

# Invitation to Tender

Reference: JGFF Festival Review

**Tender Title: Reimagining the Junior Galway Film Fleadh**

To research, reimagine and develop a youth centred plan for  
Junior Galway Film Fleadh (part of the Galway Film Fleadh)

**Closing Date:** Friday 8<sup>th</sup> October 2021

**Instructions for  
Return of Tenders:**

Completed tender documents to be submitted via  
email to [annette@filmfleadh.ie](mailto:annette@filmfleadh.ie)  
**Submissions must be submitted in a SINGLE  
document, preferably in pdf format.**

## **Purpose and Scope of Tender:**

JGFF – is an umbrella term for film related events aimed at young adults ages 12-18 years old running throughout the year eg. summer programme as part of the Fleadh, schools programming (language film, documentaries, shorts, animations and workshops) taking place in November book ended by the European Film Academy Young Audience Award which moves to November from 2022 alongside ad hoc workshops and screenings that take place at various times during the school year.

JGFF has received funding to perform a root and branch review of the festival later in 2021. This will greatly assist the team in reflecting on our strengths and asking the central question 'What do young people want and how can we deliver?' We believe that the JGFF has the potential to develop new methods of working and the capacity to reach new and diverse artists, communities and audiences.

We feel that, particularly after the challenges over the last year, it has never been a more opportune moment to work directly with young people to appraise the valuable strengths of the JGFF and realise the exciting potential that youth participation would provide.

In engaging with young people, we hope to collaboratively build a structure that creates youth centred festival's goals and future innovative collaborations with young audiences, youth groups and filmmakers with particular focus on equality, diversity, inclusion and sustainability.

Youth participation workshops will be used to clarify the festival's outlook and allow the JGFF to develop a proactive, youth led strategy and a sustainable, inclusive format. The review would outline a roadmap for the future including; the possibility of an advisory board, how to further expand on existing and potential collaborations with national youth services and communities in the local area (eg. Foroige, Jigsaw, Youth Work Ireland), the further development of our Youth Council, how to provide a mechanism for inclusion and diversity and provide innovative and contemporary ideas/methods to engage and connect with young people in the West of Ireland and beyond.

The JGFF intends to utilise the findings of these workshops with young people to help strengthen our practice and to relaunch the festival in 2022 incorporating a new name, new logo, new independent website and a new perspective.

Also envisioned are interviews with teachers/specific schools (eg. disadvantaged schools etc) regarding how future programming can meet curriculum needs.

## **Background:**

The core artistic aim of the JGFF is to make film and digital media accessible and interesting to young people by creating an annual programme of screenings, workshops and other cutting edge activities which are educational, entertaining and enlightening.

The Junior Film Fleadh (JGFF) is in its 27th year and has a reputation of providing young people with an introduction to both curriculum-led and non-mainstream European, independent, classic and Irish cinema.

The festival is curated with young people in mind. We screen feature and short length fiction and documentary cinema in English, Gaeilge, French, German and Spanish along with hosting filmmaking workshops. JGFF caters for young people as a distinct cinema going audience offering an engaging and diverse programme reflecting their unique sensibilities.

Curriculum supporting cinema screens early in the day, with young adult cinema screenings happening in the evening. Screenings are open to all young people locally and nationally. Like our big sister festival, the Galway Film Fleadh, the Junior Fleadh is a festival for discovering new talent and a hub for those who enjoy the art of cinema.

- **Outreach programme 12-18yrs** - The JGFF team brings the cinema we programme for the festival into the classroom across Galway county & region.
- **Youth Council 12-18yrs** - Young people collaborate with the JGFF team to advise on content, programme, workshops and details of the festival. Should there be a term off office as it were for members with an option to stay on? Make it more formal / structured and engaging. Have more young people making decisions on programming etc. Meet more often. Use the Participation Planning Framework Checklist as developed by hubnaoige.ie to draw up guidelines
- **European Film Academy Jury 12-14yrs** – Taking part along with young people from 38 countries. Viewing and critical analysis of independent cinema Voting and interaction with their European counterparts via chat booths etc
- **Script Pitching Competition 16-19yrs** - Storytelling event for young creatives from across Ireland to pitch their idea to an industry panel of judges and an audience of their peers. Winning entry is filmed as part of Young Irish Filmmakers Summer School

JGFF works each year to support young people from historically marginalised backgrounds and the team screens films with stories for and with young people who are under-represented on screen.

Each year we facilitate groups from the Blue Teapot Theatre company for people with intellectual disabilities. We also work with the Brothers of Charity, supporting a group of young people with Down Syndrome to engage with our programme. We have established relationships with Youth Groups and Youth workers around the city especially those in disadvantaged areas.

## **Tender Specifications:**

Galway Junior Film Fleadh is seeking Expressions of Interest from individuals or organisations to assist in a programme review that will result in the production of a new strategic plan for a reimagined and rebranded youth film festival.

This work will include analysis of the future direction of the youth film festival, its remit, activities and priorities to produce recommendations which answer the following key strategic questions:

1. Where can the resources and expertise of the programme be best placed to maximum effect in advance of its aims?
2. How can JGFF strengthen its relationship with young audiences, volunteers and schools?
3. Where should JGFF best position itself in the context (policy, sectoral etc) within which it operates?
4. How can JGFF and its expertise be better utilised across JGFF's wider work?
5. What are the expectations of JGFF's young audience, schools, funders and stakeholders/non-participant stakeholders in the programme and how can these be rationalised/harmonised?

## **Aims and Objectives:**

1. An analysis of our current environment and likely future trends including assessing the market for this work, as well as a SOAR Analysis of JGFF's Youth Film Programme within the wider youth film sector in Ireland. (\*see SOAR analysis model below)
2. A review of our funding model and how we can be financially sustainable.
3. A review of our youth film festival development needs, identifying what changes (if any) do we want or need to make to our youth film festival programme?
4. Identifying what we need to achieve in terms of results and what are we going to measure to know whether we've been successful or not?
5. Identifying what key outcomes do we want to see over the course of the next 2-3 years of the festival?

# SOAR Model Analysis (Appreciative Inquiry)

S	<b>Strengths: <i>What can we build on?</i></b> <ul style="list-style-type: none"> <li>• What are we most proud of as an organization?</li> <li>• What makes us unique?</li> <li>• What is our proudest achievement in the last year or two?</li> <li>• How do we use our strengths to get results?</li> <li>• How do our strengths fit with the realities of the marketplace?</li> <li>• What do we do or provide that is world class for our customers, our industry, and other potential stakeholders?</li> </ul>	<b>Aspirations: <i>What do we care deeply about?</i></b> <ul style="list-style-type: none"> <li>• <i>When we explore our values and aspirations, "what are we deeply passionate about?"</i></li> <li>• <i>Reflecting on our Strengths and Opportunities conversations, who are we, who should we become, and where should we go in the future?</i></li> <li>• <i>What is our most compelling aspiration?</i></li> <li>• <i>What strategic initiatives (projects, programs and processes) would support our aspirations?</i></li> </ul>
O	<b>Opportunities: <i>What are our stakeholders asking for?</i></b> <ul style="list-style-type: none"> <li>• How do we make sense of opportunities provided by the external forces and trends?</li> <li>• What are the top three opportunities on which we should focus our efforts?</li> <li>• How can we best meet the needs of our stakeholders?</li> <li>• Who are possible new customers?</li> <li>• How can we distinctively differentiate ourselves from existing or potential competitors?</li> <li>• What are possible new markets, products, services or processes?</li> <li>• How can we reframe challenges to be seen as exciting opportunities?</li> <li>• What new skills do we need to move forward?</li> </ul>	<b>Results: <i>How do we know we are succeeding?</i></b> <ul style="list-style-type: none"> <li>• Considering our Strengths, Opportunities, and Aspirations, what meaningful measures would indicate that we are on track to achieving our goals?</li> <li>• What are 3 to 5 indicators that would create a scorecard that addresses a triple bottom line of profit, people, and planet?</li> <li>• What resources are needed to implement vital projects?</li> <li>• What are the best rewards to support those who achieve our goals?</li> </ul>
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## Project Outcomes:

- Develop a 3 Year Youth Centred Development Plan for JGFF
- Make recommendations on the next steps

## Timeline:

The timescale for this project is 2-4 months, commencing late October 2021.

## Reporting and Monitoring:

The consultant will meet a minimum of four times over the development of the feasibility study with representatives of JGFF to scope the process including an initial meeting to agree the process and a final meeting to present the draft Study.

## Ownership of Publications:

Ownership of data and any material or reports produced relating to this project rest with Galway Junior Film Fleadh.

## The Selection Process –

Interested parties should provide the following information:

1	Details of experience in delivering projects of a similar nature	(25 marks)
2	Details of the project lead/team and responsibility / task assigned to the project lead / team members.	(20 marks)
3	Proposed methodology / approach to delivering the project	(25 marks)
4	Confirmation of availability to commence the project in October 2021 and complete within a 2-4 month time period.	(15 marks)
5	Price, including VAT and Expenses	(15 marks)

## **Required Format for Submissions:**

### **General Information**

Tenders should include the following information;

- Name and contact details of individual / organisation submitting the tender
- Name and contact details of any third parties involved in the tender
- Name of person dealing with the tender
- Name of person(s) delivering each aspect of the project
- Qualifications and experience of main contact(s)
- Details of similar work undertaken
- Capacity to deliver contract requirements
- Methodologies proposed (as per previous section)
- Project details
- Timeframe / timetable proposed and availability
- Itemised costings
- Names and contact details of two referees
- Up to date Tax Clearance Certificate and Tax Clearance Access Number
- Professional Indemnity & Public Liability Insurance

Please send completed proposals to Annette Maye before 8<sup>th</sup> October 2021 at 5pm. Completed proposals should be emailed to [annette@filmfleadh.ie](mailto:annette@filmfleadh.ie)

Any queries should be addressed to Annette Maye on the above email

### **Finance and Governance:**

Successful bidder must have a current Tax Clearance and professional Indemnity Insurance, these must be furnished prior to contract.