**Region**

UK and Wider Europe

**Country / Territory**

Based in UK, with travel to Ukraine.

**Location**

Based in UK: Location negotiable

**Department**

Arts

**Consultant Role Description**

Location: Flexible UK Contract type: Short-term consultancy – outside of IR35 legislation Requirements: Must have pre-existing rights to work in the UK. Closing date and time: Friday 20 Sept 2019 (17:00 UK Time) We do not expect tenders to exceed £10,000, including VAT where applicable

**About us**

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.

**About Arts in the British Council**

Through our work in Arts we find new ways of connecting with and understanding each other to develop stronger creative sectors around the world. Our expert team in the UK and around the world works to five broad aims: to share UK arts with the world; to foster collaborations and networks; to build capacity in creative sectors; to foster social change; and to support the shaping of policy and research. This cultural exchange helps create modern and vibrant creative sectors, building connections, trust and opportunity. It can also help to bring together divided communities and people affected by conflict.

Our global Arts programmes include cultural seasons and festivals in countries around the world, supporting skills building and entrepreneurship, touring exhibitions of the UK’s leading artists and designers, film festivals, book fairs, and dance, music and theatre performances and exchanges.

**Consultant Opportunity**

The British Councils wishes to engage a Consultant to:

a) Conduct research into Ukraine’s trade publishing sector, scoping opportunities for internationalisation, including a detailed needs-analysis of publishers.

b) Devise a 3-year strategy (in the form of a written report) recommending ways that UK-sector expertise can be used to enable Ukrainian publishers to build international trade links and thrive in a global environment.

**Local Context**

Ukraine has a vibrant and fast developing creative sector. As of 2017, the share of creative industries was 4.4% of Ukraine's GDP.

Ukrainian publishers are typically independent, medium-sized (15-50 employees) or small (5-10). The sector publishers around 20,000 new titles a year. According to [Chytomo](http://data.chytomo.com/en/)'s Ukrainian Reading and Publishing Data 2018 survey, most Ukrainian publishers specialize in translated literature. For 48% of the respondents, translated titles account for more than 50% of titles, and for almost 25% of respondents, the share is even bigger than 75%. The languages most often translated are English (67%), French (38%), German (34%), Polish (27%).

Recent trends include a higher ratio of translated titles, the emergence of domestic Ukrainian non-fiction, international recognition of Ukrainian children’s illustrators, and a significant uptick in new independent publishers. At the same time, the Ukrainian sector faces significant challenges: lack of centralised sales data (and outdated market mechanisms implemented during the post-Soviet transition); underdeveloped book distribution networks around the country, need of effective copyright regulation, and no tradition of literary agents (whose functions are usually taken over by publishers).

In recent years, there has been significant government-level support for the publishing industry. The Ukrainian publishing industry has raised its international profile (and the profile of its authors) at key forums - Frankfurt Book Fair, Bologna Children’s Book Fair and the London Book Fair. In March 2019, The London Book Fair's International Excellent Award went to the Book Arsenal Literary Festival, which takes place in Kyiv, Ukraine. Among the latest initiatives are the National Reading Promotion Programme, Libraries Replenishment of Collections, and a Subvention Programme for Translations that have been implemented by the Ukrainian Book Institute (the UBI). The UBI was founded by Ministry of Culture in 2016 to shape the state policy in the publishing industry, promote reading in Ukraine, provide support to publishers and translators, promote Ukrainian literature abroad.

**The British Council and the Ukrainian Publishing Sector**

The British Council has recently initiated several activities that harnessed UK expertise to support the growth and internationalisation of the Ukrainian publishing sector:

* **‘3x3’ Mentoring Programme**, which paired 3 early-career Ukrainian publishers with mentors at UK publishing houses (PRH, Granta and Profile), as they implemented a specific project. The programme included scoping and networking sessions in Ukraine, shadowing a mentor at their publishing house in the UK, followed by monthly remote mentoring sessions. <http://www.britishcouncil.org.ua/en/programmes/arts/literature/3x3publishing>
* **Booking the Future**: a series of events aimed at the professional development of publishing industry specialists and at promoting cooperation between the Ukrainian and European publishing sectors. The programme took place at the Book Arsenal festival in May 2018 and was followed by a five-day intensive ‘Summer school’ workshop for 27 Ukrainian publishers. <http://culturebridges.eu/booking_the_future_en> <http://culturebridges.eu/summer-school/en>
* (forthcoming, Sept 2019-Sept 2020) The **International Publishing Fellowship** programme supports early-career publishing professionals in the UK, Georgia, Ukraine and Turkey. Two Ukrainian publishing professionals will be paired with counterparts from the UK, and will visit their opposite number on a curated study visit, to gain sector insight and forge professional connections. At the end of the Fellowship, Fellows will be invited to bid for a development fund of up to £3k each, to enable them to continue forging international professional links.

**Research Consultancy Terms of Reference**

1. To undertake a needs-analysis of what is required to develop and internationalise the Ukrainian publishing sector, and develop a Strategy on how to best use UK-sector expertise to do this. The research will be designed and implemented by the Research Consultant, and will:

* Survey trade publishers and professional bodies within Ukraine;
* Identify skills gaps related to international publishing (e.g. in rights buying or selling, preparing rights materials, networking and forging international contacts, agenting, editorial, digital publishing, subsidiary rights exploitation).
* Identify need and demand for various interventions – including but not limited to professional training, brokering international networks, translation subvention, support for international trade delegations and attendance at book fairs.
* Provide a baseline assessment of the relevant skills, resources and international reach of Ukrainian publishers which can be used in future evaluations.
* Interview past participants in British Council Ukraine publishing interventions (see above) and evaluate their impact, and how these activities contribute to the agenda of growing and internationalising the Ukrainian publishing sector.
* Interview publishers in *other* key markets where there is potential for growth in rights trade with Ukraine (to be agreed with the Consultant, but likely to include, for example, awareness of key UK publishers of Ukrainian publishers and their lists, rights available, and barriers to trade).
* Where appropriate, draw evidence from case studies in other countries that have successfully internationalised their publishing sector.

NB. The Ukraine Book Institute team will assist the consultant in identifying publishers and other sector representatives in Ukraine, distributing surveys and setting-up interviews, interpreting, and collecting other sector data.

1. A written report, including:

* An **Executive Summary** of the research.
* An appendix of research materials
* A three-year capacity-building **Strategy** on how to use UK-sector expertise to internationalise the Ukrainian publishing sector. The strategy is to be implemented by the British Council in Ukraine in partnership with local cultural institutions.
* The strategy will include rationale, programme activity, propose key UK personnel and/or professional bodies to deliver those activities, timelines, indicative budget, monitoring and evaluation process, evaluation toolkit.
* Activities proposed in the Strategy will be realistic, deliverable and affordable over the three-year period, and within a budget agreed in consultation with the British Council.

NB. All activities as detailed in section 1 and 2 of the Research Consultancy Terms of Reference will be covered by the fee of £10,000. Travel to Ukraine as well as accommodation, per diems and transfers will be organised and paid by the British Council separately.

**Consultancy Outputs**

* **Research findings and data** (e.g. surveys, interview notes, links to other research), supplied in appendices, data files and citations.
* **Executive Summary of research** (pdf document format)
* **Strategy** including rationale, programme activity, timelines, monitoring and evaluation toolkit (pdf document format).

**Consultancy Timeline**

Oct 2019 - Jan 2020

Data collection and analysis (including travel to Ukraine if necessary)

Mar 2020

Deliver Executive Summary, research materials, and Strategy documents

**Expression of Interest**

To express interest in the research consultancy, please email [literature@britishcouncil.org.ua](mailto:literature@britishcouncil.org.ua) copying in [Jim.Hinks@britishcouncil.org](mailto:Jim.Hinks@britishcouncil.org) with the following information:

1) A proposal of no more than 1500 words outlining how you would approach the research, including the key tasks and timeline. **(1500 words max)**

2) Your CV. This should cover your experience of:

* designing and conducting research in the publishing sector
* the international rights market
* using a range of research approaches including desk and field research, interviews, surveys, meta-studies;
* writing executive summaries of research findings;
* devising professional development programmes;
* designing evaluation methodologies/toolkits;
* working in an international context and experience of cultural differences and sensitivities.

3) Your indicative fee for the consultation outlined above (please note, we don’t anticipate successful bids being over £10k *including* VAT):

4) Confirmation of your availability to complete the work during time-frame outlined above;

5) If possible, please also attach, or provide a link to, an example of an Executive Summary you have delivered in publishing or the wider creative industries.

The deadline for submission of proposals is **20 September 2019**.

**Further information**:

Please direct any queries to [literature@britishcouncil.org.ua](mailto:literature@britishcouncil.org.ua) copying in [Jim.Hinks@britishcouncil.org](mailto:Jim.Hinks@britishcouncil.org).

**Diversity statement**

Valuing diversity is essential to the British Council’s work. We aim to abide by and promote equality legislation by following both the letter and the spirit of it to try and avoid unjustified discrimination, recognising discrimination as a barrier to equality of opportunity, inclusion and human rights. All staff worldwide are required to ensure their behaviour is consistent with our policies.

**Child Protection statement**

The British Council is a full member of Keeping Children Safe (KCS) and has achieved level 1 child safe certification. We believe that all children have the right to be protected from all forms of abuse as set out in article 19, UNCRC, 1989 and that every child matters - everywhere in the world. In line with the British Council's Child Protection policy, any appointment is contingent on thorough checks including criminal record checks, in line with legal requirements.