



## **Brief for Producer of arts and cultural programming for the Hoxton Street Market Summer Fair event**

<b>Service:</b>	Production of the Shoreditch and Hoxton Art Fund programming as part of the Hoxton Street Market Summer Fair event
<b>Contract:</b>	Fixed term, until 15 September 2023
<b>Value:</b>	£48,667
<b>Department:</b>	Area Regeneration
<b>Responsible to:</b>	Regeneration Officer
<b>Location:</b>	London Borough of Hackney
<b>Responsible for:</b>	Production, artistic direction and project management of the Shoreditch and Hoxton Art Fund festival

---

This tender seeks to procure a producer to design, organise and deliver a free line-up of arts and cultural activities on Hoxton Street, showcasing the projects delivered through the Shoreditch and Hoxton Art Fund (the “Art Fund”) and working with the Art Fund organisations to create an event for local people and their friends and families that celebrates Hoxton’s heritage, community-spirit and culture. The producer must have experience of delivering events in the borough. The producer will be responsible for the one-day programme of activities, with the option to take place on either the second or third Saturday of August 2023.

The Art Fund programming will form a large part of The Hoxton Street Market Summer Fair—this will be delivered by the Council’s Markets team but will require coordination responsibilities from the appointed producer. The Art Fund events and activities will take place throughout Hoxton Street and will complement the Summer Fair activities whilst delivering a unique offering celebrating the Shoreditch and Hoxton Art Fund and local arts and culture.

### **1. BACKGROUND**

1.1 The Shoreditch and Hoxton Art Fund was a three year grant programme funded by Section 106 planning obligations totalling nearly £300k. Launched in 2019, the Art Fund supported arts and cultural projects that benefited the communities of Shoreditch and Hoxton and contributed to the delivery of the Council’s five [Arts and Cultural Strategy](#) dividends:

**Community dividend:** How cultural, artistic and creative activities and events celebrate the cultural heritage of Hackney, bring people together, and nurture confident, cohesive and tolerant communities that can meet the challenges, as well as the opportunities, created by regeneration and a changing borough

**Economic dividend:** How arts, culture and creativity contribute to inclusive economic growth, through a thriving visitor economy, and a vibrant, local cultural and creative industries sector

**Employment dividend:** How the cultural, creative and arts sector provides jobs, development of skills and economic opportunities, within industries that can be hard to access for many residents

**Health dividend:** How culture and arts support physical activity and mental and emotional health and wellbeing amongst residents, helping to tackle health inequalities, build self-confidence and resilience in individuals

**Education dividend:** How cultural, creative and arts-led activities support a high-quality curriculum in our schools, and enhance the educational experience and qualifications of children and young people.

1.2 There are nearly 100 community assets, facilities and organisations mapped across Hoxton. The area has a strong voluntary and community sector which also encompasses cultural institutions and organisations such as PEER Gallery, the Museum of the Home, Ministry of Stories and Hoxton Hall. The grant fund was open to charities, businesses and organisations with established local community networks and experience in Hackney, with the majority of funded organisations based within the Hoxton East and Shoreditch ward area.

1.3 Through the delivery of community art, the Shoreditch and Hoxton Art Fund presented the opportunity to improve social cohesion and reduce disparities in Hoxton. This paralleled with the Council's ambition to ensure that regeneration and growth benefits as many people as possible, delivers a more inclusive economy and helps to reduce inequalities in the borough.

1.4 The Shoreditch and Hoxton Art Fund awarded £250k across 16 projects over its three rounds. See the following pages for a breakdown of the funded projects from each of the rounds:

- [Round 1](#)
- [Round 2](#)
- [Round 3](#)

1.5 Nearly 6000 people directly participated in the awarded projects, with beneficiaries coming from a range of ages, abilities and backgrounds. Over 2m people have been more widely engaged through public events, local flyering, billboards and digital campaigns.

1.6 In 2020, the Area Regeneration team commissioned PRD (Partnering Regeneration Development) to deliver an evidence gathering report in order to gain a better understanding from local people in Hoxton about their everyday lives, their needs, their perceptions on how the area is changing, and how the Council could better improve local access to socio-economic opportunities.

1.7 Through the PRD work, residents suggested events in the public realm to improve residents' sense of community, such as outdoor cultural festivals on the streets and pop-up events to celebrate Hoxton's diversity. Residents highlighted the value of events organised to promote an understanding in Hoxton's history, to reinforce the character of the area and attempt to connect the history of Hoxton and its future.

## **2. PURPOSE OF THE BRIEF**

2.1 The producer will be required to plan, deliver and manage all aspects of the Art Fund events and activities as part of the Hoxton Street Market Summer Fair. The producer will ensure the safe and

inclusive delivery of the event whilst also mitigating its impact upon local residents and the environment.

2.2 This will involve facilitating licensing, operations and health & safety; procuring, supervising and coordinating contractors, suppliers and volunteers; relationship management with the Markets team, Shoreditch and Hoxton Art Fund organisations, other community and cultural organisations, performers, local businesses, venue partners and resident groups; involvement in the delivery of comprehensive communications and engagement strategies; overseeing the event's evaluation.

2.3 The £48,667 value for this piece of work has been allocated by the Council to cover all fees, including production and delivery costs.

2.4 Whilst being managed by Area Regeneration, the appointed organisation will work closely with the Council's Cultural Development, Markets and Events teams, to ensure that the community and artistic aspirations of the event are fully reflected in the event planning.

2.5 The Council welcomes consortium bids, particularly those made in partnership with voluntary and community sector and arts organisations with experience of delivering events and projects in the borough.

### **3. SPECIFICATION**

The appointed organisation will have responsibility and accountability for all aspects of the production and delivery of the Art Fund programming, including the following:

#### **3.1 Reporting to the Council**

- Consult with and report to a panel of officers including Area Regeneration, Markets, Cultural Development and Events
- Present progress reports on a monthly / bi-weekly basis
- Implement decisions made by the Council
- Facilitate the panel meetings, preparing agendas, writing and distributing minutes

#### **3.2 Artistic direction**

- Develop a strong creative identity / direction for the event and online presence based on the Shoreditch and Hoxton Art Fund and in consultation with Art Fund organisations, to be signed off by the Council
- Create a detailed artistic programme for the event, showcasing the Shoreditch and Hoxton Art Fund projects and featuring activities for families and all ages, including live music and sound systems
- Commission Shoreditch and Hoxton Art Fund organisations in planning, delivery and evaluation
- Showcase the creativity of local stakeholders such as schools, local venues and voluntary and community sector and cultural organisations, making the festival a platform for existing creative outputs
- Engage groups in the immediate ward areas that are underrepresented such as African, African-Caribbean, Chinese, Indian, Latin American, Polish and Turkish communities
- Support efforts to facilitate disabled artists in accessing performance and programming opportunities
- Create a communications strategy that showcases the event's diverse groups and intergenerational audience members
- Inspire all involved to work productively together

#### **3.3 Oversee the procurement and supervision of service suppliers**

- Identify required services, including from the Shoreditch and Hoxton Art Fund organisations
- Procure event services
- Manage contracts (supervise) of all contracted suppliers and service providers

### 3.4 Relationship Management

- Manage relationships with key partners and static venue partners

### 3.5 Production of Event Management Plan

- Produce key strategic and operational event documents for the arts and cultural programming (list below is not exhaustive just an example):
  - Event management plan
  - Risk assessments
  - DIMICE plan
  - Medical ops Plan
  - Enforcement ops plan
  - Security & Stewarding plan
  - Noise Management Plan
  - Emergency Action & contingency Plans
  - Major incident plan
  - Site Plans
  - Health & Safety Briefing Documents
  - Contractor Documentation
  - Event Schedules & logging Systems
  - TM plans
  - HVM plans
  - Pedestrian and Signage plan
  - Resident Parking plan

### 3.6 Budget Management

- Manage and monitor the budget, overseeing payments and undertaking budget reconciliation
- Process invoices to ensure timely payment of all contractors

### 3.7 Securing permissions

- Oversee the timely submission of all necessary applications and permissions such as Section 30 consent, LBH legal requirements and that insurance policies are in place
- Follow legislative, industry and corporate guidance and advice on the delivery of the programming

### 3.8 Embedding Environmental Sustainability in every aspect of the programming

- Lead on an Environmental Sustainability policy that all staff and suppliers commit to, addressing production, trading, artistic, cleansing and resource consumption practices
- Negotiate relevant partnerships about sustainability with local licensed businesses

### 3.9 Staff and volunteer management

- Recruit and manage event staff and volunteers
- Lead on providing all staff, volunteers, commissioned artists and performers with welfare provision such as water, food, ear plugs and lanyards

### 3.10 Briefings

- Ensure key personnel at the event (vehicle drivers, lead artists, contractors, security, stewards, volunteers, Council staff etc) have appropriate briefings

### 3.11 Community liaison management

- Lead on engaging with the wider community, and liaising with resident and business forums in Hoxton

### 3.12 Event review

- Lead on capturing and evaluating event data and organising event debriefs with the various stakeholder groups involved
- Ensure comprehensive debrief records are maintained

## Documents, information and networks

3.13 The appointed producer will have access to the following documents and information to help guide and inform this work:

- [2019-2022 Art Fund grant programme commission brief](#)
- [2019-2022 Art Fund grant programme eligibility, information and guidance](#)
- [Hackney Arts and Cultural Strategy](#)
- [Hackney Community Strategy](#)
- [Hackney Inclusive Economy Strategy](#)
- [Hackney Strategic Plan](#)
- [Hackney Young Futures Commission report](#)
- [Hoxton Socio-Economic Insights Study](#)

3.14 The producer will be required to engage with the following groups and existing networks, commissioning Shoreditch and Hoxton Art Fund organisations and local arts and culture organisations to take part in programming:

- Autograph ABP Gallery (Art Fund organisation)
- Clod Ensemble (Art Fund organisation)
- Counterpoints Arts (Art Fund organisation)
- Eastside Educational Trust (Art Fund organisation)
- Grand Union Orchestra (Art Fund organisation)
- Hoxton Hall (Art Fund organisation)
- Ministry of Stories (Art Fund organisation)
- Mouth that Roars (Art Fund organisation partner)
- Museum of the Home (Art Fund organisation)
- New City College (Art Fund organisation partner)
- PEER Gallery (Art Fund organisation)
- Shoreditch Town Hall (Art Fund organisation)
- Shoreditch Trust (Art Fund organisation partner)
- Snooze Fabric (Art Fund organisation)
- Studio Wayne McGregor (Art Fund organisation)
- Troy Town Art Pottery (Art Fund organisation)
- Access All Areas
- Centre 151
- Graeae
- Headway East and Submit to Love Studios
- Howl at the Moon
- Hoxton Radio
- National Centre for Circus Arts
- New Direction
- Rinse FM
- Shoreditch Library
- Space Studios
- Standpoint Studios
- The Steamroom
- Hoxton Street businesses
- Hackney Council Art Fund commissioning panel
- Hackney ward councillors and members
- Hackney residents and project beneficiaries

3.15 It is important to note that the producer is not limited to the above lists. Additional information and networks may become available throughout the commission period which the producer will be expected to consider.

### **Contract Management**

3.16 The KPIs will be agreed with the contractor and the Contract Manager and will be provisionally outlined but not limited to the generic areas below:

- Indicative project schedule (as a minimum to include the completion of the following):
  - Outline programming plan to be delivered by 5 May 2023
  - Community engagement strategy to be delivered by 5 May 2023
  - Detailed programming plan to be delivered by 19 May 2023
  - Programming to be delivered by 20 August 2023
- Resource allocation (as defined in an acceptable price and resource schedule)
- Compliance with contract specification
- Quality of the programming.

3.17 The KPIs will be reviewed by the contract manager every two weeks.

## **4. CONTRACT TERMS AND CONDITIONS**

Your quotation will imply agreement with Hackney Council's Standard Conditions of contract which will apply in the event of an order being placed.

Available to view here (Services): [Terms and Conditions for Provision of Services](#)

## **5. CONDITIONS FOR TENDER**

### **Instructions for tendering**

5.1 This procurement exercise will be operated by Hackney Council Area Regeneration team using the Council's eTendering portal ProContract. All documentation is located under reference **DN659069** and responses should be submitted in line with the requirements in this tender and the instructions set out below.

5.2 These instructions are designed to ensure that all Tenderers are given equal and fair consideration. It is important therefore that you provide all information asked for in the format and order specified on ProContract. If you have any doubt as to what is required or will have difficulty in providing the information requested, please submit a question via the Messaging Function on ProContract. Guidance on how to use ProContract can be found on the Council's [website](#).

5.3 Opportunity to submit questions exists until **5pm on Wednesday 29 March** after which no undertaking is given to reply. The Council will use their best endeavours to respond as a matter of assistance to the bidder but it shall not be construed to add to, modify or take away from the meaning and intent of the proposed contract and/or the obligations and liabilities of the bidder. Bidders' messages are managed in standard business hours only, Monday to Friday.

5.4 All communications, including the submission of Quotations, should take place via the Procurement Portal. Bidders should not approach any member of the Authority in relation to the Procurement or the procedure by which the Procurement will be procured ("the Procurement Process"), other than by using the messaging function on the Procurement Portal. Submit messages

at the specific event level rather than the project level. Queries will be answered within business hours.

5.5 Any technical questions relating to the use of the Procurement Portal website should be logged with the dedicated Bidder Support helpdesk. Remember to include as much detail as possible, label your message as "Urgent" if it is time-sensitive and include your telephone contact information if you need a ring-back. This is only the technical support line and any queries should be directed to the relevant team running the contract through the messaging function of the Procurement Portal. Queries will be answered within business hours.

5.6 Bidders are requested to respond to Section 6 of this tender document and submit a response through ProContract.

### **Confidentiality of quotation**

5.7 Documentation in relation to this Request for Quotation and any Quote received by the Council in response to it shall be treated as private and confidential save where disclosure is required by law.

5.8 Please note that we may be required to publish an Award Notice in Contracts Finder which will include your name, contact details and bid price.

5.9 Other than with professional advisers or subcontractors that need to be consulted with regards to the preparation of the Quotation, Bidder shall not:

- a) Disclose that they have been invited to Quote;
- b) Disclose the contents of this RFQ or the Quotation they intend to make;
- c) Release any information relating to the RFQ and/or the Quotation that they intend to make;
- d) Devise or amend the content of their Quotation in accordance with any agreement or arrangement with any other organisation and/or person, other than in good faith with an organisation which and/or person who is a proposed partner, supplier, consortium member or provider of finance;
- e) Enter into any agreement or arrangement with any other organisation and/or person, other than in good faith with an organisation which and/or person who is a proposed partner, supplier, consortium member, or provider of finance;
- f) Enter into any agreement or arrangement with any other organisation and/or person that has the effect of prohibiting or excluding that person from submitting a Quotation;
- g) Canvass directly or indirectly any other Bidder, Member or Officer of the Council (including its consultants and contractors) in relation to this procurement;
- h) Attempt to obtain information from any of the employees or agents of the Council or their advisors concerning another Bidder or Quotation;
- i) Pass the RFQ documents to any other organisation.

5.10 Bidders shall not canvass for the acceptance of their Quotation with any other Supplier, Member of the Council or Officer of the Council.

5.11 The Council will consider only bona fide bids, which do not refer to any other bid. It shall be entitled to disqualify any application where collusive bidding is suspected. If a Bidder does not observe paragraphs a) to i) above, the Council will reject their Quotation and may decide not to invite the Bidder to Quotation for future work in so far as is allowable in law.

5.12 No alteration or addition shall be made by a Bidder to any part of the Request for Quotation except where expressly allowed.

5.13 Quotations shall not be subject to any pre-condition or otherwise qualified or accompanied by statements which might be construed as rendering the Quotation equivocal. Only unconditional Quotations will be considered. The Council's decision as to whether or not a Quotation is in an acceptable form will be final.

5.14 If a Bidder has a significant issue with any clauses of the terms and conditions of contract attached they must be raised immediately and before the closing date for clarifications. The Bidder must indicate the clause number, the cause of the issue and their suggested revision. The Council's decision whether to accept, or amend or deny the alteration to the clause shall be absolute. If no issue is raised then the Bidder will be deemed to have accepted the terms and conditions of contract attached and submitted their Quotation on that basis.

5.15 A fully compliant Quotation must be submitted.

## 6. BIDDER'S RESPONSE

6.1 In responding to this brief, bidders should set out the relevant information, experience and skills in the format as requested below. Bids will be evaluated on the basis of 80/20 – quality / price ratio i.e. with 80% of the evaluation based on quality and 20% based on price.

### 6.2 Quality method statements (80%):

	Quality method statements questions	Weight
1.	<p><b>Relevant experience</b></p> <p>To illustrate relevant previous experience, please provide two examples of similar work you have delivered and describe your role.</p> <p>Your answer should demonstrate your experience of producing public programming of a similar scope to that set out in this brief.</p> <p>For each example please provide:</p> <ul style="list-style-type: none"><li>- the client name, budget, timescale, challenges, approach and results (including any measured successes) and any key lessons learnt</li><li>- the role of team members; if the submission is being made on behalf of a consortium please highlight the role of the members/organisations of the consortium</li></ul> <p>In addition, for each example, please demonstrate how you:</p> <ul style="list-style-type: none"><li>- engaged with the local community, including families and people from underrepresented groups</li></ul>	30%
2.	<p><b>Approach and methodology</b></p> <p>Describe your approach to the brief with reference to the following:</p> <ul style="list-style-type: none"><li>- Detail your interpretation of the brief</li><li>- Describe how you would approach delivering the aforementioned objectives</li><li>- Provide a detailed programme with allocated resources to indicate timescales and effort days associated with proposed activities and deliverables</li><li>- Confirm you can deliver the programming on either the second or third Saturday of August 2023.</li></ul>	25%



3.	<b>Resources</b> Please provide the proposed project team / consortium structure including the names and roles that each person will have as part of the contract with CVs for each team member identifying relevant skills and experience, up to a maximum of 2 pages per person.	15%
4.	<b>Inclusivity and engagement</b> Please provide your practice and project team diversity statement / policy. Given the highly collaborative nature of this project, please provide an example of an event you have delivered before which has involved a diverse range of stakeholders. This should include your approach to engaging and collaborating with groups and individuals such as: <ul style="list-style-type: none"> <li>- Voluntary and community sector organisations</li> <li>- Hard to reach equality groups, e.g. elderly, disability and BAME groups (with protected characteristics)</li> <li>- Arts and cultural organisations</li> <li>- Businesses</li> <li>- Residents and the community</li> </ul> In addition, please outline how you approached and listened to different viewpoints and priorities amongst stakeholders.	10%
	Total Quality Score	80%

### 6.3 Contract Price (20%) and payment arrangements:

1. Please provide a competitive price for the works.
2. The rates quoted shall be the fully inclusive value of the services as described under the specification, including all overhead costs together with all general risks, liabilities and obligations set out in, or implied necessary to comply with the Request for Quotation, the conditions of the Contract, the specification of service requirements and all other documents forming part of the Contract. All rates shall be exclusive of VAT which will be paid at the appropriate rate on receipt of a VAT invoice.
3. Please provide your bid price in your response using the following format. Prices must be quoted in £ GBP.

<b>Total fee</b> (fully inclusive of all costs, but excl of VAT):	£
---	---

6.4 Please include a Resource Schedule showing the allocation of resources to this project, and explaining how the costs on which the tendered fee proposal is based have been calculated. This schedule needs to clearly set out the staff that will be utilised, the time allocation for each staff member (expressed as days per month) over the duration of the project. This schedule is to provide the Council with information to assist it in evaluating bids. It shall not be regarded as a condition to the lump sum fee in any way.

6.5 Hackney Council is committed to providing high quality, value for money services to the people who live and work in the borough. Responses will therefore be evaluated against the criteria set out below.

## 7. EVALUATION CRITERIA AND SCORING METHODOLOGY

### Price Scoring

#### 7.1 Evaluation Criteria

The successful consultant will be scored following the 80% quality (including equality, diversity and inclusion), and 20% value for money. The price element will be scored on the basis that the cheapest quote will score the highest. Other bids will be scored in relation to how their price compares with the cheapest bid.

Criteria	Sub-criteria (or Question)	Weighting (%)
Quality	Relevant experience	30
	Approach and methodology	25
	Resources	15
	Inclusivity and engagement	10
Price		20

#### 7.2 Evaluation Methodology

1. In relation to Price, the lowest price will score 20 marks. The other offers will then receive scores expressed as an inverse proportion of the lowest price. All results will be rounded to two decimal places. The formula used will be:

$$(\text{Lowest price} / \text{Bidder's price}) \times 20 = \text{Bidder's price score}$$

2. In relation to the Quality criteria, each question will be scored in application of the following scoring scale:

SCORING SCALE	
Score	Commentary
0	Very weak or no answer
1	Poor - well below expectations
2	Satisfactory but slightly below expectations
3	Good - meets expectations
4	Very good - slightly exceeds expectations

SCORING SCALE	
5	Exceptional - Well above expectations

A score of 0 (very weak or no answer) or 1 (poor) for any of the criteria is likely to mean rejection of a quotation.

3. The Specification clearly identifies any elements which are critical and constitute minimum standards. 'Critical' criteria are to be viewed as a key part of the requirement. A material non-conformance to critical criteria is likely to result in rejection of a Quotation.
4. As part of the quality evaluation, sustainability and/or social value is assessed in line with Hackney's Sustainable Procurement Strategy. The scoring of this section will consider relevant environmental, economic and social benefits to be delivered through the resulting contract.
5. Each member of the evaluation panel will individually assess each Quotation. Scores will then be moderated by the whole panel in order to reach a consensus.
6. Hackney Council reserves the right not to award the Contract to the lowest or any Quotation. Any acceptance of a Quotation by the Council shall be communicated in writing.

### Checklist

7.3 If you are successful you will be required to supply the information and documentation listed below, please check you have all these in place before providing a quotation.

Have relevant experience in delivering public programming and arts and cultural events	Y/N
Name of a professional referee relevant to the project	Y/N
Have a safeguarding policy in place if working with young people and children (under 18s) or vulnerable adults	Y/N
Have sufficient Employers Liability / Public Indemnity Insurance	Y/N