that any missing areas are covered by new research.
- Consistent reporting across all cities/ countries.
- Deliverables, at a minimum: all documents in English, results in PowerPoint, data files in Excel
- A British Council member of staff be available to the winning supplier to support this project and this will be discussed further with the winning supplier.
- Weekly project reporting and updates throughout virtually.
- Indicative budget band: £3,500- 4,700. However open to discussion with the supplier to ensure budget can provide the elements required, or if prioritisation is required.

| Activity (<i>subject to agreement with supplier</i>) | Date / time |
|---|------------------------------------|
| RFP Issued to bidding suppliers | 6 November 2020 |
| Deadline for submission of RFP responses by potential suppliers (Response Deadline) | 16 November 2020 |
| Final Decision | 18 November 2020 |
| Kick-off meeting with winning supplier takes place | 20 November 2020 |
| Data Collection takes place with weekly reporting to British Council contact | 23 November 2020 to 4 January 2021 |
| Final data submission to British Council and Lead UK consultant | 8 January 2021 |

3 Quotation Validity

- 3.1 Your quotation must remain open for acceptance by the British Council for a minimum of thirty days from the date that it is issued to the British Council in response to this requirement.

4 Payment and Invoicing

4.1.1 The British Council will pay correctly addressed and undisputed invoices within 30 days of the Invoice Date. General requirements for an invoice for the British Council include:

- A description of the good/services supplied is included.
- The British Council reference (i.e. Purchase Order number) is included.
- It is sent electronically via email in PDF format to Erica.Choong@britishcouncil.org and addressed to:

The British Council
Attn. Ms. Florence Lambert
Ground Floor, West Block – Wisma Selangor Dredging,
142C Jalan Ampang, 50450
Kuala Lumpur, Malaysia.

5 Instructions for Responding

5.1 The following must be submitted to Erica.Choong@britishcouncil.org and Florence.Lambert@britishcouncil.org by 10am Malaysia time, 16 November 2020:

- Quotation (including daily rate and available days)
- Application Form of the following:
 - Detail about you/ your team
 - Relevant previous experiences/ similar project references
 - Approach you will take to complete this research
 - Proposed working timeline and budget for the project

6 Clarification Requests

6.1 All clarification requests should be submitted to Erica.Choong@britishcouncil.org and Florence.Lambert@britishcouncil.org

7 Award Criteria

7.1 Responses from potential suppliers will be assessed and awarded based on the lowest cost.

8 Disclaimer

8.1 By issuing this RFQ, the British Council is not bound in any way to enter into any contractual or other arrangement with you or any other potential supplier.