



Invitation to Tender

Title: Experiences of marginalised women in Scottish media research

Deadline for receipt of tender proposals: 9am 1st March 2021

Delivery date: The final report for this project needs to be completed by 15th June 2021

Background:

Engender is Scotland's feminist membership organisation. We have a vision for Scotland in which women and men have equal opportunities in life, equal access to resources and power, and are equally safe and secure from harm.

In partnership with Gender Equal Media Scotland (GEMS), Engender is commissioning a small-scale research project examining gender inequality in Scottish media. The findings will be used by Engender staff to inform recommendations we will make to Scottish Government about how a new Women In Media Body could be created for Scotland.

Purpose:

In partnership with Gender Equal Media Scotland (GEMS), Engender is commissioning a small-scale research project examining gender inequality in Scottish media. The findings will inform recommendations to Scottish Government about how a new Women in Media Body could operate.

A Scottish Women in Media Body would work towards gender equality, including all its social, cultural and economic components, in order to reshape both **what** and **how** media is made in Scotland. Monitoring media output would track the scale of representational inequalities in content, while collaborative partnerships between media, cultural, equalities and academic institutions would support Equal Media Action Plans, including guidelines, targets, reporting, and training.

To create a workable model for a Women in Media Body we need a better understanding of how substantive equality changes to the media landscape in Scotland could happen. This research will gather data from marginalised women working in and around Scottish media about their experiences as workers, whether employed or as contractors, and of producing content. It will also capture any experience they may have about diversity programmes or initiatives being operated by media companies. This will provide insight into "what works" in increasing gender equal

representation and gender-competent content production and therefore help to clarify a theory of change.

We are aware that the sector in Scotland is small and that individuals may work in multiple sub-domains of it. We are therefore open to proposals for research approaches that focus on news media (digital/tv/print), but that in addition may include - but are not limited to - film and television, advertising, publishing, gaming, and music.

The resources and timescales available for this research requires a narrowed scope. Thus, the methodology for the study should focus on women most marginalised due to intersections of race, sexuality, ability, age, or single parenthood. It should examine gender inequality through the lens of the most marginalised, providing insight into the issues at their most extreme – and therefore insight into the experiences of all women working in the media system in Scotland.

The consultant will be expected to:

- Engage with the experiences of marginalised women (racialised women, queer women, older women, disabled women, single parents) working in media and related cultural industries in Scotland and the UK.
- Identify key obstacles facing women working in or wishing to work in the Scottish-based media sector, constituting more than 160 newspapers, 2 television broadcasters, 40 radio stations, 700 magazines, numerous independent online publishers (and podcasts) and 96 gaming companies.
- Synthesise key themes and trends across protected groups of women and review how their experiences are descriptive of the media system in Scotland.
- Review women's experiences of diversity initiatives implemented by media companies, including features of good (and bad) practice in Scotland and beyond.
- Include women's perspectives on industry practices and the content they produce.

We are seeking a consultant with experience or knowledge of:

- Research
- Evidence gathering
- Presenting findings

Deliverables / Outputs:

- A literature review of related research on the experiences of women working in media and related cultural industries in the UK and beyond.
- An interim presentation (data collection/initial analysis) to the GEMS Steering Group.
- An interim report of findings provided to the GEMS Development Officer.
- A final report on the findings and conclusions of the research project by 15th June 2021, which:

- a) highlights key findings, themes and patterns
- b) illustrates the state of gender inequality generally across the Scottish media landscape
- c) draws preliminary conclusions about barriers in media institutions, systems and practices which exclude women’s representation - both in content and the workforce
- d) reviews women’s experiences of initiatives designed to address gender equality: ‘what works’ and ‘what doesn’t work’.
 - Appendices of all raw data including any transcripts, field-notes or worksheets.

Section 2

Evaluation criteria

To assist our evaluation of your tender submission, please ensure you clearly demonstrate how you meet each of the criteria with specific examples. Your responses should be supported by evidence/previous successful implementation of projects of a similar nature.

	Criteria
	Experience of conducting small scale research projects Knowledge of the Scottish media context Experience of conducting interviews and focus groups with marginalised women Experience of survey-production Experience of proactively networking to seek out respondents
	Please detail relevant information about your bid in respect of: <ul style="list-style-type: none"> • Your ethical values, including commitment to intersectional equality • How you will manage any risks to this project

Schedule of Charges

Bidders shall complete the schedule of charges below estimating the number of days and travel and subsistence costs associated with their bid. It should be noted that the Engender office is currently closed in line with Coronavirus regulations. All staff are currently working from and it is anticipated that meetings will take place via Zoom (or similar).

The total fixed price will be inclusive of VAT and inclusive of expenses and all costs to be incurred. The maximum available for this project is **£10,000**.

Expenditure	Quantity	Unit costs	Total
Sub-total			
VAT			
Total Price including VAT and expenses (<i>this figure will be used to calculate your price score</i>)			

Instructions to tenderers

Please submit your tender offer outlining how you would deliver this project within the prescribed timescales. in accordance with all the instructions, requirements and specifications set out in this document.

Nothing in this documentation, or any other communication made between Engender and any applicant, can be considered a contract or agreement at this stage.

All commissioned work will need to adhere to your institution’s Research Ethics Guidelines, Code of Conduct and Safeguarding policies if applicable.

Tendering

Engender reserves the right to disqualify or reduce the evaluation score of any tenderers who do not fully comply with the requirements in the tender documentation, in particular the closing time and date.

Engender reserves the right to evaluate proposals on a variety of criteria. The tender with the lowest price will not automatically be accepted.

Engender is not responsible, and will not pay for any expenses or losses you incur during, but not limited to, the tender preparation, post-tender negotiations or interviews.

Return of Tender

You must complete and submit your tender response/proposal electronically by the tender response deadline of **9am on Monday 1st March 2021** Please send completed proposals to Catriona Kirkpatrick at catriona.kirkpatrick@engender.org.uk with the subject Women in Media Tender.

If subsequent interviews are required these will take place via Zoom during the week beginning 8th March and relevant bidders will be contacted to arrange a suitable date and time.