**Cultivator**

**Establishment of a Framework Agreement for the Provision of Filming and Photographic Recording Services**

June 2017

Creative Kernow

Krowji

West Park

Redruth

TR15 3AJ

[www.creativekernow.org.uk](http://www.creativekernow.org.uk)

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| **1.0** | **OVERVIEW** |
|  | Cultivator is an innovative project providing an integrated programme of skills and business development support for Small to Medium Enterprises (SMEs) in Cornwall’s creative industries. It is funded by the European Social Fund, the European Regional Development Fund, Arts Council England and Cornwall Council.Creative Kernow is seeking to appoint a number of suppliers to a framework agreement for the delivery of photographic and/or film documentation services to record a variety of conferences, events and seminars throughout the duration of the Cultivator programme which runs until September 2019. |

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| **2.0** | **THE PROJECT** |
| **2.1** | **The Client**This project is being led by Creative Kernow, one of Cornwall’s key creative sector agencies; the client address is Creative Kernow, Krowji, West Park, Redruth, Cornwall,TR15 3AJ The main client contact is Sara Chambers, Cultivator Project Manager, sara@cultivatorcornwall.org.uk - telephone 01209 312501. |
| **2.2** | **Background**Cultivator provides tailored support to the creative industries in Cornwall and the Isles of Scilly, from pre-start individuals through to established SMEs.It works alongside the C&IoS Growth Hub and generic business support provision to deliver bespoke and highly specialist coaching, mentoring and targeted investment needed to build capacity and maximise the growth potential of the creative industries. Cultivator also provides tailored provision of relevant, advanced skills for Cornwall’s creative industries sector SMEs. It is developing existing and new partnerships with the FE sector and supports sector specific information & guidance, mentoring, sector-relevant skills provision, internships and other activities with SMEs that provide opportunities for improving industry relevant experience and skills.Overall project management and delivery of the Cultivator project is undertaken by Creative Skills which is part of Creative Kernow, working closely with the Cornwall Museums Partnership; both are based at Krowji in Redruth, Cornwall.There are also 4 Delivery partners – Plymouth University, Business West, the Real Ideas Organisation (RIO) and Cornwall College.Further details of the activity strands in the Cultivator project can be found at Annex A. |
| **2.3** | **Scope of Services**Through this framework agreement, Creative Kernow wishes to appoint suppliers to record some of the Cultivator programme delivery events and some beneficiary stories and achievements that will result from its Cultivator Programme. This will require the successful suppliers to attend Cultivator conferences, events and seminars and to produce short films and/or photographic records of these events alongside interviews with participants / beneficiaries. The films, images and recordings produced will help illustrate the impact the Cultivator Programme is having on beneficiary businesses and the creative industries sector in Cornwall as a whole. They will be used for advocacy, marketing and evaluation purposes and will be shared on a variety of digital platforms, including the Cultivator website, Arts Council England website, the Cornwall Chamber of Commerce website and with other SW regional arts and business organisations. |
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| **2.4** | **Framework Elements & Budget**Creative Kernow has identified three discrete strands of work under this framework agreement as follows: 1. Recording Cultivator events or activities by means of stills photography
2. Recording Cultivator events or activities by means of film, sometimes combined with stills photography
3. Recording Cultivator events or activities by means of film to include recorded interviews with participants, project staff, project partners or other stakeholders, sometimes combined with stills photography.

The events, seminars, workshops, showcases, conferences and a variety of skills, business development and creative activities will take place throughout the life of the Cultivator Programme. Activity will not necessarily be confined to Cornwall, but may extend to Cultivator activity at national events (e.g. London Design Week, the Edinburgh Fringe etc.) and may be indoors or outdoors and during or outside office hours. The numbers of participants will vary widely; there may be one-to-one sessions, small working groups or larger conference-type events; for events such as showcases there may be sizeable audiences. Recording methods will include filming, photography, and audio recording as appropriate to the activity.The total value of work under the framework agreement will be approximately £33,000 inclusive of VAT if applicable and the framework agreement will run until 31st December 2019.Call-off contracts may be allocated by direct award (by the application of criteria laid down in the framework agreement in Clause 3.5 below) or by mini competition.Creative Kernow offers no guarantee as to the number or value of any contracts that may be awarded during the life of the framework and reserves the right to place orders for the same or similar services with suppliers outside the framework if appropriate and compliant with EU procurement regulations. |
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| **3.0** | **Establishing the Framework** |
| **3.1** | **Timetable**The timetable for appointing suppliers to this framework agreement will be as follows:

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| Framework details circulated |  7th June 2017 |
| Tender period closes |  23rd June 2017 |
| Selection meeting  |  28th June 2017 |

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| **3.2** | **Submission**Creative Kernow undertakes selection procedures which are open, fair, efficient and economical to implement and which seek to achieve best value for both the bidders and the Client. Creative Kernow welcomes submissions from individual businesses and consortia. Bidders are not obliged to tender for all three work-strands indicated in section 2.4, but are welcome to do so; this forms no part of any selection criteria. Please indicate in your submission which work-strand(s) you wish to tender for. Creative Kernow intends to appoint up to three suppliers for each work-strand. For each of the work-strands outlined for which you wish to bid, you are required to provide:* A capability statement, clearly showing the title of the work-strand, outlining your interest in the work, your skills and experience and including CVs of any other staff who will work on the contracts. Include details or examples of relevant previous project work. Given the nature of the work, bidders are encouraged to submit a small number of supporting examples in the relevant digital media formats
* A written method statement outlining your approach to the work-strand
* The names and contact details for 2 referees who should be former clients
* Your schedule of rates, to include hourly and daily rates; per diem costs if staying away overnight; mileage or other rates for travel; any print, reproduction or duplicating costs.

The pricing structures submitted by bidders will endure for the full duration of the framework agreement subject to an adjustment of +2% applied on 1st July 2018.Suppliers will be engaged on terms which include the granting to the Client of an exclusive, royalty-free, perpetual and transferable licence of the IP rights in the film and other documentation materials created as part of the service.Submissions should be sent by email to joe@cultivatorcornwall.org.uk **by noon 23rd June 2017.** If any points are unclear, the bidder should address their queries by email to sara@cultivatorcornwall.org.uk |
| **3.3** | **Selection of suppliers for the framework**Our selection of suppliers to appoint to the framework will be based upon criteria which aim to establish the capability of the bidder to deliver the services.These criteria will assess the elements of your capability statement (weighted at 70%), your method statements (weighted at 20%) and responses from your referees (weighted at 10%).  |
| **3.4** | **Decision on selection of suppliers**Creative Kernow reserves the right to hold interviews and to select all, some or none of the bidders onto the framework.Successful bidders will be asked to sign a binding contract document including:* The Creative Kernow Conditions of Purchase which will take precedence over supplier’s conditions of sale
* The Tender submission, including the submitted pricing structure.
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| **3.5** | **Award of contracts under the framework**At its sole discretion, Creative Kernow will either allocate contracts by direct award (by the application of the criteria set out in this clause) or by mini competition.The awarding of contracts under the framework whether by direct award or mini competition will be based upon which bidder offers the most advantageous tender for a particular call-off contract.The criteria will be:1. Availability for the event – this will be a gateway criterion
2. Price for delivery of the service, using the schedule of rates supplied (50%)
3. Appropriateness of your skills & experience for this particular contract (50%)
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**Annex A**

**Further details of the nine strands of activity in the Cultivator Programme**

• **Internship Programmes**: Rolling programme, with part funding toward salary costs, to help creative industries SMEs invest in graduate and non-graduate interns to assist the development of their businesses.

• **Collaborative Projects, Brokering of Apprenticeships**: Delivered by Cornwall College, to provide SME businesses with short, student project-based models from a few weeks to a few months. These will build confidence and capacity for the SME to engage further in providing placement, internship or apprenticeship opportunities.

• **Specialist Mentoring for Creative Industries Businesses**: For SMEs who wish to build a one-to-one relationship with an experienced mentor. Cultivator will contribute up to £1,000 towards the cost of the mentor.

• **Sector Specific Skills**: Cultivator will respond to identified skills gaps in SME businesses in the creative industries sector across Cornwall & Isles of Scilly through the flexible development and delivery of skills provision.

• **Sector Specific Knowledge Exchange & Peer Support Programme**: Led by Plymouth University’s Faculty of Art, the scheme supports businesses with aspirations to collaborate, grow and expand by providing unique in-depth and on-going strategic and operational support from over a three-year period. There will also be events to provide creative businesses with opportunities to explore and share ideas around best practice and facilitate a network of knowledge exchange. The first of these will be at Heartlands at Pool on May 2nd 2017. Designer maker businesses will be supported to access showcase opportunities, both within and outside Cornwall.

• **Innovation Labs for Creative Industries Businesses**: Led by the Real Ideas Organisation (RIO) businesses will be supported to work with small groups of diverse young and older people, bringing new perspectives for businesses.

• **Bespoke Support for Creative Graduate Start-Ups**: In partnership with Cornwall College, support will be given to 24 creative industries graduate start-ups to identify studio workspace, with the opportunity to apply for a small grant towards rent. Bespoke packages of support will be provided, including mentoring /coaching and a peer-to-peer network across the graduate start-ups.

• **Bespoke Export Development Programme**: This bespoke package of 'ready for export' support for creative industries businesses, delivered by Business West, provides a unique intensive 12-month intervention, including sector specific workshops and coaching support, helping businesses to identify potential markets and guidance to become export ready. On completion, businesses accessing the programme can apply for funding to support the cost of export investigation

• **Rolling Programme of Financial Support through a Creative Investment Grant**: A rolling programme of co-investment grants of up to 80% of eligible costs up to a maximum of £5,000. This element is specifically designed to improve the growth capability of small creative businesses by helping them to raise performance across key areas, including the use of innovation and the adoption of best practice. It will help businesses make step changes in areas of design and production to improve business sustainability.