

The **acc** Liverpool Group

TENDER REF: TT000059

**INVITATION TO TENDER FOR THE
PROVISION OF MERCHANDISING SERVICES**

Document 1 – Briefing Document

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1. Introduction

The ACC Liverpool Group (ACC Liverpool) campus is home to a world-class family of venues, experiences and services for the local, national and international events market.

Our Group includes Destination Venue ACC Liverpool, home to BT Convention Centre, Echo Arena and Exhibition Centre Liverpool and our ticketing agency TicketQuarter.

The versatile BT Convention Centre facilities include a 1,350 seat auditorium, 18 breakout rooms, 3,725m² of exhibition space and a range of sustainable credentials having been designed to produce half the CO₂ emissions it would without any environmentally-friendly measures.

Sister venue Echo Arena Liverpool is an 11,000-seat arena with 22 hospitality VIP Boxes, The Liverpool Collection Lounge (due to open in September 2017) and a packed programme of entertainment and sporting events throughout the year.

In September 2015, ACC Liverpool expanded its offering with the opening of Exhibition Centre Liverpool, adjacent to BT Convention Centre and Echo Arena, providing an additional 8,100m² exhibition facility, taking the total to 15,225m² of interlinked and flexible event space.

A pedestrian link bridge connects the new and existing venues making it the only purpose-built interconnected arena, convention centre and exhibition facility in Europe. A 216-bedroom Pullman hotel, also linked to the exhibition centre, opened in February 2016.

ACC Liverpool works closely with clients helping to ensure the success of their events and delivering the best possible service. All of the Supplier's staff will be required to be pro-active in providing a first class, customer focused service to all clients.

Our vision is to be a successful world class arena, convention centre and exhibition centre that serves its customers to the best of its abilities and attracts visitors to Liverpool, thereby contributing to the long term growth and prosperity of our enterprise, our city and its people.

The awarded Contractor must be a true partner and work closely with The ACC Liverpool Group to promote continuous improvement and help The ACC Liverpool Group enhance their brand and service quality.

2. Vision

The unique skill of what ACC Liverpool does is in the complexity of bringing together many diverse individual groups of people with different expertise and experiences, to create seamless, coherent and impactful events that deliver a unique experience for your clients and visitors.

The awarded Contractor must be a true partner and work closely with ACC Liverpool to promote continuous improvement and help ACC Liverpool enhance their brand and service quality through the provision of high quality, pro-active and innovative products and services.

3. Values

We regard ACC Liverpool's brand values to be:-

Our Brand Blueprint

Who We Are
We are The ACC Liverpool Group
A family of world-class venues, experiences and services for the local, national and international events market.
Currently our group includes Destination Venue ACC Liverpool, home to BT Convention Centre, Echo Arena and Exhibition Centre Liverpool and our ticketing agency TicketQuarter.

How We Work
Straightforward
Ambitious
Versatile
Welcoming

What We Do
We strive to be at the heart of Liverpool's cultural and economic success, and our passion for the city is matched only by the commitment we show to our customers.
Through the venues we operate and the services we provide, our focus is to attract business and visitors to Liverpool, contributing to the long-term growth and prosperity of our group, our city and its people

The **ACC** Liverpool Group

4. Aims and Objectives

The overall aim of this tender is for ACC Liverpool to contract with a preferred supplier for the provision of merchandising services for the venues busy programme of events.

The objectives of the appointment of the preferred supplier includes:

- to support ACC Liverpool's brand values
- to provide ACC Liverpool with Merchandising Services as detailed
- to provide ACC Liverpool with a professional, pro-active, dynamic, efficient and quality service
- to provide consultative input into ACC Liverpool's Arena Development Project
- to partner ACC Liverpool in the introduction of retail innovations to maximize the customer experience and commercial return
- to collaborate with ACC Liverpool in customer engagement and marketing
- to benchmark industry best practice and deliver 'best in class'.

Context

The ACC Liverpool Group has now started the next cycle of five year business planning. Ten years on from the launch of the arena and convention centre the retail landscape has been transformed beyond recognition yet the provision of retail services has not evolved at the same pace.

Customer expectations have increased; multiple offers & price points, experience driven with higher service levels. The pace of technological development (digital, mobile & social media) has created competitive alternatives and fundamentally altered consumption habits. Now and in the future businesses will need to be agents of change ready to react to disruption with innovation. Breaking from "the way we've always done it" can help provide a new perspective on something we thought we already understood — our customers, our process and our priorities.

The ACC Liverpool Group recognizes the need to modernise and invest in the Echo Arena concourse experience in collaborative partnership with service providers. As part of our business planning the Arena Development Project is scoping out investment requirements. Considerations include but are not limited to spatial developments, Wi-Fi connectivity, digitalisation, mobile apps and virtual reality.

5. Summary of Requirements

5.1. This Contract is for the provision of Merchandising Services (Services), which in this context means:-

- Provision of merchandise for sale
- Provision of appropriate merchandising furniture and equipment for the merchandising points of sale both internally and externally
- Provision of staff for sale of the merchandise

- Provision of appropriate well maintained equipment to facilitate cash and electronic sales transactions for the sale of the merchandise both internally and externally.
- Provision of pre –event / online ordering facility where appropriate
- Provision of a bespoke VIP service for merchandise sales for VIP Club Class, The Lounge and Hospitality events which will include a pre- order and delivery on the night service.
- Provision of innovative solutions for merchandise across the campus maximising revenue whilst working within a restricted footprint.
- Provision of an incentivised hawking scheme to ensure that sales are target driven.

5.2 ACC Liverpool can give no guarantee as to the volume and split of merchandising services as this will vary depending upon event requirements. ACC Liverpool can confirm the intention is to only appoint one preferred Contractor.

5.3 This appointment will be on a non-exclusive basis.

5.4 The duration of the Contract is two years with options to extend, at the sole discretion of ACC Liverpool, for two further periods of twelve months. Mobilisation of the Contract will begin from November 2017 with an anticipated Contract start date of January 2018.

Please refer to Document 5 – Contract Service Requirements for further details.

6. Procurement Documents

The documents provided as part of this tender process are detailed below:-

Document 1 – Briefing Document (*this document*)

Document 2 – Invitation to Tender (ITT) Submission Schedule

Document 3 – Form of Agreement

Document 4 – General Terms and Conditions of the Contract

Document 5 – Contract Service Requirements

Document 6 – Concert Etiquette

Document 7 – Events Schedule July 2016 to June 2017

Document 8 – TUPE Information.

7. Notes to Organisations

Please note the following:-

7.1 The ACC Liverpool Group reserves the right to reject any organisation which fails to comply fully with the requirements of the selection process set out or referred to in the tender process.

7.2 Failure to submit a pre-qualification questionnaire or tender response, in whole or in part may disqualify the organisation from the procurement and The ACC Liverpool Group may undertake no further evaluation of that tender. Failure to furnish the required information or supply documentation referred to in responses, within the specified timescale, may also mean that an organisation is not awarded the contract.

7.3 Organisations should be aware that erroneous or incorrect responses may result in their not being awarded the contract. In the case where the error or misrepresentation is not discovered until after the contract is awarded, The ACC Liverpool Group reserves the right to terminate the contract and all costs incurred by The ACC Liverpool Group as a result of the termination shall be recoverable from the tenderer accordingly.

7.4 The ACC Liverpool Group reserves the right to terminate the procurement process and does not undertake to award a contract to any organisation. In no circumstances shall The ACC Liverpool Group be liable for any costs incurred by an organisation in relation to the procurement process or entering into a contract.

7.5 By participating in the procurement process, organisations agree and accept that they are bound by all of the terms of this ITT. The submission of a tender will imply the full acceptance of the provisions of this ITT by the relevant organisation. Any attempt to qualify any of the provisions of this ITT may result in an organisation being disqualified.

7.6 If The ACC Liverpool Group considers any question or request for clarification to be of material significance, both the question and the response will be communicated, in a suitably anonymous form, to all organisations who have been invited to tender.

7.7 Information given by The ACC Liverpool Group is provided in good faith. Technical information may be incomplete, or even contradictory, where it relates to different time periods or methods of information gathering. The ACC Liverpool Group Information is intended only as an explanation of The ACC Liverpool Group's requirements and is not intended to form the basis of an organisation's decision as to whether to enter into a relationship with The ACC Liverpool Group. Organisations will be expected to test and verify any information that has a bearing on their proposals.

7.8 The ACC Liverpool Group Information does not purport to be all-inclusive or to contain all the information that a prospective contractor may require. Organisations must take their own steps to verify any information which they use and must make an independent assessment of the opportunities described in The ACC Liverpool Group Information after making such investigation and taking such advice as they think necessary.

7.9 Neither the ACC Liverpool Group nor its members, directors, officers, employees, agents or advisers make any representation or give any warranty as to the adequacy, accuracy, reasonableness, or completeness of The ACC Liverpool Group Information. Organisations considering entering into a relationship with The ACC Liverpool Group should make their own enquiries and investigations of The ACC Liverpool Group's requirements.

7.10 Neither the ACC Liverpool Group nor its professional advisers shall be liable neither for any loss or damage arising as a result of reliance on The ACC Liverpool Group Information nor for any expenses incurred by organisations at any time in connection with the procurement process.

7.11 Any advisers appointed by The ACC Liverpool Group, whether legal, financial, technical or otherwise, will not be responsible to anyone other than The ACC Liverpool Group for providing advice in connection with this procurement process.

7.12 Where an organisation intends to use sub-contractors, it will be its responsibility to provide such sub-contractor with all necessary information. Where information about the organisation is requested in negotiations or any procurement documentation, such information must be provided for the principal contractor and all sub-contractors.

7.13 Organisations remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the organisation in connection with their tenders, at any time, and whether incurred directly by them or their advisors or subcontractors and regardless of whether such costs arise as a consequence, direct or indirect, of any amendments made to this ITT by The ACC Liverpool Group at any time.

7.14 Any attempt by any organisation or its appointed advisers to influence the procurement process in any way will result in the relevant tender being disqualified. Specifically, organisations shall not directly or indirectly at any time:

7.14.1 fix or adjust the amount or content of any tender in accordance with any agreement or arrangement with any other person, other than in good faith where such other person is a proposed provider of finance;

7.14.2 communicate to any person other than The ACC Liverpool Group (other than in order to obtain quotations for supplies, services or finance) or seek to obtain information about the amount or content of any other tender;

7.14.3 enter into any agreement or arrangement with any other person that will result in such a person refraining from submitting a tender;

7.14.4 enter into any agreement or arrangement with any other person as to the form, content or amount of this tender or any other tender;

7.14.5 offer or pay a sum of money, incentive or valuable consideration to any person proposing to effect changes in or omissions from any other tender; nor

7.14.6 contravene any provisions of the Bribery Act 2010.

7.15 Direct or indirect canvassing by an organisation or its appointed advisors in relation to the procurement or any attempt to obtain information from any of the officers, employees, or agents of The ACC Liverpool Group or their appointed advisors concerning another organisation or another tender will result in disqualification.

7.16 The ACC Liverpool Group must be notified in writing of any change in the control, composition, or membership of an organisation that has taken place or takes place at any time prior to execution of any contract.

8. Your ITT Submission

ACC Liverpool's Vision, Values and Objectives, along with our requirements for the proposed Contract, have been detailed in the Procurement Documents listed under Section 6.

We would now like to know more about your organisation and the skills you could potentially bring to this Contract. Listed below are a number of areas we would like you to cover in your ITT submission which should be provided by completing Document 2 – ITT Submission Schedule:-

Section A - Organisation Information

Please provide details of your organisation, its directors and the contact for this tender process.

Section B – Contract History

Please provide details of your contract history.

Section C - Financial Details

Please provide details of the contact responsible for financial matters, turnover, banker and VAT registration number.

Section D - Professional Conduct

Please provide details of any offences, legal proceedings or conflicts of interest.

Section E – Experience & Client References

Following your response to Section B Experiences, please provide further details of your organisation's experience and expertise in the provision of Merchandising Services including evidence of delivery of Merchandising Services within the same or a similar industry to ACC Liverpool. Please also provide contact details, including email addresses for two of these clients who may be contacted to provide references regarding the experience you have reported.

Section F – Organisation and Communication

Please attach an organisation chart with numbers and titles of key personnel and locations.

Please provide details of the key personnel who will be responsible for delivery of this contract and details of their experience and expertise.

Describe your plan for delivery of this contract. The service delivery plan should include, amongst other things, mobilisation of the contract, ongoing delivery, communication lines, including how communication will be managed with ACC Liverpool, out of hours service and contingency planning.

Section G – Intention to Subcontract Part of the Services

Please provide details of any sub-contractors which are proposed to be utilised for delivery of any element of the Services.

Section H – Additional Services & Value for Money

Please provide details of any additional delivery or service offerings which you feel would be relevant and how and where they could be utilised by ACC Liverpool and our clients if required.

In addition to this, please demonstrate how you will ensure a value for money service and provide an outline of those factors which differentiate your organisation from those of your competitors.

Section I - Costs

Please propose a commission structure applicable to any third party merchandise to be sold into the venue.

The commission should be fixed for the initial period of the Contract.

Please refer to Document 2 - ITT Submission Schedule for further details.

9. Next Steps

Below is a timetable detailing the various stages of the tender process. This is indicative only and may be subject to change:-

8 August 2017

Contract Documents added to Contracts Finder and ACC Liverpool Group Website.

14 August 2017

Please confirm your intention to provide a tender response via email to purchasing@accliverpool.com

17 August 2017

Tenderers have an opportunity to attend a site visit at ACC Liverpool.

22 August 2017

Organisations have the opportunity to raise questions electronically via email to purchasing@accliverpool.com until 4 pm on Tuesday 22 August 2017.

29 August 2017

Your tender submission should be sent electronically via email to purchasing@accliverpool.com and in hard copy (two copies) to the following address no later than 4 pm on Tuesday 29 August 2017:-

**FAO Susan Albanese – Procurement Executive
The ACC Liverpool Group
Kings Dock
Liverpool Waterfront L3 4FP.**

30 August 2017 – 8 September 2017

Tender submissions will be evaluated by an evaluation panel consisting of:-

Ben Williams – Commercial Director

Kay Wilson - Head of Sales – Concerts, Entertainment & Sport

Tom Ashton – Front of House Manager

Susan Albanese – Procurement Executive (Facilitator).

The panel will evaluate each of the sections applying the following weightings:-

- Sections A to H - 49% of the total score.
- Section E - 31% of the total score.

A short list of tenderers will then be invited to present to the evaluation panel.

The panel would like to see short listed tenderers present their organisation's ideas for retail innovation in the industry in order to maximise opportunities for business development. Further details of requirements for the presentation will be provided to short listed tenderers in advance of the presentation date.

The presentations will be scored and the weighting indicated below applied:-

- Presentation - 20% of the total score.

The short listed tenderer achieving the highest overall score will be awarded the contract.

12 September 2017

Short listed tenderers presentations held and internal award recommendation process undertaken.

4 October 2017

The awarded organisation will be contacted confirming the award and contract documentation will be finalised and issued.

1 November 2017

Mobilisation period commences.

1 January 2018

Contract start date.