



PROJECT SPECIFICATION BRIEF:

Evaluation and recommendation report on Amnesty International activities at the Edinburgh Festivals

1. INTRODUCTION

1.1 Amnesty International UK (AIUK) wishes to engage a consultant to undertake scoping and analysis of Amnesty's activities during the Edinburgh Festivals; past, present and potential recommendations for the future.

1.2 This work will inform our internal decision making in respect to activities, projects and partnerships and will not be a public document.

1.3. The research will be commissioned and owned by AIUK.

2. ABOUT AMNESTY INTERNATIONAL

2.1 Amnesty International is the world's largest grass-roots human rights organisation with over seven million members across more than 150 countries and territories. We investigate and expose abuses, educate and mobilise the public, and help transform societies to create a safer, more just world.

2.2 AIUK is one of the largest of 69 national entities that make up the global Amnesty movement. It has over 325,000 members, supporters and activists, 232 local groups, 114 student groups and 567 youth groups.

2.3 Our Scotland Office is primarily tasked with advocacy, media, human rights education and campaigning and fundraising in Scotland utilising and influencing Scottish audiences, institutions, political structures, education system and Scottish civil society.

3. BACKGROUND

3.1 Edinburgh's August Festivals, including the Military Tattoo, International, Fringe, Art, and Book Festivals attract over 4 million people, performers, media, artists and comedians to Edinburgh in August every year. The Fringe Festival alone is the biggest arts festival in the world. Only the Olympics and the World Cup exceed the number of tickets sold for Edinburgh's festival events. Amnesty International has had a presence at a number of the Festivals that run in Edinburgh in August for over 20 years.

3.2 Amnesty has primarily worked with and had events as part of the Fringe and Book Festivals and over the past two decades, Amnesty's involvement in those Festivals has ebbed and flowed. We have in the past staged a comedy gig, *Stand Up for Freedom*, every year for many years which at times also involved successful podcasts, a "Comics vs Critics" football match, a media launch and private events for our major donors.

3.3 We have run the Freedom of Expression Award for over 15 years which is an Award given each year to a Fringe show that is outstanding in its exploration of a human rights issue.

3.4 We have had a variety of different relationships with the Edinburgh International Book Festival but have always run the *Imprisoned Writers* series; a daily event where authors at the Festival that day come and read the works of imprisoned, persecuted or harassed writers, poets, campaigners or artists at a free, ticketed event. In the past we have sponsored an “Amnesty Lecture”, been involved in events where there was Amnesty endorsement for specific books or authors, provided Chairs for events and held a reception for our donors and supporters. We also continue to provide events for children and/or teachers in the Schools Programme.

3.5 Over the years, different (London-based) Teams within Amnesty have been involved in producing or delivering events in Edinburgh during August but the overview of activities are co-ordinated from the Scotland office.

3.6 We have also previously highlighted an individual case during the Festivals, with volunteers engaging with the general public at various locations around Edinburgh.

4. DELIVERABLES

4.1 The research and scoping will aim to deliver recommendations for AIUK on activities during the Edinburgh Festivals that will best deliver our strategic plan. It will:

Review existing organisational strategies and plans to see which will best be supported by projects, partnerships or activities during the Edinburgh Festivals.

Review our current and past activities to see which could have the greatest strategic fit for the organisation.

Recommend a programme/menu of activities or partnerships that would increase our impact in line with current strategies. The programme can include both existing activities and new/different ones.

Not presuppose that we will continue with any specific activities during the Edinburgh Festivals if it is decided that we are not or cannot have the requisite impact for our investment. All recommendations for new projects, partnerships or activities should include an indicative budget and potential outcomes and impacts.

5. METHODOLOGY

5.1 The following is an outline of a proposed methodology but we expect to develop this with the consultants.

5.1.1 Initial meeting with AIUK’s Scotland Programme Director to agree objectives and methodology.

5.1.2 Secondary research, analysis of existing materials; current organisational strategies, any previous evaluations of our Festival work.

5.1.3 Stakeholder mapping and interviews with relevant stakeholders and potential partners, including; identified AIUK staff, current external stakeholders and partners other identified new partners or those who offer expertise in charity engagement with the Festivals.

5.1.4 Consult or workshop ideas with the AIUK project group before including final recommendations.

6. TIMESCALE AND KEY DATES

6.1 We would like the work to begin in August 2019 with the aim for final report delivery in October 2019, but we can be flexible to a degree on these dates.

7. REPORTING LINES

7.1 The Scotland Programme Director (Naomi McAuliffe, Edinburgh) is the key contact for this research.

8. REQUIREMENTS

8.1 We envisage that this assignment will be undertaken by an individual or agency that will be able to demonstrate their experience and expertise of undertaking similar types of work. We will assess the proposals based on:

- Demonstrable experience of delivering similar work for charities with specific knowledge of the Edinburgh Festivals.
- The consultation methodology proposed.
- Availability against timeline.
- The diverse set of skills needed including the ability to communicate clearly, concisely and engagingly in a way that effects change.
- Value for money.

9. BUDGET

9.1 The budget is between £7-9k. This covers staff costs and expenses, including travel and accommodation. This assignment will require meetings held in Edinburgh and London.

10. NEXT STEPS

9.1 Candidates are requested to provide a written proposal no longer than 4 pages (approx. 2 for proposal, 2 for CV) which includes the following:

- An outline of the methodology proposed, timescale (including any risk analysis and resourcing required)
- A cost (or cost options) for the project.
- CV and/or other relevant information about yourself or the proposed project team or your organisation's experience and credentials such examples of previous work (annexed)

9.2 Proposals should be submitted by email to naomi.mcauliffe@amnesty.org.uk no later than **Wednesday 24th July**. We will be interviewing all prospective consultants before making a decision. Interviews will be conducted between 29th July – 8th August 2019, but we will be flexible depending on availability.

/Ends