Marketing Research Brief – The Mighty Creatives (TMC)

A research brief designed to explore, identify and examine how TMC’s three core stakeholder groups perceive the charity, its staff, its offerings and communication methods.

**Prepared by:** The Mighty Creatives

**Date:** September 2021

1.0 Introduction

TMC is seeking a market research company to design, coordinate and manage a market research proposal in order to explore, identify and examine the perceptions of the charity’s three core external stakeholder audiences.

2.0 Deliverable

TMC requests the submission of a market research proposal which fulfils the objectives outlined in section 6.0.

3.0 Background

*“Our vision is of a world where all children and young people will harness the power of arts, creativity and culture in order to transform themselves, their communities and their futures.”*

TMC is a company limited by guarantee and a registered charity governed by its memorandum and articles of association dated 21 July 2008.

Our charitable purpose is to advance the education of children and young people and those who work with them in a creative context. We are dedicated to transforming the lives of children and young people (CYP) of the East Midlands through creativity, arts and culture.

Our mission is simple: we listen to and fight for all the creative voices of children and young people, particularly those of the most excluded and disadvantaged. We believe that every child and young person should have access to exciting and inspiring creative opportunities - whatever their background.

**Our mission is driven by six strategic objectives:**

* Improving access to arts, culture and creativity.
* Raising aspirations of children and young people.
* Empowering children and young people to make positive social change.
* Advocating for the power of arts, culture and creativity.
* Increasing investment in children and young people’s arts, culture and creativity.
* Sustaining the charity’s organisational resilience to meet our vision.

4.0 Stakeholders

TMC operates in a competitive marketplace, with a complex and diverse stakeholder-base. The charity’s core stakeholder groups have been identified as:

* Children and young people (CYP)
* Education settings/Cultural sector organisations
* Supporters/Funders

5.0 Research aim

To execute exploratory research to examine the attitudes and perceptions of TMC’s core stakeholder audiences in relation to the charity, in order to:

* Deepen awareness and understanding of attitudes and perceptions amongst TMC’s existing stakeholder base.
* Establish cogent plans for future strategic use of external communications.
* To aid the charity’s ability to interact effectively with its stakeholders.
* To improve its portfolio of offerings for the 3 specific stakeholder groups.
* Determine the value of future investment in external communications.
* Support the revision of the charity’s business plan.

6.0 Objectives

The following research objectives have been established by TMC. TMC requests that the market research company addresses these proposed objectives through the research delivery.

**6.1** Determine how effectively TMC is meeting its vision and 6 strategic objectives, as perceived by the 3 core stakeholder groups.

**6.2** Identify the needs of TMC’s partners (in terms of support, resources, funding and communication activity).

**6.3** Evaluate the quality of TMC’s existing support for the 3 stakeholder groups and how successfully it meets their needs.

**6.4.** Analyse the stakeholders’ perceptions of TMC and its brand identify. Do these perceptions conform to TMC’s view of its brand identify?

**6.5.** Measure the frequency that TMC’s stakeholders engage with the charity and through which channels.

**6.6**. Use research findings to recommend improvements for how TMC engages with the 3 stakeholder groups to support the business plan development and communications strategy.

7.0 Research Methodology

TMC requests that the market research company submits a proposal which includes a combination of internal, external, primary and secondary research.

7.1 Research requirements

In particular, TMC is interested in online questionnaires and focus groups; TMC requires the market research company to advise and propose the best research methodologies to achieve the research objectives.

8.0 Sampling

TMC’s CRM database has recently been the organisation’s prime focus in terms of data cleansing and data collection. In light of this, TMC’s existing ‘engaged stakeholders’ could serve as sound data for the purpose of the online survey sampling frame.

TMC is interested in ‘stratified sampling’ to ensure that a broad representation of the sample will be fulfilled in potential focus group sessions.

9.0 Timescales

TMC requests that the data collection period takes place during October-November 2021, with the results shared with TMC via a final report by December 2021.

10.0 Budget

TMC has a budget of £10,000 (including VAT) to fulfil the research brief. TMC requests that the proposal outlines 3 varying budget examples (all within the allocated £10,000). Each 3 budgeting options should detail what activity those budgets will deliver.

Providers will be engaged on a freelance basis and will be responsible for their own Tax and National Insurance. Providers are expected to work from their own premises and use their own equipment (phone, computer, stationary etc).

11.0 Responding to this opportunity

****Please submit a copy of your CV and a short proposal (max three sides of A4 in 12-point text) outlining your experience to deliver similar pieces of research.

**This should be sent to recruitment@themightycreatives.com by 16:30 on Thursday 14th October 2021.**

Please include the following information:

1. **Personal details**
* Contact name & Organisation name (if applicable)
* Telephone number
* Email
* Postal address
* Evidence of safeguarding measures and required insurance relevant to delivery.
* VAT Registration details (if applicable)
1. **References**

Please provide the following contact details for two referees:

* Name, Company and Position
* Address
* Email
* Telephone/ Mobile

As part of our commitment to equal opportunities and diversity of our workforce, we would also request that you complete and return the **Equal Opportunities Form** provided with this tender.

**Commissioner:**

**The Mighty Creatives**

Address: LCB Depot 31, Rutland Street, Leicester LE1 1RE

Company No. 6652046

Charity No. 1129006

Website: [www.themightycreatives.com](http://www.themightycreatives.com)

Date of issue: 27th September 2021