



CREWE
TOWN COUNCIL

OPEN INVITATION TO TENDER

Supply of decorative finish to hoardings in Crewe Town Centre

Background: Crewe Town Council is supporting a regeneration project in Crewe by managing a tender process for the design, print and installation of decorative hoardings. Cheshire East Council is working with development partners, Peveril Securities, to create a new, leisure – based development in the centre of Crewe. This is intended to be a springboard to the town centre’s regeneration. The development involves the demolition and re-development of the Royal Arcade shopping centre and bus station, which covers a significant area. Information and visual concepts for the new development can be found at:

<https://www.royalarcadecrewe.co.uk/>

It is intended to select a supplier to assist with the presentation of the site, providing the design, materials, print and installation to cover the hoardings during the demolition and re-development period.

Total maximum project budget:

For design, materials, print and installation £25,000

Deadline for submissions:

~~Thursday-Friday 1413~~th May 2021 at ~~12.00 mid-day~~^{4.00pm}

Decision will be taken and candidates notified week commencing 24th May 2021

Hoardings to be installed by Friday 9th July 2021

This tender will be managed in line with the town council’s standing orders for contracts.

The site will be managed by Cheshire East Council and/or Bowmer and Kirkland. The site is owned by Cheshire East Council and all works will be managed with permission of their assets team.

Perimeter dimensions: Approximately 520 metres.

White hoardings have already been installed. Each hoarding is 2.4m high, and made of PVC, with potential to affix coverings to most, or an agreed number of boards.

Royal Arcade Development Site Timeline

- Site Demolition Programme – former retail area October 2020 - May 2021
- Hybrid Planning Application Submission - Spring 2021
- Bus Station and Multi-Storey Car Park Construction Commences - Winter 2021/2022
- Interim Bus Station Operational - Summer 2022
- Bus Station and Multi-Storey Car Park Construction Complete - Spring 2023
- Delivery of the commercial element of the scheme is programmed to follow the opening of the new bus station and multi-storey car park subject to market conditions.

Existing information panels relating to the planning proposals are currently attached to the hoardings. These may remain in place.

Images of the site and branding are included at the end of this brief.

The supplier will need to ensure that prominent areas are decorated with high -quality visuals, which support the Place Branding of Crewe, engaging visitors and residents alike.

Materials will be required to continue to look fresh and presentable for the duration of the development, which is anticipated to span approximately three years. Panels should be capable of being removed and reused for placement on other planned town centre developments.

It is anticipated that the whole process will be delivered by one supplier but if parts of the project are to be delivered by external sub-contractors, this should be made clear, with relevant credentials and experience of the contractor(s) provided.

Design

High- quality design is essential to this project.

The supplier must be able to demonstrate a strong background in an understanding of producing large- scale artwork. It is anticipated that one supplier will have this capability in – house but should they intend to employ an external designer, this should be made clear and the credentials and experience of the designer provided

Content. The final design should include:

- Information about the development and vision for the future.
- Relate to Crewe’s heritage, events, culture and community: A selection of images will be available to the designer from Cheshire East Council’s archives and other local sources.
- Provide community information.
- Space for a changing display of curated programming, including but not limited to visual arts, displays, poetry and projection. The space will be provided and incorporated as part of the project budget but the future content and production of the changing displays will be managed and separately funded by Cheshire East Council and Crewe Town Council.

Consideration should be made towards framing the spaces, and provision for explanatory notes/interpretation/, materials and fixings (e.g. chalk paint).

- The designer will be required to work with consideration of:
 - The Crewe place brand
 - Funders and site developer's brand guidelines. Site – safety signage and identifying characteristics for entrance areas, a blue colour band on plinths and use of logos on a number of boards.
 - Other Logos to be incorporated into the design, for Cheshire East Council , Peveril Securities and others, as required. Information on Brand guidelines and site layout are provided with this document.

Boards may have to be re-located during the build process, and this should be accommodated within the final design

Material, Print/Production and installation

The supplier will be expected to

- Specify and select materials fit- for purpose for this project, providing longevity and vandal/graffiti-proof high-quality reproduction of images.
- Reproduce to a high standard.
- Install the printed media on to the hoardings.

Proposal requirements:

Please include the following information:

- Evidence of design experience.
- Experience/ track record in production and installation of outdoor printed materials.
- Explanation of project management processes and people.
- Examples of previous work.
- Evidence of relevant up -to date safety credentials and public liability insurance.
- Thoughts and concepts for the final piece including the area which you would anticipate designing boards for. *Please note we are not expecting final designs at this stage.*
- Proposed material quality, dimensions, specifications and finishes.
- Number of hoardings to be decorated. As the quality/longevity of materials is important to this project, the Town Council is willing to consider that not every board to be completely covered but will require detail of the area proposed.
- Minimum guaranteed product durability and suggested treatment should vandalism occur.
- Timeline from concept to delivery of final artwork, production to installation.
- Financial breakdown, to show cost allocations to design, materials, print, installation and project management.
- Inclusion of evidence of current relevant professional and public liability insurances
- Detailed Risk Assessment and Method Statement (RAMS) for the purposes of all aspects of the project, including (but not exclusively) site visits, measurements, installation and maintenance regimes

Submitting your tender.

If you are intending to submit a tender please contact lindsay.lewis@crewetowncouncil.gov.uk
All questions and corresponding answers will be anonymised and sent to all those who have registered.
Final tenders must be submitted in a plain, sealed envelope labelled: ' **TENDER – CTC-RA-Hoardings** '.

Such envelopes should not bear any name or mark indicating the sender, and shall remain sealed until the time appointed for their opening.

Posted tenders must be addressed and sent to: **Town ClerkAccounts Department**
Crewe Town Council
1 Chantry Court
Forge Street
Crewe
CW1 2DL

Each submission must contain at least one hard copy of the tender but can also include an electronic copy on a memory stick or CD.

DEADLINE FOR SUBMISSIONS: ~~12.00 mid -day Friday 14th~~4pm Thursday 13th May 2021.
Tenders received after this date will not be considered.

CONTRACT AWARD CONDITIONS

The Council will not be bound to accept any tender and reserves the right to accept a tender other than the one which is the lowest price or not to accept any tender at all.

Tenders are submitted to the Council on the basis that they are compiled at the candidates expense.

No tender will be considered unless contained in an unmarked plain sealed envelope and endorsed "Tender" followed by the subject to which it relates.

The tender shall be addressed to the Town Clerk (Proper Officer) and the tender shall remain in his/her custody, or that of his nominated representative, until the time appointed for its opening.

Crewe Town Council reserves the right not to award any contract as a result of this tender process and is not bound to accept the lowest bid.

Please note that canvassing of members of the Council or of any committee, directly or indirectly, regarding the awarding of this tender, will disqualify the applicant.

~~Members of the Council or of any committee shall not solicit or recommend persons or organisations for such appointments; but, nevertheless, any such member may give a written testimonial of a candidate's ability, experience or character for submission to the Council with an application for appointment, providing they are not part of the selection process.~~

Covid 19 limitations.

Please note, the timeline might change to accommodate COVID-19 limitations. If you have made us aware of your intention to submit a tender by email to: lindsay.lewis@crewetowncouncil.gov.uk We will keep you informed of any changes.

Appendices:

1. Map of area and proposed Hoarding Line
2. Bowmer and Kirlland Brand Guidelines
3. Example of recent developer site
4. Partner brand guidelines
 - i) Local Growth Fund
 - ii) Northern Powerhouse
 - iii) Crewe Place brand

1. Map of Site and proposed hoarding line . Please note: may be subject to alteration.

Map of Site and proposed hoarding line . Please note: may be subject to alteration.

Bowmer and Kirkland Brand Guidelines

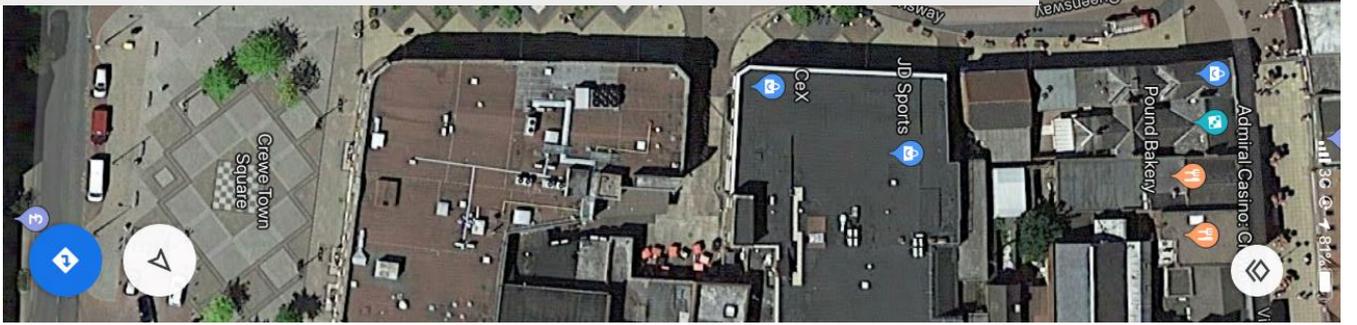


B&K - Royal Arcade Regeneration, Crewe - Version 1

19. Site Signage

Regular Hoardings
 Pedestrian and vehicle hoardings use white as the main background colour and B&K Burgundy either side of the entrance. B&K Blue is used for the pillars.

A combination of height and advertised signs are used at 6 panel hoardings, as shown below. Internal signage is located as below.



Crewe Town Square

19. Site Signage

Regular Hoardings

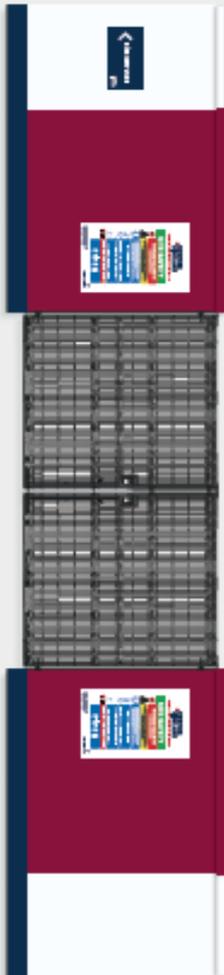
Pedestrian and vehicle entrances use white as the main background colour and B+K Burgundy either side of the entrance itself. B+K Blue is used for the plinths.

A combination of longform and abbreviated signs are used at 6 panel intervals, as shown below.

Interim signage is located as below.



Regular Hoardings
- Pedestrian Entrance



Regular Hoardings
- Vehicle Entrance



Regular Hoardings
- Pedestrian Entrance

B2. Boewmer and Kirkland Brand Guidelines

3. Example of recent site



4. Example of recent site Partner Guidelines

i) UK GOVERNMENT FUNDED LOCAL GROWTH PROJECTS: BRANDING

SUGGESTED GUIDELINES

The suggestions below are designed to provide clarity on how LEPs across England, and those in the Northern Powerhouse and Midlands Engine, can use Government branding to promote projects funded through the Local Growth Fund and other UK Government funded projects. Ministers would like to increase the profile of projects funded via the Local Growth Fund, and emphasise the joint working between LEPs and Government.

Logos

For projects in receipt of Local Growth Fund allocations, the current Local Growth Fund logo should be replaced with the following in all marketing and promotional materials:

- LEPs partnered with the Northern Powerhouse should use the Northern Powerhouse logo.
- LEPs partnered with the Midlands Engine should use the Midlands Engine logo.
- All other projects in England should incorporate the HMG logo.

ANNEX A – NOTES TO EDITORS (suggested descriptions)

“Local Growth Fund”

Local Enterprise Partnerships are playing a vital role in driving forward economic growth across the country, helping to build a country that works for everyone.

That’s why by 2021 Government will have invested over £12bn through the Local Growth Fund, allowing LEPs to use their local knowledge to get all areas of the country firing on all cylinders.

Analysis has shown that every £1 of Local Growth Fund invested could generate £4.81 in benefits.

Further information

Growth Fund recipients are free to publicise their project award however best suits their needs. But if you would like some further facts about the Fund, or the wider regeneration work going on across the country, please contact DCLG press office by emailing NewsDesk@communities.gsi.gov.uk in the first instance to request any additional information you might need.

Some additional key facts:

- There are 38 LEPs covering the whole of England
- The government has awarded £9.1bn in three rounds of Growth Deals to local areas to drive economic growth.
- LEPs are investing in a wide range of projects informed by detailed analysis of the most pressing economic needs in each of their areas, including transport, skills, business support, broadband, innovation and flood defences.

ii) Northern Powerhouse

Some Northern Powerhouse key facts:

- The Northern Powerhouse is a key aspect of this Government's approach to addressing the productivity gap in the North and ensuring a stronger, more sustainable economy for all parts of the UK.
- The government has awarded £3.4bn in three rounds of Growth Deals across the Northern Powerhouse.
- 17 Enterprise Zones across the North have already attracted £1.3bn of private sector investments and helped attract nearly 9,000 jobs since 2012.

Please also refer to separate Northern Powerhouse Brand Guidelines.

<https://www.businessinspiredgrowth.com/wp-content/uploads/2017/01/NPH-brand-guidelines-021216-9.pdf>

ii) Crewe Place Brand Guidelines – see separate document.