

Annex 4 - Terms of Reference (TOR) for a consultancy team or individual consultant

Mapping study to support British Council Morocco's strategic positioning in the Arts

1 Overview of the British Council

The British Council builds connections, understanding and trust between people in the UK and other countries through arts and culture, education and the English language. We work in two ways – directly with individuals to transform their lives, and with governments and partners to make a bigger difference for the longer term, creating benefit for millions of people all over the world.

We help young people to gain the skills, confidence and connections they are looking for to realize their potential and to participate in strong and inclusive communities. We support them to learn English, to get a high-quality education and to gain internationally recognized qualifications. Our work in arts and culture stimulates creative expression and exchange and nurtures creative enterprise. We connect the best of the UK with the world and the best of the world with the UK. These connections lead to an understanding of each other's strengths and of the challenges and values that we share. These builds trust between people in the UK and other nations which endures even when official relations may be strained.

We work on the ground in more than 100 countries. In 2019-20 we connected with 80 million people directly and with 791 million overall, including online and through our broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body. Further information can be viewed at www.britishcouncil.org.

2 The Study

British Council Morocco is seeking a consultancy firm/team or individual consultant (hereafter “the consultant”) to develop a mapping study of all key programmes which have been supporting in the past three to five years arts and inclusive growth (economic empowerment & social change in Morocco, with a focus on the following art forms or interventions

- Capacity building for artists.
- Audience building & community outreach through the arts.
- Creative hubs
- Design and architecture
- Digital arts, immersive reality, animation and video games
- Film
- Literature and publishing industry
- Music
- Visual arts

This will include programmes or interventions supported, conducted or financed by international cultural institutions (bilateral, or multilateral, e.g. EU, UNESCO...), foundations (local and international) and the Moroccan government or public cultural institutions.

For each programme, the report will provide a list of the stakeholders involved, a short description of the programme, of its outputs or expected outputs, scale of programme (number of beneficiaries, impact...), budget.

This mapping study will generate insights and recommendations for the British Council's arts strategy in Morocco and will be presented and discussed in a workshop.

2.1 Objectives

The objectives of the mapping study are as follows:

- Identify and document programmes which have been supporting in the past three to five years arts and inclusive growth in Morocco, with a focus on the above listed art forms.
- Map the key stakeholders in those programmes and art forms in the Moroccan cultural scene.
- Identify the activities, initiatives, and strategies implemented by these organizations
- Assess the challenges, best practices, and lessons learned from the experiences of these organizations.
- Generate insights and recommendations on gaps and focus areas or interventions where the British Council could position its future intervention in the arts to promote inclusivity and socio-economic development through the arts.
- Identify possible partners for the British Council in Morocco.

2.2 Data and Methodology

The study will be conducted in Morocco. The exact methodology will be proposed by the consultant and approved by the British Council. However, the methodology is expected to include the following activities:

- Conduct a literature and desk review.
- Conduct semi-structured interviews with select stakeholders (list to be agreed upon with the British Council).
- Organise focus group discussions with target groups.
- Analyse collected data, identifying key themes, challenges, and opportunities.

3 Deliverables and Responsibilities

The consultant who is selected for this project is expected to successfully complete the following tasks and deliverables:

1. Initial meeting with the British Council team
2. Submission of a **revised study methodology**, including a work plan, a list of stakeholders to be included in semi-structured interviews and focus group discussions, the draft interview questionnaire and workshop outline and other necessary specifications. The study methodology will be finalised after incorporation of feedback from the British Council team.
3. Submission of an **inception report** that includes an outline of the desk and literature review.
4. Incorporation of feedback from the British Council team.
5. Delivery of an **initial mapping report** based on the comprehensive desk and literature review.
6. Conduct qualitative research activities as specified in the study methodology.
7. Submission of a draft report for discussion and review with the British Council team, including recommendations to the British Council.
8. Design & facilitate a workshop for key stakeholders to discuss initial findings.
9. Finalization of the report based on feedback received from the British Council team and from the workshop.
10. PowerPoint presentation summarising key findings and recommendations to the British Council.
11. Provision of an archive containing the raw data, such as interview transcripts, notes, workshop summaries, consulted reports or documents, and recordings.

The consultant is expected to adhere to the provided guidelines and ensure the timely and accurate completion of each task, as specified in the below timeframe. Effective communication and collaboration with the British Council team throughout the process are essential.

4 Timeframe for deliverables:

The consultant will fulfill the full assignment in maximum **30 days of work, over five months**, ideally from **September 2023 to January 2024**. They will submit a detailed timeline as part of their proposal.

The timeline, project deadlines and date of workshop will be adjusted and agreed with the British Council.

5 Application Process

Interested consultants should submit:

- A brief about the consultant highlighting the relevant experience to the purpose of the assignment.
- The consultants' CV(s) showing their capacity and experience in leading consultancy work in the arts sector.
- A technical plan including the methodology which will be adopted by the consultant.
- Sample of previous research.
- Suggested detailed timeline for each phase of the project and each deliverable submission, taking into consideration time for deliverable review by British Council.
- Financial offer.

Applications that don't contain all the documents will be disqualified.

6 Required Qualifications and Experience

The selected consultant should possess the following qualifications and experience:

1. A background in arts management, cultural studies, social sciences, or a related field.
2. Strong research and analytical skills, with demonstrated experience in conducting mapping studies or similar research projects in arts and culture.
3. Familiarity and deep understanding with the arts and cultural sector in Morocco, including knowledge of relevant organisations, initiatives, and policies.
4. An understanding of the role of the arts in socio-economic growth & empowerment.
5. Experience in qualitative and quantitative data collection and analysis methods.
6. Excellent written and verbal communication skills in English and French (workshop will have to be conducted in French), with the ability to present findings and recommendations effectively.
7. Demonstrated ability to work independently and meet deadlines.
8. Adequacy of the proposed methodology and work plan in responding to this TOR.

7 Budget

The consultant will provide a detailed quotation based on the above requirements. The offer will include, in a separate line, potential travel & accommodation costs for the consultant.

8 How to apply

1. Submit all mandatory documentation to *British Council's e-Tendering portal* hosted at <https://in-tendhost.co.uk/britishcouncil/> by the Response Deadline, as set out in the Timescales section of the RFP/ITT document.

8.1 Key words:

Maghreb, creative industries, innovation, arts, mapping, opportunities, inclusive growth, economy