



CALL FOR PROPOSAL

For: Research on the Social Impact of Creative Hubs in Thailand

Date: 29th November 2019

1 Overview of the British Council

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.

This research in Thailand is part of a wider British Council-led programme of research on the creative economy across South East Asia. The purpose of this research programme is to:

- a) generate new, engaging and relevant evidence on the creative economy in South East Asia
- b) test and develop new effective research methodologies which help to improve baseline understanding of sector trends and the impact of interventions
- d) generate new detailed, relevant and transferable evidence on specific policy and partnership activities (focus areas) which are seen as of strategic importance in each country
- e) build new and sustainable partnerships with SEA and UK research experts – in universities, consultancies, municipalities etc.
- g) share evidence and approaches at a regional and international level – to build new channels of professional knowledge exchange and mutuality.
- h) Build long-term strategic relations with the UK.

2 Background to the research

2.1 The British Council's creative economy work in Thailand

The British Council is an integral and important part of the UK's bilateral relationship with Thailand. In Thailand, the Government's 4.0 policy has highlighted the creative economy as a key driver to get Thailand out of the middle-income trap by promoting innovation and creativity in all sectors. This policy has sparked a lot of changes in Thailand especially in terms of government and private investments in innovation and creativity agendas. It is in this period that an emphasis has been placed on creative hubs and more recently creative districts as catalysts for social and economic changes. This can be witnessed by the establishment of the University Creative Counsel Network (UCCN) in 2017, in order to drive innovation-based economy at the local level. UCCN consists of 9 major university hubs across Thailand, working directly with local communities and entrepreneurs to support the development of local creative products and services. At the same time, the Creative Economy Agency was established in 2018 to be in charge of the country's creative economy agenda. Interestingly, a number of creative hubs in Thailand work on the development of cities and creative districts, while others tackle arts, social, and environmental issues. (For an overview of creative hubs in Thailand, please refer to Creative Hubs Mapping: Bangkok publication and a series of short documentary films about Thai creative hubs produced by British Council Thailand.)

Within this diverse environment and a boom of creative entrepreneurs, British Council Thailand is developing a range of research and development activities to increase level of engagement and support towards creative districts and hubs and promote a wider recognition of the value of the creative industries by communities, enabling high degree of influence on urban, city, local government and national policies.

2.2 A New Regional Creative Economy Research Programme for South East Asia

The research on the social impact of creative hubs in Thailand will be part of a wider regional research programme for South East Asia (SEA). The selected Thailand-based research and consultancy team will contribute to a wider creative economy research operating in Thailand, Malaysia, and the Philippines.

The outputs of this wider research programme (into which the research in Thailand will input) will be as follows:

- Detailed understanding of a set of focus areas - which have been identified as key policy and partnership activities in the creative economy of each country
- Research partnerships with local and UK experts (in academia, consultancy etc) – to build mutual knowledge exchange and shape sustainable partnerships
- Extensive evidence of the impact of specific interventions – such as creative districts and hubs, networks, partnership and investment.
- Case studies on good practice, lessons learned, innovation and future opportunities
- A set of shared learning points and considerations for exchange at a regional and international level
- Literature and synthetic review reports to provide context for the above focus research - highlighting what is known about creative economy in the four countries and the strength of existing evidence of the British Council, local and international partners' work in this area.
- Programme of knowledge sharing events / platforms. With each project sharing knowledge as it is developed, underpinned by theory of change frameworks for each project.
- Final summary reports and recommendations for future approaches to strategic research and partnership working in SEA – to be commissioned separately and presented at the end of the research programme.

3 Scope of Work, Specification and Outputs

The appointed supplier will be expected to provide a situation analysis of the social impact of creative hubs in Thailand. The research findings will be utilised at policy level to demonstrate the value of creative hubs in order to effect policy change at the local and national level.

The total budget of the project is up to **THB540,000** inclusive of VAT. This includes all expenses, report design and publishing.

3.1 The Thailand Research Project: Social Impact of Creative Hubs

This research will undertake situation analysis on the social impact of creative hubs in Thailand. This is in connection to the British Council's work on creative hubs, which often help kickstart wider social impact. The British Council defines creative hubs as:

"A creative hub is physical or virtual place that brings enterprising people together who work in the creative and cultural industries. Creative hubs are made up of many shapes and sizes, from buildings that house creative practitioners and businesses to temporary labs and incubation spaces which ignite innovations, as well as online networks that bring people together through an annual programme of events. Every creative hub is as unique as a fingerprint, as its model is determined by its geographic placement, cultural context, community requirements and unique funding model. Creative hubs have ultimately become 'nests for freelancers and micro SMEs to gather'" (Prof. Andy Pratt: City, University of London).

The creative economy is of growing strategic significance in Thailand, with increased governmental and municipal interest in developing and growing the creative economy and in maximising its value to a range of agendas – such as for economic growth and competitiveness, inclusion and sustainability, and for creative city-making. This includes a focus on creative hubs and creative districts. It also includes a range of cross-sector and spill over activities – such as for cultural tourism, wellbeing, heritage preservation, innovation through crafts, and soft power.

In recent years, a number of creative hubs have been established across Thailand – both from grassroots and government initiatives. These hubs play a significant role in contributing to city revitalisation, heritage preservation, social development, community wellbeing, as well as public health, education and welfare, environment, and tackling other social challenges through creative means.

The British Council would like to understand the role creative hubs play in creating/catalysing the social impact, including the impact they have on communities' social and creative development.

3.2 Research tasks for this focus on creative hubs in Thailand include:

- A typology of creative hubs in Thailand and an assessment of their social aims. This will build on the available research on Bangkok Creative Hubs Mapping done by British Council in 2018.
- An assessment of the role and purpose of creative hubs in local communities and vis-à-vis the wider public
- Modelling of types of social impact creative hubs generate and good practice of these
- Development of detailed case studies and strategic assessments of at least 5 hubs across Thailand, to include documentation and evaluation of social, cultural, and economic impact of these creative hubs.

3.3 Research Output includes:

- A draft and a final report, approved by the British Council, that includes:
 - o full illustrations consisting of a typology of hubs and the types of social impact outcomes they generate
 - o an assessment of the role and purpose of creative hubs in local communities and vis-à-vis the wider public
 - o detailed case studies (at least 5 hubs) with best practice models.

3.4 Deadlines

The service is to be delivered within the given deadlines.

Activity	Date
Deadline for submission of bid	9 December 2019
Announcement of the selection	11 December 2019
Contract start date	16 December 2020
Interim findings presented by the selected consultant, for review by British Council	10 February 2020
Final draft presented by selected consultant	3 March 2020
End of contract	31 March 2020

4 Qualification Requirements

4.1 As part of your tender response, you must confirm compliance with any qualification requirements as set out below. A failure to comply with one or more such qualification requirements shall entitle the British Council to reject a tender response in full.

Essential	Desirable
At least 8 years' experience of research and consultancy in the field of cultural and creative industries, including situational analysis and strategy development.	Specific experience in conducting research on the cultural and creative industries in Thailand and beyond.
At least 8 years' experience delivering high quality research on the creative economy, including a range of qualitative, quantitative and modelling skills.	Specific experience delivering qualitative research in an intercultural environment.

5. Proposal Guideline

Please submit a short (no more than two sides of A4) proposal of your proposed methodology, a proposed budget plan, and a CV of your relevant experience (and that of your team if relevant).

Proposals will be assessed on suitability of research methodology, background and experience of research team and value for money. The grant is THB540,000 inclusive.

Please submit your proposals in PDF format (max 5MB) to Patcharawee Tunpraw at Patcharawee.tunprawat@britishcouncil.or.th by 5PM on **Monday 9th December** in PDF format no larger than 5MB.

All clarification requests *should* be submitted via email to Patcharawee Tunprawat - Email: Patcharawee.tunprawat@britishcouncil.or.th

USEFUL LINKS AND OTHER INFORMATION

The British Council is the United Kingdom's international organisation for cultural relations.

The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide. We call this cultural relations.

We build trust and understanding for the UK to create a safer and more prosperous world. In terms of our reach and impact, we are the world's leading cultural relations organisation. Cultural relations is a component of international relations which focuses on developing people-to-people links and complements government-to-people and government-to-government contact.

We use English, Arts, and Education and Society – the best of the UK's great cultural assets – to bring people together and to attract partners to working with the UK. The British Council has over 7,000 staff working in 191 offices in 110 countries and territories.

The British Council is an integral and important part of the UK's bilateral relationship with Thailand. We work in partnership with government, academic and non-governmental organisations in Thailand, and with UK and European counterparts, to provide opportunities to people throughout Thailand. The British Council extends its work through partnerships with the Thai and international business community in Thailand.

<https://www.britishcouncil.or.th/en>

<https://twitter.com/thBritish>

<https://www.facebook.com/BritishCouncilThailand>

Previous work and reports of relevance

- [Cities of Culture Exchange Forum: Liverpool and Bangkok](#)
- [Creative HubKit Thai version](#)
- [The Standard Special Edition on Creative Hubs](#)
- [Documentaries on UK creative hubs and creative cities](#)
- [Documentaries on Thai creative hubs](#)
- [Creative Hubs Mapping: Bangkok](#)
- [Training for University Hub Managers by Cardiff University](#)