



TENDER BRIEF: STUDY ON THE IMPACT OF FREELANCERS IN SCOTLAND'S LITERATURE, LANGUAGES AND PUBLISHING SECTOR.

Organisation: Literature Alliance Scotland (LAS)

Contacts: Jenny Kumar, LAS Projects and Communications Manager.

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Summary

Literature Alliance Scotland invites tenders for an impact study and report that will demonstrate the contribution of freelancers to the literature, languages and publishing sector in Scotland in terms of their economic and social value.

The study will aim to bridge a gap in knowledge by gathering qualitative and quantitative data on creative freelancers, including disabled freelancers, working in the literary sector in Scotland. It will then be used to share best practice recommendations on how sector organisations can do more to support freelancers and provide more accessible and inclusive opportunities.

As part of our advocacy work, the findings will be shared widely and actively promoted to LAS members, sector organisations and industry stakeholders, including policy makers and universities as well as other arts organisations, arts researchers and advocates seeking comparative studies, to funders and the general and arts media.

The final report will be required by Friday 1 July 2022. The budget available for this impact report, including VAT and any expenses, is no more than £6,000.

The deadline for tenders is **12 noon on Monday 28 February 2022**

Introduction

Literature Alliance Scotland (LAS) is a membership organisation committed to advancing the interests of Scotland's literature and languages at home and abroad.

As Scotland's largest literary network with more than 30 members, we bring together writers, publishers, educators, librarians, literature organisations and national cultural bodies, to create a strong, trusted collective voice for literature and languages, which are celebrated locally, nationally and internationally.

The LAS membership includes Members and Network Associates. Members are the literary organisations based in Scotland providing a strategic national or regional role or service while Network Associates include those organisations and groups providing a literature role or service locally, internationally or in a special role.

LAS members represent a wide variety of organisational size, scale and many rely on freelancers in some form – either creative freelancers commissioned to produce artistic work or freelancers, including PAYE freelancers, who are contracted to help run or lead on the organisation's projects and programme of work.

While we're aware that research is being carried out around freelancers working in the Creative Industries as whole, there is little, if any, sector-specific data available on this vital aspect of

Scotland's literary freelance workforce, which has been hugely affected by the Covid-19 pandemic. We aim to address the gap in this data by commissioning an impact study and report that will clearly show the contribution made by creative freelancers working in the literature, languages and publishing sector in Scotland in terms of their economic and social value.

As part of the study, we are interested in understanding what good workplace support and freelance opportunities look like for freelancers - and in particular for disabled freelancers.

The report will be part of our advocacy work to highlight the value of freelancers and it will provide best practice recommendations on more accessible and inclusive support and opportunities for freelancers. As such, the findings will be shared widely and actively promoted to LAS members, sector organisations and industry stakeholders, including universities, policy makers as well as other arts organisations, arts researchers and advocates seeking comparative studies, to funders and the general and arts media.

Study Report outline

Objectives

The objectives of this impact study are:

1. To develop an accessible report that addresses the gap in knowledge of the extent of the freelance workforce – including disabled freelancers in particular - operating in the literature, languages and publishing sector in Scotland.
2. To understand the challenges creative freelancers and, in particular disabled freelancers, face in the workplace in order to inform and strengthen how we advocate for them within the sector
3. To provide our individual members and sector organisations with a clear set of good practice recommendations for better support and more inclusive and accessible opportunities for freelancers.

The primary audience for the focus of the impact study will be freelancers, and in particular disabled freelancers, working in the literary, languages and publishing sector.

We would wish to include creative freelancers (such as writers of fiction and non-fiction, all genres and forms, poets, illustrators, screen writers, playwrights, event chairs), and self-employed/PAYE freelancers, sometimes known as art professionals (such as freelancers who are contracted short- or long-term by literary sector organisations to work in the fields of editing, copywriting, programming, event presentation, event management and organisation, marketing and communications etc.).

The findings will be shared widely and actively promoted to inform and influence the core audience to adopt and implement the best practice recommendations. This core audience includes LAS members, sector organisations and industry stakeholders, including policy makers and universities as well as other arts organisations, arts researchers and advocates seeking comparative studies, to funders and the general and arts media.

Questions for the impact study to answer are:

1. What does the freelance landscape look like for Scotland's literature, languages and publishing sector? For example, what kind of work do freelancers do, who for, how do they get their work, what are the connections and networks that exist – both formal and informal - between freelancers and organisations?
2. What is the economic and social contribution of freelancers in the sector? Measurement of impact - this might include a snapshot of key statistics to convey the collective value of

freelancers within the sector. For example, to demonstrate how much the sector relies on them, a sense of how freelancers are set up (sole trader, PAYE freelancer, limited company etc) and the proportion of freelancers who work part-time or full-time in sector organisations, as well as portfolio freelancers who work for organisations in other artforms as well as literary organisations.

3. What has been the experience of freelancers during the pandemic? For example, in terms of access to work, furlough and other financial support during lockdown, where are the good relationships?
4. What are the perceptions and experiences of freelancers in the sector regarding contract models, payment, and opportunities for employment and career development? Has this changed during the pandemic?
5. What do good freelance support and opportunities look like? For example, possible case studies of organisations to showcase best practice working with freelancers and good practice recommendations for sector organisations that might include how we address the gaps in support and other challenges particularly those for disabled freelancers?

The information should be delivered in a clear, concise and accessible way. We intend to commission a designer to present the key findings and/or the best practice recommendations in an eye-catching infographic.

The specific content of the study report will be developed in consultation with a dedicated subcommittee of the LAS Board of Trustees. The LAS Projects and Communications Manager can assist the appointed consultant in liaising with the network to provide the required information, including connections to freelancers.

The Role

As a research consultant you will:

- Liaise with the dedicated LAS subcommittee and the Project and Communications Manager to develop the study's content and direction, including scope and methodology
- Design, share and evaluate an online survey sent to LAS members, freelance networks and related organisations.
- Work remotely to conduct research and interviews as required
- Analyse data gathered to assess impact
- Draw conclusions in response to the findings
- Create a final written report including best practice recommendations

What we're looking for

- A demonstrable track record in research and report writing preferably within an arts sector context
- The ability to analyse and interpret different types of information and convert them into a coherent, concise and easily accessible report for the general reader.
- The ability to consult and liaise with key stakeholders
- Ideally, experience of working with a similar network and your own industry and freelance connections/contacts
- Knowledge of the Scottish literature, languages and publishing sector or the culture sector in Scotland
- The ability to work efficiently and deliver the final report in a timely manner.

Budget

The budget available for research and writing, including VAT and any expenses, is no more than £6,000.

Timescale

The final report should be submitted by Friday 1 July 2022 with a view to publishing the report by end July 2022.

Tender Submissions

Tenders should be submitted by email to admin@literaturealliancescotland.co.uk **by 12 noon on Monday 28 February 2022**. The proposal – of no more than three sides of A4 - should include:

- How you will deliver the project
- A timeline with a breakdown of tasks for delivery
- PLUS, a copy of your CV and any other parties involved in delivering the project. Each CV should be a maximum of 2 A4 pages.

Shortlisted applicants will be invited to present their full brief at a Zoom meeting on Friday 18 March 2022.

Prior to submission, interested parties can contact Jenny Kumar, Projects and Communications Manager at LAS with questions about the project, evaluation or tender process via admin@literaturealliancescotland.co.uk

Award criteria and tender evaluation

This contract will be awarded based on the most economically advantageous tenders in terms of the following criteria:

- Qualifications and experience of personnel proposed
- Understanding of needs and methodology proposed
- Cost and value for money for the work proposed to the contracting authority.

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