INVITATION TO TENDER

FOR

Destination Chester Creative Programme Delivery

MC REF: (MC002)

Return Date of ITT: (28th June 2021 4pm)

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**SECTION 1 Covering Letter**

**28th May 2021**

Dear Sir/Madam

Invitation to Tender Ref: MC-002

**Scope of Service:**  **Destination Chester Creative Programme development**

Marketing Cheshire, on behalf of the Destination Chester network, is pleased to invite you to tender for Destination Chester Creative Programme development. The Invitation to Tender will open at **2pm** **14/06/21**.

**Funding to provide the services in this tender is being sought from the Welcome Back Fund (WBF). WBF is managed by Her Majesty’s Government and is supported by the European Regional Development Fund.**

The tender documents comprise this ITT letter, rules of tendering and the ITT documents.

This ITT sets out the information which is required in order to assess the suitability of applicants in terms of their quality assurance processes, relationship management, pricing, service levels and innovative solutions to meet the requirements for **Destination Chester Creative Programme Development**

The successful applicant will be required to deliver services in accordance with all attached documents and the contract to be placed with the successful applicant.

The contract will be subject to Marketing Cheshire requirements and satisfactory performance through continuous monitoring and performance review. During the contract life, the successful applicants will need to achieve continuous improvement. Failure to do so may result in the contract being terminated.

Any questions concerning this document or the tendering process should be [tenders@871candwep.co.uk](mailto:tenders@871candwep.co.uk) by no later than **21st June**

If it is necessary to amend the ITT documents prior to the submission of tender proposals, or to extend the tender period, all changes will be notified on the LEP website.

Marketing Cheshire reserves the right not to contract or contract only in part with any applicant.

Applicants:

* shall either destroy or return all documentation related to the tender process if Marketing Cheshire so directs
* shall ensure that tenders are both technically and arithmetically correct. Should Marketing Cheshire discover any arithmetical errors in the Applicant’s tender prices then these shall be pointed out to the Applicant who shall immediately correct the errors or they shall be asked to withdraw its tender or hold the prices submitted, at the discretion of Marketing Cheshire.
* Shall not alter the ITT documents. Tender proposals will be deemed to comply entirely with the terms stated therein unless the Applicant states otherwise in writing. If any alteration is made or if these instructions are not fully complied with, the tender proposal may be rejected.
* Will be deemed to have satisfied themselves as to the sufficiency of their tender proposal and to have included in it all costs which may be incurred in the delivery of the services. They shall also be responsible for satisfying themselves as to the accuracy of all information associated with the contract and that all eventualities have been included.

The contract will be entered into on the basis of the total tender package (inclusive of VAT) which will be included as part of the Contract Documents including any amounts or additional made and agreed during the tender proposal assessment period.

The information supplied within this ITT and accompanying documents reflects Marketing Cheshire‘s current view of the services required. Whilst the information in this ITT has been prepared in good faith, it does not purport to be comprehensive or to have been independently verified. This ITT is issued on the basis that:

* Marketing Cheshire does not accept any liability, responsibility or duty of care to any tenderer for the adequacy, accuracy or completeness of this ITT or for anything said or done in relation to the procurement to which this ITT relates;
* Marketing Cheshire does not make any (express or implied) representation or warranty either about the information contained in this ITT or on which it is based, or about any written or oral information that may be made available to any applicant;
* Nothing contained in this ITT constitutes an inducement or incentive in any way to persuade an interested person to pursue its interest, submit a tender proposal or enter into any contract;
* Neither this ITT nor any information supplied by Marketing Cheshire should be relied on as a promise or representation as to its future requirements;
* This ITT is neither an offer capable of acceptance nor is it intended to create a binding contract nor is it capable of creating such a contract by any subsequent actions.

Applicants should complete the Tenderer Declaration Form (Appendix 1), Pricing Schedule (Appendix 2) Technical response (Appendix 3) and Standard Supplier Questionnaire (Appendix 4) as per the instructions set out in this ITT. All documents should be emailed to [tenders@871candwep.co.uk](mailto:tenders@871candwep.co.uk)

**SECTION 2 – Scope of Procurement**

Marketing Cheshire are looking to procure Creative Programme Development for Destination Chester’s 2021/2022 programme

Tenderers are requested to study the specification document in detail and ensure that the specified requirements can be met that are stated within the document and thus your understanding of our requirements is reflected in your Pricing schedule return.

The contract is expected to commence **02/07/2021,** with the exact dates to be agreed depending on the agreement between the successful provider and Marketing Cheshire.

Tenders will be assessed based on the **M**ost **E**conomical **A**dvantageous **T**ender submitted.

**SECTION 3 – Background**

Councils across England are to share £56m of ERDF funding to support the return to high streets safely and help build back better from the pandemic. This funding shall be known as the “Welcome Back Fund” (the fund) and it builds on the £50m Reopening High Street Safely Fund (RHSSF) allocated to councils in 2020 and forms part of wider support government is providing to communities and businesses, to protect jobs, support the most vulnerable and ensure no one is left behind as we continue to tackle the Covid-19 pandemic and begin to build back better.

Destinations in the UK are in a race to *reopen, stand out*and*reinvigorate* their tourism and hospitality sectors. They need to do so in a *safe*and *secure way*, balancing the anxiety and social distancing concerns that will take some time to dissipate, and recognising the changes in the physical high street and social contexts.

**Consumer sentiment is mixed.**

By way of example, 20% of those questioned by Visit Britain are confident they will be able to make a trip in Spring and Summer, however fears and concerns around visiting attractions still far outweighs confidence and desire to return, though it is expected this will ease as the vaccination programme progresses.

**The Chester city centre offer is changing.**

In Chester, the high street has seen mixed fortunes, whilst it has lost Browns of Chester it is seeing an increase in rentals from independents including new Japanese and Vegan restaurants as well as independent retailers. In order to entice residents and visitors back into the city centre an experiential offer needs to be curated that runs throughout leisure, retail, hospitality and attractions.

**We have an opportunity to market a wider destination cluster to visitors and residents.**

We have an opportunity to better connect Chester's offer with the wider destination cluster, including Cheshire Oaks and Chester Zoo, and fantastic attractions across Cheshire West from Delamere Forest to Ness Gardens and our market towns and villages.

**OUR APPROACH**

This year we have an opportunity to do much more, and Destination Chester have collectively developed a proposition to amplify existing activity. Our aims are to:

* Support the businesses and sectors hit hardest by the pandemic, from retail and hospitality, to attractions and events, to creative freelancers.
* Maximise and market the destination’s USP’s, through celebrating all the offers across Chester and Cheshire West.
* Develop an events and activities programme to offer safe places for friends and family to meet again that showcase the imagination of local creatives.
* Step up our communication and marketing locally, regionally and nationally.

Our communications and marketing activity will focus on:

* Creation and delivery of a specific marketing campaign for residents and communities using social media and local networks.
* Communication of the key assets and activities to 2- hour travel time and train connections on West Coast mainline.
* Utilising best practice on and offline marketing tactics
* Using clear messages around safety and core assets together with innovation and creativity to develop enhanced positioning for the city and wider region
* Using a theme that is easy to understand and can be picked up by local community groups and Parish Councils as well as established festivals and attractions

**2021/2022 PROGRAMME**

Chester and Cheshire West has fantastic outdoor attractions, from Chester Zoo and Chester's Roman Walls, to Beeston Castle and Delamere Forest. Across the borough there are already great plans to take theatre, cinema, restaurants, and pubs outdoors. We know that people will want to re-engage with places through outdoor activity, from food festivals and the Chester races, to the simple pleasures of walking and cycling with family and friends.

Our programme will *amplify our assets* and planned activity and take a more deliberate and *playful approach*.

*We want to develop a* new visual creative programme, designed to catch press attention and be very shareable on social media by visitors and communities. It will be a real talking point and will offer a wide variety of ways to engage, from the small and quirky, to the large-scale wow statements. It's a flexible proposition that can pop in different spaces and places across the borough.  It will involve:

**Open Air Chester**

Working with the council to create a licensed Open Air dining space in Chester Town Hall Square with tables and chairs. This space also to include a managed stage with an entertainment programme over a 6-8 week period

**Creative Animation**

Large scale creative installations on the street under a theme to be defined which supports our objectives.

**Community Engagement**

Bringing the programmed content onto the streets of Chester and Cheshire with a range of community and creative programmes being reignited and delivered. This can also be delivered with other arts organisations.

The timelines for the project are as follows;

-          **June** - Deliver enhanced marketing activity promoting open air Chester this summer to key target markets. Develop TV advert and Sky-Adsmart campaign, supported by targeted digital and social advertising and PR

-          **July** – Launch of Family events – activity in open air to animate the city

-          **August** – Development of Town Hall square open air eating space

-          **September-March** – Community Engagement and Creative programming live during this period

Marketing activity to continue throughout, promoting the whole programme and key existing events.

We are sourcing responses from experienced, creative producers to work with their existing network of artists to curate and install the animation of *a visual on street programme*, a programme developed by Destination Chester.  Due to tight timescales It essential that the creative producer has a network of artists, ready to work with the producer.

The nature of this contract is aimed at producers/organisations that are experienced in the delivery of arts and cultural activities in the outdoor and natural environment, operating at large scale, curating and shaping cultural environments where outdoor work thrives.

**Creative Animation Brief**

* Create large scale creative installations using locally based artists and producers
* Animation and installations that support engagement from community programmes I.e. outdoor yoga to creative arts classes
* Offer owner makers, freelancers and creatives the opportunity to programme and participate supporting their economic recovery
* Animate and showcase activity across venues and spaces in Chester city centre
* Animation and showcase activity in other venues in Cheshire West and Chester
* Complement and liaise with other cultural activity being delivered by Cheshire West and Chester

**Maximum Budget available for this activity is £160,000 and the programme must be live in the city during the period September – March.**

The Creative Animation partner’s role includes:

* Project management and end-to-end curation, planning, installation and deinstallation of art instillations
* Implement and manage a comprehensive installation/deinstallation schedule and timeline
* Budget management including preparing tracking and reconciling curation and installation/deinstallation budgets and management of artists fees within this.
* Work with the creative execution created by the brand and design agency
* Collaboration with Destination Chester through the Project Manager regarding;
  + Media plan and press releases
  + Launch activity
  + Development and delivery of all marketing materials, assets, social media and advertising
  + Installation of signage across Chester and Cheshire West
* Collaboration with partners on delivery of the Community Programme to ensure activity is delivered with the project schedule and timeframe
* Provide regular progress reports to Destination Chester though the Project Manager

**SECTION 4 – Procurement Process**

**4.1 Procurement Stages**

This is a procurement exercise conducted in accordance with the Open **Procedure** commonly used in public sector procurement exercises.

**SECTION 5 – Award Criteria**

**5.1 Award Criteria**

The Contract will be awarded on the basis of the following weighted award criteria:

|  |  |  |
| --- | --- | --- |
|  | **Award Criteria** | **Weighting** |
| **5.1.1** |  |  |
| **5.1.2** | **Price** | **30%** |
| **5.1.3** | **Technical Merit (Quality)** | **70%** |
|  | **TOTAL** | **100%** |

The **Technical Merit** criteria is made up of the following sub-criteria:

|  |  |  |
| --- | --- | --- |
| **5.1.3.1** | **Approach** | **25%** |
| **5.1.3.2** | **Relevant Experience** | **15%** |
| **5.1.3.3** | **Understanding of Brief** | **15%** |
| **5.1.3.4** | **Evidence of Network** | **15%** |
|  |  |  |

Tenderers may then be taken forward the final stage of an interview. This stage will be used to moderate your scores (+/- 5) at ITT stage by clarifying information provided in your company’s bid.

|  |  |  |
| --- | --- | --- |
| **5.2.1** | **Interview** | **Not Scored** |

Technical scores from the Tender stage will then be added together to give a total **technical score out of** **70%** Which will then be added to the **Price score (out of 30%) to give an overall score of 100%.**

**Tenderers invited to the Interview stage will be expected to provide any equipment, consumables and suitably qualified/skilled staff required during this process free of charge.**

Marketing Cheshire reserves the right to invite other Tenderers, by rank order, to participate in the Interview stage if required.

* 1. **Supplier Evaluation**

The evaluation of submissions will be on the criteria listed below in **5.3.1 & 5.3.2.** The criteria will count for 100% of the overall evaluation with the relevant weightings listed next to each individual criteria stated below.

Evaluation criteria will be a combination of both financial and non-financial factors and will consider the following areas:

**5.3.1 Price (30%)**

**The Price criteria carries a weighting of 30%** of the overall achievable score. The supplier must provide an economically sound, innovative and commercially attractive proposal offering outstanding customer service and satisfaction.

Please see Appendix 2 Pricing Schedule to be completed and returned by all suppliers.

**5.3.2 Technical Merit (Quality) (70%)**

Quality – **This criteria carries a weighting of 70%** of the overall achievable score and is broken down into the following areas and respective weightings.

**WEIGHTING**

**Approach**

i) How would you approach the brief **25%**

**Relevant Experience**

1. Provide a maximum of 2 examples demonstrating your ability to manage large scale complex projects with a range of stakeholders in an outdoor environment.

**10%**

ii) Please provide three client testimonials  **5%**

**Understanding**

**i)** Please demonstrate your understanding of the project by providing a high-level outline

timetable setting out the key project milestones.  **15%**

**Evidence of Network**

1. Please outline evidence of your network of artists available to work on the brief.

**15%**

Please see Appendix 3 Supplier Technical Questions & Answer sheet to be completed and returned by all suppliers.

The information supplied will be checked for completeness and compliance before Tenders are evaluated. Failure to comply with any of the requirements or any other specified requirements might render a tender liable to disqualification.

Marketing Cheshire reserves the right to suspend, cancel or withdraw the tender process at any time and will not be responsible for any costs incurred to potential suppliers.

**NOTE: If any criteria within the specification document are classed as non-compliant Marketing Cheshire will not be able to take your tender through to the next stage. If however you state that you are non-compliant and are able to provide an alternative solution, then this may be considered but not a guarantee that it will be accepted.**

* 1. **Scoring Principles**

Submitted Tenders will be assessed against the above criteria and scored using the following point’s system principles:

|  |  |
| --- | --- |
| **Scoring criteria** | **Score** |
| Failure to respond or irrelevant information which fails to meet the requirement | 0 |
| Response is unsatisfactory/only partially meets the requirement | 2 |
| Response is acceptable and meets the minimum requirement | 3 |
| Response is good – better than merely acceptable | 4 |
| Response is excellent, exceeds the requirement and provides added value | 5 |

* 1. **Evaluation Process**

Each Offer Schedule will be scored in accordance with the evaluation process stated above.

Clarifications maybe sought in writing, or by interview/presentation from the suppliers and scores adjusted accordingly. Visits to reference sites may also allow for adjustments to scores.

Full or partial proposals that in the opinion of Marketing Cheshire are unrealistically low or not reasonable sustainable (in terms of Quality or Price) may be rejected.

The weighted scores within each sub-criteria will be added together to arrive at the total score.

* 1. **Contract Term**

The contract will be for a period of up to 9 months.

**SECTION 6 – SPECIFICATION**

We are sourcing responses from experienced, creative producers to work with their existing network of  artists to curate and install the animation of *a visual on street programme*, a programme developed by Destination Chester.  Due to extremely tight timescales It essential that the creative producer has a network of artists, ready to work with the producer.

The nature of this contract is aimed at producers/organisations that are experienced in the delivery of arts and cultural activities in the outdoor and natural environment, operating at large scale, curating and shaping cultural environments where outdoor work thrives.

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* Implement and manage a comprehensive installation/deinstallation schedule and timeline
* Budget management including preparing tracking and reconciling curation and installation/deinstallation budgets and management of artists fees within this.
* Work with the creative execution created by the brand and design agency
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* Provide regular progress reports to Destination Chester though the Project Manager

**SECTION 7 – Terms For Submission of Electronic Tenders**

**7.1 Closing Date & Submission**

The closing date and time for the receipt of submissions and all requested documentation relating to this stage is **16:00** hours (**4pm**) on Monday 28th June . Late submissions will not be accepted.

Submissions will only be accepted if they are returned via email to tenders@871candwep.co.uk

**Proposed Timescale** The proposed schedule for the procurement process is as follows. However, the dates indicated, except for the return date should be regarded as indicative at this stage as Marketing Cheshire reserves the right to extend and / or amend the timetable as necessary. Any major changes will be discussed with potential tenderers.

|  |  |  |
| --- | --- | --- |
| **Activity** | **Start Date** | **Finish Date** |
| Invitation to Tender (ITT) Submission (via Contract Finder) | **14/06/21** |  |
| Tenderers must submit questions and comments regarding tender documents (ITT) |  | **21/06/21** |
| Marketing Cheshire responds to questions and comments via email to all tenderers |  | **22/06/21** |
| Tender Closes |  | **28/06/21** |
| Proposals evaluated |  | **30/06/21** |
| Bidders notified of contract award |  | **01/07/21** |
| Contract signing |  | **02/07/21** |
| Contract Period | 02/07/21 | **31/03/22** |

**7.3 Confidentiality and Disclaimer**

This ITT is not an offer capable of acceptance, but represents a definition of specific legal service requirements and an invitation to submit a response addressing such requirements.

Neither the issue of the ITT to you, your preparation and submission of a tender, or the subsequent receipt and evaluation of your tender by Marketing Cheshire commits Marketing Cheshire to award a contract to you or any other bidder, even if all requirements stated in the ITT are met. Marketing Cheshire is not responsible directly or indirectly for any costs incurred by your firm in responding to this ITT and participating in Marketing Cheshire procurement process.

All firms shall keep strictly confidential any and all information contained in this ITT, and other information or documents made available to it by or on behalf of Marketing Cheshire in connection with this ITT. The firms shall not disclose, nor allow any such information to be disclosed. Submission of a formal response to this ITT will confirm your agreement to observe these confidentiality requirements.

Contact by the firms with Marketing Cheshire during the bidding process should only be with the individuals named in the letter sent from Marketing Cheshire dated **14/06/21** as the Marketing Cheshire tender contacts. Respondents shall not offer or give any consideration of any kind to any employee or representative of Marketing Cheshire as an inducement or reward for doing, or refraining from doing, any act in relation to the obtaining or execution of this or any other contract with Marketing Cheshire.

**7.4 Response/Return of Invitation to Tender**

Please provide a response to this ITT by completing appendices the appendices listed below and providing any additional or supporting information, which you consider appropriate. In completing the ITT, please adhere to the structure contained in this document and include “Not applicable” where appropriate.

Tenderers are advised that it is **compulsory** to complete and return all of the following documents. Failure to do so will mean that your tender is not considered.

1. **Completion of Tenderer Declaration (Appendix 1)**
2. **Completion of the Pricing Schedule (Appendix 2)**
3. **Completion of Supplier Response (Appendix 3)**
4. **Completion of Standard Supplier Questionnaire (Appendix 4)**

**7.5 Questions**

If you have any specific questions concerning this document or the process for submission of your proposal, then please email through to: [tenders@871candwep.co.uk](mailto:tenders@871candwep.co.uk)

Only questions submitted to this email address will be answered. It would be most helpful if queries could be submitted in one email rather than piecemeal within the deadline stated in 6.2 of this document.

All responses to received and any communication from tenderers will be treated in strict confidence.

* 1. **Material Misrepresentation**

Marketing Cheshire shall reply on the information provided by the bidder in relation to its offer. In providing the services as specified in the Invitation To Tender documents the successful bidder/tenderer shall comply with the contents of its offer as failure in this respect may constitute a material breach of contract.

* 1. **Collusive Bidding**

Collusive bidding is unaccepted by Marketing Cheshire. Any tenderer that is caught by Marketing Cheshire to be circumventing rules or the law during this tender process will automatically be disqualified from the tender process.

This applies to any bidder who:

**a).** Fixes or adjusts the amount of his bid by or in accordance with any agreement or arrangement with any other person, or

**b).** Communicates to any person other than Marketing Cheshire the amount or approximate amount of his proposal (except where such disclosure is made in confidence in order to obtain quotations necessary for the preparation of the tender for instance) or,

**c).** Enters into any agreement or arrangement with any other person\* that he shall refrain from bidding or as to the amount of any bid to be submitted, or

**d).** Offers or agrees to pay or give, or does pay or gives any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done, or causing or having caused to be done in relation to any Offer or proposed Offer for the Services or any act or omission will be disqualified (without prejudice to any other civil remedies available to Marketing Cheshire and without prejudice to any criminal liability which such conduct by a bidder may attract).

* NB Sub-contracting is permissible where the bidder believes that this will enhance their proposal, however this must be clearly stated.
  1. **TUPE**

The following provisions regarding TUPE are extremely important. Please ensure that you read them carefully.

Marketing Cheshire expects that TUPE will **not** apply to this contract.

In cases of TUPE Tenderers are advised to seek independent professional advice on the effect of TUPE. Tenderers must be prepared to accept all liabilities which may arise as a consequence of the application of TUPE, should it apply. Marketing Cheshire takes no liability in regards to inaccuracy of TUPE information provided in this tender.

When submitting a Tender, Tenderers are required to include all costs relating to TUPE in their submission.

* 1. **Bribery**

Bribery means any offence under the Bribery Act 2010 or related Laws creating offences in relation to offering, promising or giving a bribe or requesting, agreeing to receive or receiving a bribe

The Contractor agrees with the Client that this Contract will operate on the basis of zero tolerance being shown towards any Fraud and/or Bribery. The Contractor shall take all reasonable steps, in accordance with Good Industry Practice, to prevent Fraud and Bribery by Staff and the Contractor (including its shareholders, members, directors) in connection with the receipt of monies from the Client and with the operation of this Contract.

**APPENDIX 1 Form of Tender**

**Declaration by Tenderer ITT Title: Destination Chester Creative Programme Management**

1. I, *[insert name]* , certify that I am the person duly authorised to sign tenders for and on behalf of *[insert company name],* the tenderer, and having read the documents, offer to supply the goods, services or works:

* as set out in the letter of invitation to tender, the specification and accompanying tender documents, samples and/or drawings.
* under the terms and conditions indicated
* at the price (or prices) specified in the attached tender documentation.

2. It is agreed that any or other terms and conditions of contract or any caveats, assumptions, reservations or exclusions that may be printed on correspondence emanating from the tender, or any Contract resulting from this tender, shall not be applicable to this tender or agreement.

3. I certify that this is a bona fide tender and that I have not fixed or adjusted the amount of the tender by, or under, or in accordance with any agreement with any other person. I have not done, and undertake that I will not do at any time before the hour and date specified for the return of the tender, any of the following acts:

* Communicate to a person other than Marketing Cheshire, the amount or approximate amount of the proposed tender, except where the disclosure, in confidence, of the approximate amount of the tender was necessary to obtain insurance premium quotations required for the preparation of the tender
* Enter into an agreement or arrangement with any other person that he/she will refrain from tendering or to the amount of any tender to be submitted
* Offer, or pay, or give, or agree to pay any sum of money or valuable consideration, directly or indirectly to any person for doing, or having done, or causing to be done in relation to any tender or proposed tender, for the said work, any act or thing of the sort described above.

4. I further certify that the principles described in paragraph 3 have been, or will be, brought to the attention of all subcontractors, suppliers and associated companies providing services or materials connected with the tender and any contract entered into with the subcontractors, suppliers or associated companies will be made on the basis of the compliance with the above principles by all parties.

5. I understand that Marketing Cheshire reserves the right, unless the tenderer stipulates to the contrary in the tender, to accept such portion thereof as Marketing Cheshire may decide. Marketing Cheshire is not bound to accept the lowest or any tender.

6. I have obeyed the rules regarding confidentiality of tenders and will continue to do so as long as they apply.

7. I can confirm that I accept that any breach of any of the conditions could lead to any tender being rejected or to the rescission of the Contract by Marketing Cheshire

|  |  |
| --- | --- |
| Authorised Signatory |  |
| Date |  |
| Name in BLOCK LETTERS |  |
| Job Title |  |
| Telephone Number |  |
| E-mail address |  |

Please ensure that the form is completed and signed before being returned with any other supporting documentation requested, by the due date and time. Use the checklist to ensure that you have submitted the relevant documents.

**APPENDIX 2 – PRICE SCHEDULE**

|  |  |  |  |
| --- | --- | --- | --- |
| Project Management |  |  |  |
| Staff role/Name | Amount of time to be spent on project | day rate | Total |
|  |  |  | 0 |
|  |  |  | 0 |
|  |  |  | 0 |
|  |  |  | 0 |
|  |  |  |  |
| Artists Fees | |  |  |
| Physical installations, production and build support | |  |  |
|  |  |  |  |
|  |  |  |  |
| Total Tendered Price (inclusive of VAT) | | | 0 |

**APPENDIX 3- SUPPLIER TECHNICAL QUESTIONS & ANSWER SHEET**

***Please insert the questions detailed in 5.3.2***

**1. APPROACH (25%)**

**i).** **How would you approach the brief. 25% Maximum 750 words**

ANSWER FEEDBACK

**2. EXPERIENCE (25%)**

**i). Provide a maximum of 2 examples demonstrating your ability to manage complex projects with a range of stakeholders 20% Maximum 500 words**

ANSWER FEEDBACK

**ii). Please provide three client testimonials giving client name, value of contract and work undertaken (5%) Maximum 200 words**

ANSWER FEEDBACK

**3. UNDERSTANDING (15%)**

**i). Please demonstrate your understanding of the project by providing a high level outline timetable setting out the key project milestones (25%) Maximum 500 words**

ANSWER FEEDBACK

**4. EVIDENCE OF NETWORK (15%)**

**i). Please outline evidence of your network of artists available to work on the brief (25%) Maximum 500 words**

ANSWER FEEDBACK

**APPENDIX 4 – Standard Supplier Questionnaire**

|  |  |  |
| --- | --- | --- |
| **Section 1** | **Potential supplier information** | |
| **Question number** | **Question** | **Response** |
| 1.1(a) | Full name of the potential supplier submitting the information |  |
| 1.1(b) - (i) | Registered office address (if applicable) |  |
| 1.1(b) - (ii) | Registered website address (if applicable) |  |
| 1.1(c) | Trading status   1. public limited company 2. limited company 3. limited liability partnership 4. other partnership 5. sole trader 6. third sector 7. other (please specify your trading status) |  |
| 1.1(d) | Date of registration in country of origin |  |
| 1.1(e) | Company registration number (if applicable) |  |
| 1.1(f) | Charity registration number (if applicable) |  |
| 1.1(g) | Head office DUNS number (if applicable) |  |
| 1.1(h) | Registered VAT number |  |

**APPENDIX 5 – Conditions of Contract**

Marketing Cheshire SLA for the Supply of Services shall form the basis of the main terms and conditions of the contract. The successful bidder must thoroughly read, agree and comply with the Contract Terms & Conditions Agreement. This will be supplied on award of contract.