

# Revision of the ‘Guide to Arts and Culture Opportunities in China’

## Request for Proposal

British Council China Arts team is seeking a research partner to provide an update on the current version of the ‘Guide to Arts and Culture Opportunities in China’, a practical guide to arts, culture and creative activities in China to support UK stakeholders to better understand the trends and developments across China’s cultural and creative sectors.

### Background

The British Council China Arts team commissioned the ‘Guide to Arts and Culture Opportunities in China’ in 2019. The guide was for UK arts, culture and creative organisations and practitioners including; small to medium enterprises (SMEs), artists and cultural institutions. The main aim of the guide was to help those UK stakeholders better understand the trends and developments across China’s cultural and creative sectors. The guide sought to further the development of China’s arts and cultural industries by highlighted the areas of opportunity relevant to UK sector.

The cultural sector in China has changed drastically post pandemic and continues to be affected by deteriorating economic conditions and the wider geopolitical environment. An up-to-date view of the Chinese cultural landscape post-pandemic is therefore needed, aiming to provide insights into recent developments in the cultural sector - highlighting opportunities for collaboration which will further cultural development and in turn deliver economic and social benefits to China.

The British Council would like a revised report to provide an up-to-date overview laying out the areas of opportunity relevant to both UK stakeholders and that is the development of China’s arts and cultural industries. The practical guide is to help those UK stakeholders better understand the trends and conduct arts and cultural activities in China.

### Overview

The report should be broad in scope, covering national and regional policies, and cultural projects and activities from the breadth of China’s provinces and sectors. It should act as a starting point to encourage artists, SMEs and institutions in the UK to further explore relevant opportunities for collaboration in China.

The report should be able to help UK arts practitioners to:

- achieve better understanding of the current arts landscape in China.
- achieve better understanding of unique geographical specialisations and strengths of key Chinese regions – including Greater Bay Area, Yangtze River Delta, North Cluster and West Cluster.
- achieve better understanding of key institutions in relevant art sectors and geographies.

The Outcomes from the report are that:

- The UK develops greater knowledge and understanding of the Chinese creative industries.
- The UK arts sector has greater confidence to work with Chinese arts and cultural organisations, and is better able to position within the market – and actively seek out new partners of interest.
- The UK recognises the British Council as a key partner for the arts in China, in terms of brokering new connections and opportunity-building.

The report should be rich in content and offer a contemporary narrative and design with supporting infographics and data presentations.

## Audience

- **British Council:** A resource for British Council teams sharing insights of designing programme in Mainland China, and for evidencing to senior leadership the value and insight informing the work in China.
- **UK arts culture sector leaders and practitioners:** A resource for UK arts, culture and creative organisations and practitioners including; small to medium enterprises (SMEs), artists and cultural institutions, seeking to have an up-to-date overview of the culture landscape in the Mainland China.

## Methodology

Conduct a thorough review of the current Guide, including market overview, policy interpretation, funding models and area development, and identify key areas that require updates.

Take a combination of Qualitative and quantitative approach including data collection, interviews with key industrial leaders, policy makers and practitioners in China and in the UK. Potential vendors are encouraged to provide innovative solutions for visualising and distributing findings.

- Overview
  - Market overview
    - Sector data in brief and art form data presentation including audience number, demographics, and revenue
  - Funding
    - Introduction of different funding models and point to possible funding sources
  - Policy
    - Recent policy interpretation on the sector including art form and area development

- Area development (The Great Bay Area, Yangtze River Delta, North Cluster and West Cluster)
  - Timeline of major developments
    - Friendly visualisation of milestones in the development of creative industries
  - Key art form markets and strengths
    - Identify art forms that are welcomed and supported in each area
    - Analysis of market strengths of particular art form performances
  - Opportunity
    - Critical review of the development and include possible case studies of good practices from the UK
- End with a list of organisations in the sector as a reference

## Research Questions

An update on the following

1. Who are the key players, major organisations and any influential networks or groups in the arts and cultural environment in Mainland China?
2. What are new and emerging trends emerging from areas of arts and culture activities in mainland China, and the cities and regions with their own unique cultural identity and offer.
3. Where are the opportunities to support stronger relations between the arts and cultural sectors in the UK and in Mainland China?
4. Where are the additional considerations to better understand the differences and challenges in working in China?

## Research Outcomes

### 1. Articulating the cultural landscape in Mainland China

- An overview of the arts and cultural landscape in Mainland China, e.g. size of the sectors, types of players and organisations, no. of shows and participants/audience, generated incomes, etc, and the government's policy towards the arts and cultural sector and the possible impacts on international collaboration.
- Case studies of the major arts and cultural developments with international collaboration in the recent years
- Overview of key players, major organisations and any influential networks or groups by areas in China, and their funding models and sources that are of relevance to the UK stakeholders.

### 2. Ecosystem

- Understanding of current practice of funding /operating / promoting arts and cultural activities in Mainland China

- Understanding the willingness and intention of the arts and cultural institutions of collaboration with the UK stakeholders.

### 3. Identifying opportunities for international collaboration

- Identification of the market trend and development of the arts and cultural sector in Mainland China that is relevant to the UK sectors
- Identification of opportunities to support stronger relations between the arts and cultural sector in the UK and in Mainland China

## Research Outputs

- Written report in English containing full analysis of data collected and sources, using British Council Research Report Branded templates
- A slide deck presentation containing top line findings
- The British Council also welcomes suggestions innovative methods for distributing key findings beyond the publication of the printed report.

## Budget

### No more than GBP £20,000 (RMB 185,400), tax inclusive

- This is the total budget that includes travel costs, interview expenses and any other out-of-pocket expenses.
- The specialist fee will be paid by two instalments, 37.5% of the total in February and the rest in May 2025.

## Submission of Proposal

Those wishing to express an interest in this project shall complete Annex [2] (Supplier Response) including a detailed proposal in English, including methodologies, staffing, working schedule, sample size and sampling method, cost breakdown etc, for the consideration of The British Council. The timeline for the task is listed below:

- Brief issued for receipt of tenders: 29 November 2024
- **Deadline for receipt of tenders: 5pm (GMT+8), 3 January 2025**
- Confirmation of proposal: 8 January 2025
- Inception Meeting/ Methodology discussion 10 January 2025
- Research conducted: January – February 2025
- First draft of report complete: 10 March 2025
- Second stage on findings / improvements: 20 March 2025
- Final submission of deliverables: 28 March 2025

The commissioning British Council team are based in China, and any involvement, consultation and time-difference in the planning and production of this project will need to be factored into the proposal.

## Tender Selection Criteria

All applications will be evaluated by the British Council based on the following criteria and weighting:

<b>Research Capability</b> – The tender demonstrates strong evidence of at least 3 years’ experience in conducting mapping research within arts and cultural sector. The tender shall have mandarin speaker as lead interviewer and collaborator with Chinese stakeholders.	15%
<b>Sector Knowledge and Network</b> – The tender has a solid knowledge, deep understanding, and extensive network in arts and creative industries in Mainland China, demonstrating insights of the current trends of arts and creative industries in Mainland China.	20%
<b>Methodology and Approach</b> – The tender has a solid proposal and framework, as well as detailed delivery plan and capability to meet deadlines.	20%
<b>Commercial</b> – The tender provides a clear budget breakdown with reasonable costs.	40%
<b>Social Value</b> – The British Council focusses on the following thematic areas of social value: <ul style="list-style-type: none"> <li>• Fighting climate change</li> <li>• Equal opportunity</li> <li>• Wellbeing (including community integration)</li> </ul> Therefore, if you are monitoring benefits around these themes, please include them in your answer. However, all/any of your social value initiatives/innovations on other themes are also welcomed.	5%
<b>Total</b>	<b>100%</b>

## Contact

If you wish to have an informal discussion about the project before submitting your proposal, please feel free to contact Dani Wu (Senior Programme Manager, Arts, British Council) via [dani.wu@britishcouncil.org.cn](mailto:dani.wu@britishcouncil.org.cn) or [Arts@britishcouncil.org.cn](mailto:Arts@britishcouncil.org.cn)

### For Submission of Response

All documents required as part of your tender response should be submitted through the British Council MyProcurement portal **by 5pm (GMT+8), 3 January 2025**.

To get access to the portal, please register through <https://tap.tcsapps.com/tap2/#/bc-supplier-registration>.

# TAP™ Supplier Hub : Self Registration Page

User can login to the portal using this link : <https://tap.tcsapps.com/tap2/#/bc-supplier-registration>

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Once registered, please write to June Li via [Junru.Li@britishcouncil.org.cn](mailto:Junru.Li@britishcouncil.org.cn) and request invitation to this tender, with “Revise Guide to Arts and Culture Opportunities in China” in the subject line. It would take 3-4 working days to active the account for final submission. If you experience any technical difficulties, please contact: June Li via [Junru.Li@britishcouncil.org.cn](mailto:Junru.Li@britishcouncil.org.cn)