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# OPEN INVITATION TO TENDER

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## 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, Cordwell and 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: £29,000**

**Deadline for submissions: Sunday 24th May 2020.**

**Decision will be taken and candidates notified by Friday 29<sup>th</sup> May.**

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

**Key facts:**

Site will be managed by 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.

Each hoarding is 2.4m high, and made of white PVC, with potential to affix coverings to most, or a selected number of boards.

**Period of re- development:** Spring 2020 to Autumn 2023

Images of the site and branding (with the exclusion of new place branding material) are included at the end of this brief.

The supplier will 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, and ideally elements might be re- usable for other projects.

**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 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 emerging Crewe place Brand, funders and site developer’s brand guidelines. This will include the incorporation of site – safety signage and identifying characteristics for entrance areas, a blue colour band on plinths and use of logos on a number of boards.
- There will be other logos to be incorporated in to the design, for Cheshire East Council, Cordwell and Peveril Securities the Northern Powerhouse and Local Economic Partnership.

Information on Brand guidelines (with the exception of the place brand) and site layout are provided in this document.

### **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 - 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.

### **Submitting your tender.**

If you are intending to submit a tender please contact [lindsay.lewis@crewetowncouncil.gov.uk](mailto: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.

In line with current restrictions with regard to the Covid- 19 crisis, tenders may also be submitted electronically. Please contact as above for details. Electronic copies will not be opened until the appointed time.

**Posted tenders** must be addressed and sent to:

**Accounts 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: Sunday 24<sup>th</sup> May** Tenders received after this date will not be considered.

#### **CONTRACT AWARD CONDITIONS**

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.

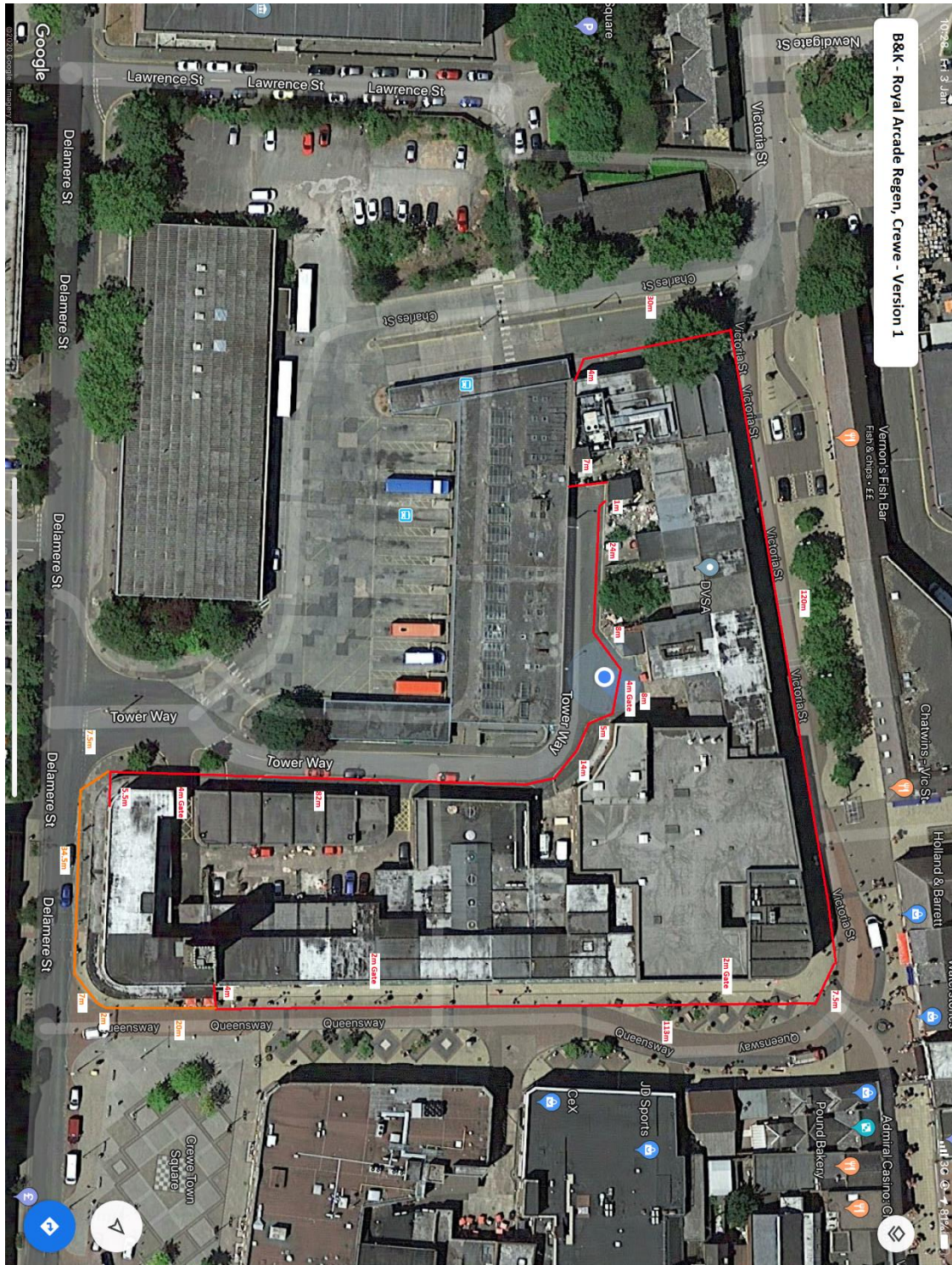
Members of the Council or of any committee shall not solicit or recommend persons or organisations for such appointments; but, nevertheless, any such member may give a written testimonial of a candidate's ability, experience or character for submission to the Council with an application for appointment, 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](mailto:lindsay.lewis@crewetowncouncil.gov.uk) We will keep you informed of any changes.



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



Bowmer and Kirkland Brand Guidelines

# 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 longform and abbreviated signs are used at 6 panel intervals, as shown below.

Interm signage is located as below.

**Regular Hoardings - Pedestrian Entrance**

**Regular Hoardings - Vehicle Entrance**

**Regular Hoardings - Pedestrian Entrance**



Example of recent site



## **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](mailto: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.

**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>