

Crewe Town Council

Crewe Day Festival Event Development and Delivery

Appendix C – Quality Response Template

Instructions for Bidders

1. Bidders must respond to the quality questions set by entering their responses directly into this form. Only where specifically requested should bidders provide additional information and / or attachments.
2. Marks are awarded for clear and concise responses which are relevant to the requirement, tailored to this procurement, with examples and explanations given when applicable. Where possible responses should be structured and concise, and where appropriate clearly set out the bidder’s offer.
3. All information requested should be provided in the order and format set out in this tender. Unsolicited attachments, documentation and / or cross referencing of responses will not be evaluated unless they are expressly requested.
4. Where a specific question in the template asks for additional information, this should be uploaded with the tender submission. Such material should be clearly marked and subtitled with your organisation’s name and the question to which it relates. General sales literature or promotional brochures etc. will not be considered.
5. The word limits referred to are the maximum number of words applicable to each response. Work limits exclude titles, headings, charts, tables, and diagrams although these should not be excessively used to increase word count. Responses that exceed the word limit will only be considered up to the word limit.
6. Please note that we may request clarification of the responses provided or ask for additional information to conclude assessment.
7. All questions will be scored on a scale of 0 – 5 and will be weighted in line with the instructions provided within the ITT.

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| Name of bidding organisation: |  |

Q1 – Relevant Experience

The Council is seeking to appoint a provider with extensive experience of delivering services similar to the requirements set out in the ITT, ideally within a Public Sector Setting. Please provide details of three contracts that are relevant to our requirements. Responses should give a brief description of the services provided, evidence of delivery in line with the Council’s requirements, and detail any added value delivered to the customer organisation.

Services should have been performed during the past three years. Please note that we may take up references from the contacts listed to verify the content of this qualitative response, and you should be prepared to forward any necessary details to assist with this.

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| (i) Customer organisation |  |
| Scope of contract |  |
| Start & completion dates |  |
| Approx. contract value (£) |  |
| Brief description of contract (max 200 words) including evidence of delivery in line with Crewe’s requirements. | |
|  | |
| (ii) Customer organisation |  |
| Scope of contract |  |
| Start & completion dates |  |
| Approx. contract value (£) |  |
| Brief description of contract (max 200 words) including evidence of delivery in line with Crewe’s requirements. | |
|  | |
| (iii) Customer organisation |  |
| Scope of contract |  |
| Start & completion dates |  |
| Approx. contract value (£) |  |
| Brief description of contract (max 200 words) including evidence of delivery in line with Crewe’s requirements. | |
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Q2 – Relevant experience, successful delivery of comparable festivals that attract a national audience & contractor team practical relevance (CV review)

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| Bidder Response – *Max 600 words (excluding any attachments)* |
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Q3 – Festival Design Proposal Provided – Provide a festival design proposal for consideration within budget including as well as your methodology and approach

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| Bidder Response – *Max 600 words (excluding any attachments)* |
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Q4 – Local Knowledge, relevance and understanding of different audience requirements

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| Bidder Response – *Max 600 words (excluding any attachments)* |
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Q5 – Allocation of hours/time commitment

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| Bidder Response – *Max 600 words (excluding any attachments)* |
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