

Form of Tender

For the provision of

Co-production of a Pantomime

Ref: CPU 6433

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| Published Date: | Monday 5th August 2024 |  |
| Return Date: | Wednesday 4th September 2024 |  |
| Return Time: | 12:00hrs GMT |  |

1. Quality Assessment Responses

Quality Assessment Instructions

Written responses should describe clearly and concisely how you would fulfil the requirements laid out in the specification. Please relate all responses to the specification provided.

For each response, please ensure that no more material is provided than is required to answer the question. In particular, please avoid the following:

* + - * 1. additional information outside the scope of the question;
        2. details about your company that have not been requested and don't add clarity to the response;
        3. 'Sales Pitch' information.
        4. Stating that your organisation meets a requirements without any explanation as to how

For each written question, please ensure that no more material is provided than any limit stated in the question (for written responses this includes pictures / photographs and should use Ariel font size 12)

Please submit this document in the format of **Microsoft** **Word** and not as a PDF, or other alternative format.

Additional appendices or attachments, unless specifically requested in the Quality assessment Questions section, **will not be considered** as part of the submission, and will not count towards the score awarded for any element.

Please state the name of the organisation submitting the bid:

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| **Organisation Name:** |  |

**Artistic – total weighting 15%**

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| 1. Please outline your artistic vision for the pantomime at the Theatre Royal Nottingham, in particular detail how your production would:  * Build on the Theatre Royal’s reputation for presenting the ‘East Midlands premier pantomime’ * Differentiate the TRCH pantomime from other elements of Nottingham’s annual festive offering. * Provide an entertaining spectacle that will appeal and be appropriate for audiences from 3 years old upwards * Please detail how your scripts will be made relevant to our audiences in delivering the above.   Word count: 1000  Weighting 15% |
| Answer: |

**Casting including weekly budget and ‘overage’ proposal – total weighting 10%**

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| 1. For 2025/26 Theatre Royal Nottingham has chosen to present Cinderella, please provide a full cast list of all the characters and total number of actors you would employ in your production.   Word count: 500 (cast list does not have to be included in the word count)  Weighting 2.0% |
| Answer: |

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| 1. Please provide detail of the number of ensemble cast you would employ in your production.   Word count: 200  Weighting 1.0% |
| Answer: |

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| 1. Please provide details of any juvenile chorus you would use in your production. Please also state who you would expect to manage and pay for any auditions and the organisation and chaperoning of the juvenile chorus both in rehearsals and during the run of the pantomime.   Word count: 300  Weighting 1.0% |
| Answer: |

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| 1. Please tell us about your weekly budget for star casting and also detail:  * Examples of star names you have previously employed. * Example of previous stars employed in a production of Cinderella. * Your expectation on how any ‘overage’ agreed on the weekly star budget might be covered between the producer and Theatre Royal Nottingham.   Word count: 500  Weighting 6.0% |
| Answer: |

**Set and costume provision and special effects – total weighting 7.5%**

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| 1. Please detail the special effects which you would employ in you production of Cinderella, including but not limited to:  * Pyros, glitter cannons etc. * The transformation scene at the end of Act 1 * Any special acts/artists. * Detail of special effect companies you work with and why.   Word count: 300  Weighting 3.5% |
| Answer: |

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| 1. Please tell us about how you source your sets and costumes and how often you replace these?   Word count: 300  Weighting 4.0% |
| Answer: |

**Future pantomime titles and input into decision making/creative process – total weighting 5%**

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| 1. Please outline the pantomime titles you would suggest for years 2 and 3 of the contract and your rationale for this sequence.   Word count: 300  Weighting 2.5% |
| Answer: |

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| 1. Please detail what input TRCH would have in the production, for example on title, casting, choice of director, script, company manager etc?   Word count: 500  Weighting 2.5% |
| Answer: |

**Casting diversity and accessible performances – total weighting 2.5%**

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| 1. Please tell how you would reflect the diversity of Nottingham in your pantomime casting?   Word count: 300  Weighting 1.5% |
| Answer: |

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| 1. Please tell us how you help the Theatre Royal Nottingham facilitate Accessible Performances within the pantomime run and any financial contribution you would make?   Word count: 300  Weighting 1.0% |
| Answer: |

**Band configuration and musical choices – total weighting 2.5%**

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| 1. Please detail the number of musicians and instruments you would have in the pit and why you feel this is the optimum configuration? Please also outline your choice and rationale for the music/songs you would use in Cinderella.   Word count: 500  Weighting 2.5% |
| Answer: |

**Technical staffing levels agreed – total weighting 2.5%**

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| 1. Please detail which technical, stage management and wardrobe etc. roles and number of staff you would require for the get-in, fit-up, rehearsals, performances and get-out of the production, please also confirm:  * Please confirm your agreement to the technical roles and staff numbers which you are required to supply and pay for, as detailed in the specification. * Please confirm the staff numbers which you would require Theatre Royal Nottingham to provide for your production of Cinderella.   Word count: 500  Weighting 2.5% |
| Answer: |

**USP Growing audiences Measuring Campaign Successes – total weighing 12.5%**

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| 1. Please tell us what your USPs would be to ensure that you differentiate the Theatre Royal Nottingham pantomime from other regional pantomimes or festive events within the city?   Word count: 500  Weighting 3.0% |
| Answer: |

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| 1. Please tell us about a similar scale theatre(s) where your productions have significantly grown audience numbers and increased ticket sales income and how this has been achieved?   Word count: 500  Weighting 3.5% |
| Answer: |

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| 1. Please tell us about the strategies you would use to encourage repeat attendance and word-of-mouth promotion. What are your experiences with attracting new / first-time audiences and re-engaging lapsed attenders?   Word count: 500  Weighting 3.5% |
| Answer: |

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| 1. Please tell us how you would measure the success of the marketing campaign? What key performance indicators (KPIs) would you track and how would you gather and use customer feedback to improve marketing and the overall customer experience?   Word count: 500  Weighting 2.5% |
| Answer: |

**Marketing assets and content creation: Press & PR Marketing Budget – total weighting 10%**

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| 1. Please tell us about the assets you would provide to promote the pantomime across the different marketing channels the venue uses and what support would you provide the Theatre Royal marketing team with content creation both prior to the show opening in Nottingham and during its run?   Word count: 500  Weighting 3% |
| Answer: |

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| 1. The marketing budget for Cinderella in 2025/26 is set at £100,000. Please supply a sample marketing campaign plan for the Theatre Royal Nottingham pantomime detailing the activity you would expect to take place within this campaign, breaking down the above budget into % for the different areas of activity.   Word count: 1000  Weighting 4% |
| Answer: |

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| 1. Please tell us how you will support any cast announcements/press launches/PR and promotional opportunities both before the show opens and during its run in Nottingham?   Word count: 300  Weighting 3% |
| Answer: |

**Schools & group sales Partnerships Pricing Policy – total weighing 2.5%**

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| 1. Please tell us what experience you have in increasing school engagement with pantomime and driving group sales bookings. How would you support the Theatre Royal Nottingham to increase sales in both these areas?   Word count: 500  Weighting 1.0% |
| Answer: |

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| 1. Please tell us about partnerships with third parties that you’ve developed for previous pantomimes that were successful and if so, what were the results. Can you propose some examples of regional third-party partnerships that you feel would be appropriate and beneficial for the Theatre Royal Nottingham pantomime?   Word count: 500  Weighting 0.5% |
| Answer: |

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| 1. Please tell us about your pricing strategy for pantomimes and how you would approach discounts and offers within your overall pricing structure?   Word count: 500  Weighting 1.0% |
| Answer: |

1. Priced Offer (30%)

I/We, having read the Invitation to Tender, Specification, Conditions of Contract and any other Documentation delivered to me/ us, do hereby offer our price to undertake the contract as described for the following prices:

*Note – You may adjust the size of the following text boxes to suit your response.*

Prices are to be submitted in Pounds Sterling and exclusive of VAT. It will be assumed that all the requirements under the specification are included in your deal proposal.

Please detail the financial deal you would require to produce the pantomime at the Theatre Royal. You may offer a single deal or a number of alternative deals, but these must only be based on a share of box office receipts.

Please note that any royalties and share of box office takings must be based on the ‘net box office’ which TRCH defines as the gross box office takings (after deducting the TRCH Restoration Levy of £2 per ticket and a 6% booking fee) less the following:

• An amount equivalent to the prevailing rate of VAT

• PRS at the agreed rate

• Credit/Debit card commission at 3.5% on all non-cash sales

All prices should reflect the performance schedule and the ticket prices as per the attached schedules for 2025/26 (Appendix 1 and 2).

The deal for years 2, 3, 4 and 5 must be based on at least the same number of performances as in year 1. Any changes to the performance schedule or tickets price for future year will need to be mutually agreed.

**Please note that for the purposes of achieving a baseline by which to assess all pricing proposal on a like for like basis the Council will assess them against a ‘notional’ net box office income of £1,200,000.**

**Please note for item 1, 2 and 3 below, it will be assumed that your proposal stays the same for each year of the contract, unless you state otherwise:**

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| **ITEM** | **PRODUCERS ANSWER** |
| 1. **Please detail your proposed share of net Box Office** (this should also include any royalties payable on your productions):   Weighting 20% |  |
| 1. **Please detail the financial contribution you would commit to in terms of the £100K marketing budget allocated to this production** (Please note that over the life of the contract the total marketing budget will be reviewed each year and increased by mutual consent)**:**   Weighting 5% |  |
| 1. **Please detail the annual financial contribution you would make towards the cost of the Theatre Royal’s stage crew, dressers and lighting board and follow-spot operators.**   (Please note that over the life of the contract, this amount will be increased each year in line with the Consumer Price index published in February)  Weighting 4% |  |
| 1. **Please detail the contribution you would make towards any first night or end of run hospitality events for cast, company, venue staff & VIPs** (Please note that over the life of the contract the total hospitality budget will be reviewed each year and increased by mutual consent)**:**   Weighting 1% |  |

Suppliers should be aware that the prices stated above will be the prices charged to the Council, excluding VAT.

I/ We undertake in the event of your acceptance to execute with you a form of contract embodying all the conditions and terms contained in this offer.

I/ We understand that the costs of preparing this tender are to be borne entirely by the contractor.

I/ We agree that this is a wholly bona fide tender and the tender price will not be divulged to any person or body before the time for the submission of the tender.

I/ We understand that the lowest or any tender will not necessarily be accepted.

I/We confirm that my/our firm/company is/is not a subsidiary of a Holding Company.

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| Name of Holding Company: |  |

I/ We further agree that this tender remain open for consideration for a period of not less than 90 days.

NB:

1. All prices should exclude VAT.
2. Rates shall be fixed for the full duration of the contract.
3. Collusive Tendering Certificate

I/We declare that:

This is a bona fide tender, intended to be competitive, and that I/we have not fixed or adjusted the amount of the tender by or in accordance with any agreement or arrangement with any other person.

I/We have not done and I/we undertake that I/we will not do at any time before the hour and date specified for the return of this tender any of the following acts:

Communicating to a person other than the person calling for those tenders the amount or approximate amount of the proposed tender except where disclosure, in confidence, of the approximate amount of the tender was necessary to obtain premium quotations required for the preparation of the tender.

Entering into any agreement or arrangement with any other persons that they shall refrain from tendering or as to the amount of any tender to be submitted.

Offering or paying or giving or agreeing to pay or give any sum of money 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 other tender or proposed tender for the said work any act or thing of the sort described above. We acknowledge that if we or anyone who acts on our behalf behaves improperly or commits offence sections 1, 2 or 6 of the Bribery Act 2010, the authority may cancel the contract and recover all costs and losses.

In this certificate, the word ‘person’ includes any legal or natural persons or anybody or association, corporate or unincorporated, and ‘any agreement or arrangement’ includes any such transaction, formal or informal, whether legally binding or not.

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| Dated this |  | | day of |  | 20 |
| Signature: |  | | | | |
| For and on behalf of: | |  | | | |
|  | | *(Name of firm or Company)* | | | |
| Status of signatory: | |  | | | |
|  | | *(e.g. Partner or Director)* | | | |

1. Tender Declaration

Note: Refusal to give this declaration and undertaking means that your tender will not be considered.

To Nottingham City Council

Having examined carefully and understood the Conditions of Tender, Conditions of Contract, Specification and all other documentation issued by the authority in connection with this tender,

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| I/We: |  | |
|  | | *(Name of Individual)* |
| Of: |  | |
|  | | *(Name of firm or Company)* |

hereby offer to supply the Services subject to the terms and conditions set out in such Conditions of Tender, Conditions of Contract, Specification and other documents (if any) at the prices and rates contained in the Pricing Schedule.

We certify that all information provided with and in support of this tender is correct and that any omission or error, deliberate or otherwise, may result in the tender being rejected, or any contract subsequently awarded being terminated.

We understand you are not bound to accept the lowest or any tender you may receive and you will not pay any expenses incurred by us in connection with the preparation and submission of this tender.

Unless and until a formal Contract is prepared and executed this Tender together with your written acceptance thereof shall constitute a binding Contract between us.

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| Signature: |  | | |
|  | *Duly authorised agent of the Bidder* | | |
| Position held: |  | | |
| Name of Bidder: | | |  |
| Address of Bidder: | |  | |
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| Dated: | |  | |

**It must clearly be shown whether the Bidder is a Limited Company, Statutory Corporation, Partnership, or Single Individual, trading in their own or another name; and also if the person signing is not the actual Bidder, the capacity in which they sign or are employed.**