

Crewe Town Council

Crewe Day Festival Event Development and Delivery

Invitation to Tender

Instructions & Introduction

Please ensure that you read this document carefully and fully

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Your completed tender must be returned and be received no later than 12:00pm on Friday 25th October 2024.

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# Introduction & Background

* 1. About Crewe Town Council

Crewe Town Council was formed in 2013 as the result of a referendum, with a role to provide a strong voice for Crewe. The parish of Crewe is broken into six wards made up of a diverse community. The Council is made up of twenty elected members (Town Councillors) and a small team of officers work to deliver local services and activities including events and culture.

1.2 Tender Background

Crewe is a hive of activity when it comes to events and culture and Crewe Town Council is proud to be a part of this.

Crewe has a rich history of hosting outstanding events including:

* a regular monthly feature market
* Operation School Holidays which brings a variety of events and activities to Crewe for families to access during the school holidays
* Heritage Open Days
* a soap box derby event
* music events
* an annual Christmas Lights Switch On
* and so much more!

These events play a big part in making Crewe the place to Live, Work & Enjoy. Events make a contribution to our local economy through expenditure in the local area, and through the supply chain.

They provide recreational opportunities for residents and contribute to strong, resilient communities by providing the chance for people to volunteer. At their biggest, events give Crewe a raised profile, boosting inward investment and visits to the town.

The town enjoys a thriving and engaged community which is keen to express its individuality as well as welcome ideas for contemporary events from around the country. Crewe Town Council continually builds on these elements to develop a culture of active delivery of events in partnership with the community, agencies and businesses that contribute to achieving our ambition to make Crewe the place to Live, Work & Enjoy.

Crewe is in a time of change and opportunity, with redevelopment of the town centre underway and new exciting cultural projects and initiatives emerging. Local residents and organisations alike are invigorated and passionate about the role of events and culture in the town, both now and for its future.

In 2025 we are seeking to working with a cultural events company who can bring something new and exciting to our programme.

Crewe Town Council are seeking to work with an experienced events organisation with a track history of delivering events in towns and cities up and down the country that attract national audiences as well as national press and media attention.

The successful applicant will deliver a three day cultural festival across the weekend of the 4th, 5th and 6th July 2025 to celebrate Crewe Day.

But what is Crewe Day? Crewe Day, which takes place on 4th July, commemorates the anniversary of the first trains passing through Crewe Station, during the opening of the Birmingham to Manchester and Liverpool line on 4 July 1837. This is a key moment in the town’s industrial heritage.

To a lot of people, Crewe is the place where you change trains or stop on a journey to somewhere else. It's somewhere you've passed through but never had a reason to explore.

But Crewe is awesome! It's a place that deserves to shout about its heritage and proudly claim its place as one of Britain's key industrial engineering towns.

Everyone knows about the railway links but the town is also an engineering heavyweight.

To name just a few engineering achievements that have come out of Crewe:

* In 1843, 800 Grand Junction Railway workers and their families moved to a small hamlet near Crewe Station. They were encouraged to move for higher wages and properties which had gas lighting, seventeen years before the Houses of Parliament.
* In just thirty years, that small railway colony had grown to a population of 40,000. It was the heart of the London & North Western Railway operation. Crewe Works could create every element of a locomotive and was home to ancillary industries including uniform production.
* Crewe Works produced over 8,000 locomotives and by the 1930s it was the largest railway engineering works in the world.
* At its height, the buildings that made up Crewe Works covered over two miles.
* The Works was a hub of innovation, and Crewe was the first place in the world to use Bessemer steel railway tracks.
* Other industries chose to come to Crewe because of the highly skilled workforce. Rolls Royce established their shadow factory in Crewe in 1938. From here, 26,065 Merlin engines were built which powered Hurricanes, Spitfires and Lancasters. Rolls Royce (now Bentley, Crewe) has been making supercars for over 80 years.
* During the Second World War, Crewe Works converted 150 Covenanter Tanks to higher performance in just two months.
* Crewe's engineering continues today. It is home to the world's leading manufacturer of ice cream vans (Whitby Morrison) and Owl Telescopes which are found on beaches around the country.
* It is home to the first railway cooperative, established just 5 months after Rochdale.
* It is the birthplace of Calpol
* Producer of uniforms for the LNWR. This spawned a textile manufacturing industry that totalled 13 factories during its height in the early 1900s

The list could go on!

The Crewe of today remains a place that people move to for its prospects and links to the rest of the country. The town’s community is enriched by the diverse and dynamic people who live and work here, making Crewe what it is today.

It’s important that the Crewe Day Festival reflects this. The event must align with the Crewe Events Strategy, Cultural Strategy For Crewe, Crewe Place Brand values and guidelines, while acknowledging Crewe’s rich industrial heritage and history with A Heritage Strategy for Crewe. It must also offer the opportunity for community participation and celebrating what and who makes Crewe today.

The budget associated with the event allows for the one off delivery of the event, but for a forward thinking organisation there is scope to identify and secure external funding to support annual future delivery of the event.

1.3 Tender Requirements

The successful applicant will need to:

* Develop an understanding of Crewe and its rich heritage & culture.
* Develop an understanding of Crewe’s Residents and how they do and don’t engage with events and culture, while remembering that this event must bring people into the town as well.
* To develop and deliver a vibrant Crewe Day event that celebrates Crewe’s heritage and embodies the community spirit Crewe is home to, through the provision of a variety of accessible and engaging entertainment, community engagement opportunities and unique food and beverage experiences.
* To develop and deliver robust event management plans, resources and provision planning including crowd management plans, health and safety plans, traffic management, stewarding, welfare, security and medical planning in a timely manner.
* To notify all relevant bodies of the event in order to gain required permissions including but not limited to Cheshire East Council, Cheshire Police, Cheshire East Highways, Cheshire East Events Safety Advisory Group, Temporary Event Licencing team etc.
* To deliver all activities in line with purple guide guidelines, any other relevant legislation, regulations and good practice guidelines.
* To drive a national audience to visit Crewe over the three day festival of on average 10,000 plus each day.
* To ensure consideration is given to accessibility, inclusivity, and community engagement, fostering an enriching and participatory experience for all attendees.
* To work closely with the Crewe Town Council Events & Culture Manager throughout the:
1. development
2. delivery
3. exploration of potential future delivery of the festival
4. Definition of the outcomes and outputs of the festival
* To work closely with the Crewe Town Council Communications Officer, providing them with all relevant information, imagery and video footage required to create marketing content including social media content, press releases, web content and printed materials.
* To on occasions attend meetings or be part of conversations between the Communications Officer and external PR agencies that work on a regional or national level to deliver visitor economy marketing that will drive new audiences to Crewe for the festival.
* Collaborate with local organisations and venue owners, commercial and community-based, to curate a wide range of supporting events and activities, across varying genres to contribute to a town-wide programme.
* Encourage collaborative and partnership efforts, especially where this contributes to financial viability.
* Showcase local talent and creativity.
* To strive to deliver a sustainable and plastic free event as far as reasonably practicable and financially viable.
* To produce a detailed and evidenced final evaluation and monitoring report for the event to include (but not limited to) proven footfall data, visitor demographics and geo-data, quantitative and qualitative feedback.
* To secure financial sustainability of the event that allows for future annual delivery, development and growth through seeking and securing external funding such as grant funding on behalf of Crewe Town Council. Striving towards financial autonomy from the Council for onward delivery past the first few years, thus ensuring long-term viability and growth.
* To maintain the Crewe Brand and to ensure that all public material clearly identifies that this a Crewe Town Council project

In addition to the above deliverables outlined the successful applicant must make provisions for:

* An initiation meeting to finalise the brief with the client
* Regular meetings with the client to update on progress
* To be physically present in Crewe as much as is required to ensure the effective engagement and development associated with the sustainable delivery of the project

# The Procurement Process

2.1 Procurement Route

The Council is advertising this tender opportunity via Contracts Finder and are inviting bids from suitably skilled and experienced contractors to deliver the requirement. The Council is committed to an open, fair, and transparent procurement process which is seeking to appoint providers who can work collaboratively with them to deliver the best facilities for the available budget.

2.2 Written Tender

Providers wishing to make a bid to deliver the works will be required to provide a formal tender which includes a preliminary selection questionnaire, a written response to a number of set quality questions and a commercial offer setting out the tendered costs to deliver the requirements.

2.3 Appointment

Following conclusion of the procurement process, the Council intends to appoint the highest scoring bidder to the deliver the requirement. Further detail on how to make a bid, the evaluation process and appointment are detailed below.

# How to Make a Bid

3.1 Submission Requirements

Providers expressing an interest in this opportunity are required to submit;

* Appendix B - A completed Selection Questionnaire Template
* Appendix C - A completed Quality Response Template
* Appendix D - A completed Cost Response Template
* Appendix E - A completed Form of Tender Template

The Selection Questionnaire Template requires bidders to provide the requested company information on a self-certified basis. Evidence to support responses is not needed at this stage of the procurement process, however any successful bidder(s) may be required to provide documentary evidence to support their responses prior to final appointment. Where minimum requirements are stated, bidders must meet these standards, or agree to ensure these standards are met prior to contract commencement to be eligible for appointment. Bidders are encouraged to review the Selection Questionnaire document to ensure they can meet any minimum standards set out before completing the remaining tender documentation.

The Quality Response Template requires bidders to provide written responses to a range of set questions. Bidders’ attention is drawn to the conditions and requirements set out in the template.

The Cost Response Template requires bidders to provide their commercial offer to provide the services required. Bidders’ attention is drawn to the conditions and requirements set out in the template.

The Form of Tender Template requires bidders to agree to the statements set out in the template. Bidders must sign and submit the template in order for the submission to be considered.

3.2 Submission Format

Tenders must be submitted digitally. The email address for tenders is: procurement@crewetowncouncil.gov.uk

They can be submitted using email transfer, transfer platform (e.g. wetransfer) or a USB data stick.

The format of digital tender files must be readily compatible and accessible via standard Microsoft Windows products (e.g. Word, Excel).

Whilst receipt will be confirmed, no files will be accessed until after the tender deadline.

Should there be issues with accessing received tender document files, the tenderer will be contacted to seek accessible files. If these are not received within 2 working days of the request the tender will not be accepted and will be deemed invalid.

3.3 Business Offer

Bidders should note that any formal response to this invitation to tender constitutes a business offer in line with the terms and conditions set out.

# Tender Queries

4.1 All Correspondence

Bidders should note that all correspondence pertaining to the procurement process must be directed to the nominated officer via email. Any contact made directly with any other officer of the Council regarding this procurement is a breach of the terms on which this ITT is issued and may result in a rejection of your submission without it being considered further.

4.2 Process for Tender Queries

*Queries should be sent to* *events@crewetowncouncil.gov.uk* *using the subject line Crewe Day Festival Development and Delivery.*

Wherever possible, the Council will aim to answer all queries within three working days. Bidders should note that where practicable, all queries and responses will be shared anonymously with all bidders to ensure a fair and transparent process.

Bidders must indicate if they believe a query is commercially sensitive or where disclosure of such query and/or the answer would be likely to prejudice its commercial interests.

4.3 Ambiguity, Error, or Omission

Bidders are kindly requested to notify the Council promptly of any perceived ambiguity, inconsistency, error, or omission in this ITT or any supporting documentation including any supplementary information issued during the procurement process.

4.4 Post Tender Clarifications

The Council may seek clarifications on bidders’ responses following the submission deadline. Clarifications may be sought to finalise assessment of tenders; however, any clarification request will not present an opportunity for bidders to augment or amend their submission(s). Bidders should note that where appropriate, the Council reserves the right to model third party and / or associated costs with any proposal received to arrive at a cost for comparison.

# Tender Timescales

5.1 Submission Deadline

##### The deadline for responses is 12:00pm on Friday 25th October 2024.

5.2 Tender Timetable

##### The following table is an approximate timeline for the tender process and is provided for information only. Bidders should note that the timetable is subject to change.

#####

|  |  |
| --- | --- |
| Stage | Date |
| Tender Issue | Thursday 12th September 2024 |
| Query Deadline | Thursday 3rd October 2024 |
| Tender Submission Deadline | Friday 25th October 2024 |
| Tender Assessment | Week commencing 28th October 2024 |
| Contract Award  | Week commencing 4th November 2024 |
| Contract Start & Mobilisation  | Monday 11th November 2024 |

# Tender Evaluation & Selection

6.1 Procurement Assessment Panel

The procurement assessment panel for this tender exercise will consist of*:*

* Town Clerk
* Events and Culture Manager
* Chair (or Deputy Chair or Member in their absence) of the Events & Culture Committee

6.2 Written Tender Evaluation

The evaluation of this tender will be based on the Most Economically Advantageous Tender (MEAT) and will be weighted as follows:

* Quality Submission – will carry a 50% weighting(sub-weighting detailed below)
* Cost Submission – will carry a 50% weighting

6.3 Quality Assessment Overview

All Bidders are required to submit a completed Quality Response Template and to answer all questions set. Unless specifically instructed to do otherwise, bidders should write their responses directly into the document provided and NOT in any other format, ensuring that the document is submitted in either MS Word or PDF format. Further instructions for completion are included within the Quality Response document.

6.5 Quality Question Overview

Bidders are required to answer all questions set within the Quality Response document. Each question carries its own individual weighting as set out in the table below.

|  |  |  |
| --- | --- | --- |
| Question No. | Description | Weighting |
| Q1 | Relevant experience, successful delivery of comparable festivals that attract a national audience & contractor team practical relevance (CV review) | 30% |
| Q2 | Festival Design Proposal Provided – Provide a festival design proposal for consideration within budget including as well as your methodology and approach  | 40% |
| Q3 | Local Knowledge, relevance and understanding of different audience requirements | 10% |
| Q4 | Allocation of hours/time commitment  | 15% |
| Q5 | Accessibility of Information | 5% |

Each question will be scored and awarded a weighted score in line with the Quality Assessment Criteria. The total weighted score will be added to the Cost Assessment to arrive at the total tender score.

6.6 Quality Assessment Criteria

Bidders’ responses to quality questions will be assessed by the procurement panel and awarded a score between 0 and 5 in line with the criteria set out in the table below.

|  |  |  |
| --- | --- | --- |
| Score | Term | Typical Characteristic |
| 0 | Unacceptable | No response or extremely limited response. Response inconsistent and/or unworkable and/or does not address our requirements. Shows extremely limited understanding of, and/or extremely inappropriate approach to, the matter in question. |
| 1 | Poor | Response is limited and is lacking in relation to a significant proportion of material elements, is unworkable and/or inconsistent and only partially meets our requirements. Shows limited understanding of, and/or inappropriate approach to, the matter in question. |
| 2 | Satisfactory | Response broadly responds to our requirements at a reasonable standard. Shows reasonable understanding of, and/or acceptable approach to, the matter in question. |
| 3 | Good | Response meets our requirements at a high standard and exceeds them in one or two respects. Shows very sound understanding of, and appropriate approach to, the matter in question. |
| 4 | Very Good | Response meets our requirements at a very high standard and exceeds them in a number of respects. Shows extremely sound understanding of, and highly appropriate approach to, the matter in question. |
| 5 | Excellent | Exemplary response; exceeds expectations in all respects, and Bidder could not be expected to answer question more comprehensively or appropriately. |

Responses to questions within the Quality Response document must not exceed the word count advised and must not refer to any supplementary materials unless expressly requested. Attachments and appendices are only permitted where expressly requested. Photographs and diagrams may be included where necessary; however, these should not be used to artificially increase the number of words submitted in a response.

6.7 Minimum Quality Score

The Council Reserves the right, entirely at its own discretion, to disqualify any bidder which fails to reach a minimum quality of 50%

6.8 Cost Assessment Overview

All Bidders are required to submit a completed Cost Response Template (Appendix D), and to ensure they have fully completed all relevant sections.

Bidders’ costs will be modelled with a cost for comparison arrived at. The lowest modelled costs will be awarded the full weighted score, with higher modelled costs awarded a lower score based on a proportional sliding scale.

Further details and instructions on the cost submission requirements can be found within the provided template. Bidders should write their responses directly into the document provided and NOT in any other format, ensuring that the document is submitted in MS Excel format.

6.9 Unsustainably Low Tenders

In addition to the conditions set out in this ITT, the Council reserves the right, entirely at its own discretion, to disqualify any bid that is considered to be unsustainably low.

# Terms & Conditions

7.1 Contract Form

The contract will be formed from the council’s standard contract wording and terms (goods and services) and conditions (template to be amended for this specific project at Appendix F)

Bidders should review the appended draft contract and include within their response any terms which they are unable to agree to. Bidders should note that failure to agree to the draft terms set out may result in their submissions being disqualified.

7.2 Disclaimers

Any information provided in connection with the procurement of the proposed services in this ITT or the documents accompanying is provided for information only. Whilst the documentation 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:

* neither the Council nor any of its advisers accept any liability, responsibility, or duty of care to any Organisation (other than the Council) for its adequacy, accuracy, completeness or for anything said or done in relation to the procurement to which this ITT and accompanying documentation relates;
* neither the Council nor any of its professional advisers make any (express or implied) representation or warranty either about the information contained in this ITT and accompanying documentation on which it is based, or about any written or oral information that may be made available to any Organisation, funder, other interested person, or any of their professional advisers;
* nothing contained in this ITT and accompanying documentation constitutes an inducement or incentive in any way to persuade any Organisation to pursue its interest, submit a tender or enter into any framework agreement, contract, or any other related agreement;
* this ITT and accompanying documentation are not intended to provide a basis for any investment decision by any Organisation and should not be considered as a recommendation by the Council or any of their advisers;
* neither this ITT and accompanying documentation nor any information supplied by the Council should be relied on as a promise or representation as to the future;
* this ITT and accompanying documentation do not constitute or involve any offer capable of acceptance, it is not intended to create a binding contract and it is not capable of creating such a contract by any subsequent actions; and
* no implied contract is to arise between the Council and any Organisation resulting from any Organisation’s compliance with this ITT and accompanying documentation by submitting any tender or from any matters related to it.

All warranties, conditions and other terms implied by statute or common law are excluded to the fullest extent permitted by law.

7.3 Confidentiality

All information contained in this document is considered to be of a confidential nature. You are reminded of your obligation not to disclose information contained herein to any third party without prior agreement. The Council in turn assures confidentiality to all respondents of this Invitation to Tender (ITT).

7.4 Right of Rejection & Appointment

the Council reserves the right to accept or reject any or all responses to the ITT. The Council reserves the right not to appoint a provider following this procurement process.

7.5 Costs

the Council shall not be liable for any costs incurred by you in the preparation of your proposal or any other associated costs related to participating in this procurement process. The Council reserves the right not to accept any offer submitted as part of the ITT.

7.6 Right of Incorporation

The Bidder’s response to the ITT constitutes a business offer. The Council may incorporate all or part of the response in any contract or agreement.