### Lambeth Council

**London Borough of Culture – Brief for Application Management and Writing**

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**Summary**

Lambeth Council is seeking requests for proposals from experienced bid writing and project management consultants to lead a London Borough of Culture application.

The council is seeking to develop an outstanding application that will harness the borough’s extraordinary cultural talent base. We want to create a step change in our approach to supporting the cultural economy. Lambeth’s London Borough of Culture initiative will be co-designed to inspire and support communities, helping to tackle inequality and attract investment in the borough.

We are seeking proposals from a freelance adviser, consultant or team with a relevant and outstanding track record, who share the council and its partners’ excitement at the opportunity presented by the London Borough of Culture initiative. This brief sets out the context, process and next steps.

**London Borough of Culture Programme**

Inspired by the UK City and European Capital of Culture Programmes, London Borough of Culture will:

*“…put culture at the heart of the community, celebrating the unique and distinctive creativity, character and diversity of London’s people and places. It is a chance for boroughs to be bold and imaginative, working collaboratively across their communities and with artists, to tell their local stories.” – Greater London Authority.*

Detailed information on the London Borough of Culture programme can be found by reading the [prospectus](https://www.london.gov.uk/sites/default/files/london_borough_of_culture_-_prospectus.pdf) and [application guidance](https://www.london.gov.uk/what-we-do/arts-and-culture/apply-become-london-borough-culture) online.

**Requirements of the brief**

Specifically, from the date of the agreement, the Adviser(s) will provide advice and project management to Lambeth on the London Borough of Culture process through each stage of the competition (August – December 2017), including on the following:

* General bid process and tactics – timeline planning, interpretation of competition criteria, overviewing research, the setting of step changes and the development of the bid – advice on recruitment of staff and other support contracts
* Intelligence on other bidding boroughs – analysis of other bidding boroughs, including strengths weaknesses in relation to Lambeth’s bid
* Developing the vision and narrative for the Lambeth bid – to produce a high level narrative including vision, distinctive themes and storyline for Lambeth’s bid
* Leading the bid workshop programme – to deliver a series of invited, public and targeted workshops to develop the themes, programming and cultural sector engagement in the bid.
* Overall production and editing of the Lambeth bid document – to write the key sections of the bid, advise on obtaining other research and baseline information, take an editorial overview of both the draft and final bids.
* Budgeting and public fundraising advice – to provide advice on bid budgets, delivery budget planning, and the fundraising advisory group – supporting the chair in key pitches to business community.
* Forming and developing grass roots and small cultural organisation partnerships through the bid process – advising and securing high quality, local grass roots organisations in support of the bid and its programme.
* Forming and developing larger scale cultural agency partnerships through the bid process – advising and securing larger scale cultural partners in support of the bid and its programme.
* Advice on press and media positioning and input to social media campaigns. Forming and developing media partners who can help galvanise local support for the application and showcase the borough’s culture sector, including larger scale and locally focussed media channels. Media partnerships are needed that will enable significant penetration of Lambeth’s diverse community base and age ranges e.g. South London Press; Brixton Bugle; Represent Radio; Live Magazine.
* Overview programme input from key partners – to advise on securing a programme coordinator(s) and the production of an illustrative programme for the bid working with cultural organisations in Lambeth, London and the UK.
* To advise on the focus and rationale for any international partners for the bid.
* Input to any advisory groups .
* Check and challenge on quality of proposed Lambeth programme to be reflected in the bid.
* Presentation to key public and private sector partners including local BIDs, medium and large local businesses, local developers and investors.
* Developing key partnerships with Universities.
* To assist in responding to queries in the technical assessment of the bid by the GLA.

***Outputs***

The work of the Advisers will culminate in the submission of bid documentation to the Greater London Authority. The Advisers will support Lambeth both technically (e.g. compliance with GLA guidance; accuracy and relevance of data to be included) and tactically (e.g. bid and proposed programme content). All of the information collected and co-ordinated during the project (e.g., key data summaries, workshop outcomes, assessment reports etc.) will be presented on a form that is compatible with the council’s IT software systems.

Lambeth Council will hold copyright of all working documents, survey/audit information and presented material. The council will retain the right to distribute the material in whole or part to any organisation or individual it determines.

## **Responding to the brief, budget and programme**

Proposals should cover the following components:

* Approach to the brief
* Project timetable and milestones
* Relevant experience and CVs
* References

In addition to proposals, bidders are required to complete and submit two additional forms:

* + BII0011 - RFQ Quotation Form
  + BII0011 - Supplier Self Certification Form

The proposals presented should not exceed £40,000 (excluding VAT). Individual and consortium proposals are both welcome.

**The deadline for proposals is strictly 5pm July 28th 2017.** Proposals should be sent by email to Matthew Blades ([mblades@lambeth.gov.uk](mailto:mblades@lambeth.gov.uk)); Nathan Vasey ([nvasey@lambeth.gov.uk](mailto:nvasey@lambeth.gov.uk)) and Dawn Bunce ([dbunce@lambeth.gov.uk](mailto:dbunce@lambeth.gov.uk)).

It is anticipated that the successful contractor will be able to start during August 2017.

During the course of this project the council may wish to add a new component or related project for the successful contractor to undertake. This would be subject to another project specification and appropriate budget allowance.

A timetable for the selection process is detailed below:

|  |  |  |
| --- | --- | --- |
| **Stages** | **Components** | **Timescale** |
| Request for quotation | Request for quotation distributed | 17th July 2017 |
| Proposal submission deadline | 28th July 2017 (5pm) |
| Selection | Proposals shortlisted | 31st July 2017 |
| Shortlisted candidates interviewed | 2nd August 2017 |
| Confirmation | Successful applicant selected and confirmed | 3rd August 2017 |
| Delivery | Successful applicant begins | August 2017 |

**Evaluation and Selection**

The ratio that will be used to evaluate the tenders is as follows:

* + Price – 30%
  + Quality – 70%

**Evaluation of Quality**

The evaluation marking scheme is set out below:

**Table 1: Quality Evaluation Marking Scheme**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Proposal Component** | **Weight 0-8** | **Max Score** | **Max Score Available** | **Minimum Acceptable Score** |
| Approach to the brief   * Understand of the brief and the Lambeth context * Proposed approach * Methods proposed with regard to project management * Communication plans | 8 | 5 | 40 | 4 |
| Timetable   * Ability and capacity to start work and deliver within these timescales | 5 | 4 | 20 | 3 |
| Project team (Relevant Experience and CVs)   * Strong, recent experience and track record * Quality of project team experience and team member day rates and committed days * Experience of engaging stakeholders at all levels | 8 | 5 | 40 | 4 |
| Quality Evaluation Mark |  |  | 100 |  |
| Quality Weighting |  |  | 70% |  |
| Quality Score |  |  |  |  |

The questions which are indicated with appropriate weightings will be evaluated by the panel and the appropriate score will be agreed and added to form the total Quality Evaluation Mark. The score achieved for this section, Quality Evaluation Mark, will be weighted at 70% to give the final score for quality (Quality Score)

The Authority reserves the right to challenge any information provided in response to the Tender and request further information in support of any statements made therein.

Potential Providers must achieve the minimum acceptable score, as described, for each of the questions in Table1 above. Only those responses which achieve the minimum acceptable Quality Score will be included in the Price Evaluation Process.

Where only one (1) submission is received which does not meet the minimum acceptable score, the Authority reserves the right to enter into dialogue and seek assurances regarding the delivery of the requirement.

Potential Providers’ responses must clearly demonstrate how they propose to meet the requirements set out above. The scoring matrix is set out below:

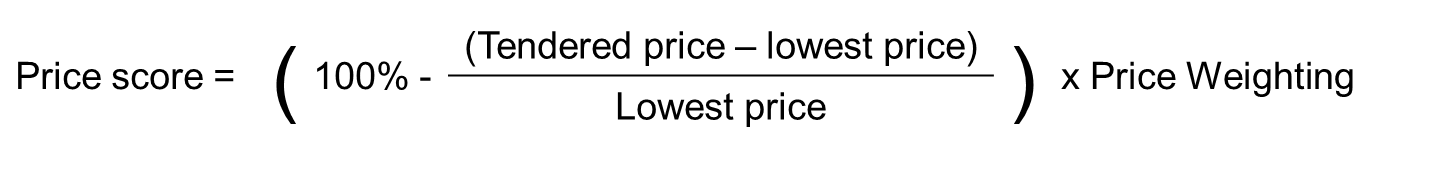
|  |  |  |
| --- | --- | --- |
| Score | Rating | Description |
| 0 | No Response | No proposal has been received |
| 1 | Unacceptable | A proposal at this rating:   * Builds very little or no confidence that the Tenderer can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures; * Builds very little or no confidence that the Tenderer’s approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach/solution. |
| 2 | Poor | A proposal at this rating:   * Raises reservations that the Tenderer can deliver the requirements due to insufficient evidence of relevant ability, understanding, skills, resources and quality measures; * Raises reservations that the Tenderer’s approach/solution will deliver the requirements due to insufficient evidence or an inappropriate approach/solution.   Note: a response at this rating includes reservations which cannot be easily resolved with the Tenderer pre-contract award (i.e. changes which would distort the competition) or during the contract term without impacting time, quality or cost. |
| 3 | Acceptable | A proposal at this rating:   * Confirms that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; * Provides an acceptable approach/solution to delivering the requirements utilising standard strategies, plans, tools, methods or technologies.   Note: an acceptable response may include minor reservations that can easily be resolved with the Tenderer pre-contract award (i.e. changes which would not distort the competition) or during the contract term without impacting time, quality or cost. |
| 4 | Good | A proposal at this rating:   * Builds confidence that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; * Provides a good approach/solution to delivering the requirements utilising appropriately tailored strategies, plans, tools, methods or technologies.   Note: a good response may include a small number of minor reservations that can easily be resolved with the Tenderer pre-contract award (i.e. changes which would not distort the competition) or during the contract term without impacting time, quality or cost. |
| 5 | Excellent | A proposal at this rating:   * Builds a high level of confidence that the Tenderer can deliver the requirements through evidence of relevant ability, understanding, skills, resources and quality measures; * Provides an exceptional approach/solution to delivering the requirements utilising appropriately tailored and at times innovative strategies, plans, tools, methods or technologies.   Note: an excellent response should not include any reservations. |

The weighting of each criterion is based on a scale of 1 – 8; 1 being low importance, 5 being important and 8 being extremely important.

**Evaluation of Price**

**Price:**

For price, each submission will be assessed on the total cost of delivering the programme, using the following equation:



|  |  |  |
| --- | --- | --- |
| **Price 30%** |  |  |
| Method 1 - Standard Lambeth Pricing mechanism *(example scoring)* |  |  |
| A= Tendered price |  |  |
| B= lowest price = 38500 |  |  |
|  |  |  |
| **Price Score = (100% -(A-B)/B)\*30 - Lambeth Standard Pricing mechanism** |  |  |
|  |  |  |
| Bidder name | Tendered Price | Price score |
| 1 | 40000 | 28.83 |
| 2 | 39000 | 29.61 |
| 3 | 38500 | 30.00 |

The Price Score (30% weighting applied), is added to the overall Quality Score (70% weighting applied), to give a final score for each Potential Provider (Final Score)

The contract will be awarded to the supplier with the highest Final Score. Feedback will be supplied to unsuccessful bidders.

**The deadline for proposals is** **July 28th 2017 (5pm).** Proposals should be sent by email to Matthew Blades ([mblades@lambeth.gov.uk](mailto:mblades@lambeth.gov.uk)); Nathan Vasey ([nvasey@lambeth.gov.uk](mailto:nvasey@lambeth.gov.uk)) and Dawn Bunce ([dbunce@lambeth.gov.uk](mailto:dbunce@lambeth.gov.uk)).