



# TENDER RESPONSE – PART D – QUALITY EVALUATION FOR ARTISTIC LEADER FOR THE ARTS BY THE SEA FESTIVAL

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## Strategic Procurement

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## **Evaluation Criteria Questions to be Scored**

This document sets out the questions asked as part of the Quality Evaluation of the procurement exercise. Bidders should therefore ensure that have read and fully understood the contents of the ITT and the evaluation approach taken to assess responses to these questions as set out in Section 5 of the Invitation to Tender.

The following Quality questions cover the specific services required by the Council. Answers should be concise and include examples of relevant contracts to demonstrate experience wherever possible.

Bidders must respond fully to each question and not simply refer to another answer or annexed document unless a question states that it is permissible. Where a Bidder fails to provide a response for a question(s) the Council will automatically award a score of "0" in respect of that question(s) and the Council reserves the right to reject that Bidder and not to consider that Bid further.

Bidders are encouraged to provide sufficient detail when responding to each question.

In providing responses to the questions set out in this document, Bidders should not assume that the Council has any prior knowledge of the Bidder, its practice, reputation or its involvement in existing services, projects or procurements. In evaluating responses to these questions the Council will only consider information provided in response to these questions.

### **Page Limits Per Question**

Responses should not exceed the page limits indicated within each question.

The page limit is based on a single side of the size of the paper indicated for each criteria in the table below. The page limit is inclusive of text, drawings, diagrams, screen prints, flow charts or any other form of presenting a response. All text should be Arial font size 11.

Responses to each question should be completed on separate documents, clearly identified as being a response to each question. Once the response has been completed, it should be saved (preferably as a PDF document) in the naming format indicated below for that question. Please ensure when you upload your response to ProContract, that you attach your document for each of the questions below.

### **Question Weightings**

The quality questions will be evaluated, scored and the weightings applied to each evaluation criteria question outlined in the Section 5 of the Invitation to Tender.

Criteria Number	Evaluation Criteria
D1	<p><b>Bidders approach to using previous experience of delivering similar events, to approach successful delivery of Artistic Leader Services for the Arts by the Sea festival</b></p> <ul style="list-style-type: none"> <li>• Please provide details of your organisations experience of delivering Artistic Leader services for similar events to the Arts by the Sea Festival, where you have created artistic programmes which deliver on complex aims and objectives of multiple partners or funders.</li> <li>• Please include details of the size, nature, and length of these events.</li> <li>• Please provide details as to how you will use this experience to successfully deliver the Artistic Leader Services for the Arts by the Festival - a high-quality, multi-genre, diverse, innovative, accessible and inspiring free arts festival.</li> </ul> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D1 - <i>Bidder Name</i>' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 4 A4 pages.</p>
D2	<p><b>Bidders approach to creating an operational structure for the delivery of the Artistic Leader for the Arts by the Sea Festival that ensures the event is delivered successfully</b></p> <ul style="list-style-type: none"> <li>• Please provide details of your organisations intended operational structure for the delivery of the Artistic Leader services to ensure the event is delivered successfully. Please include details of the following: <ul style="list-style-type: none"> <li>- CVs detailing the experience and training of all staff who will be involved in the delivery of the services</li> <li>- A staffing structure including overall roles and responsibilities for the delivery of the services</li> <li>- The estimated number of days of each person's time that will be spent on this project.</li> </ul> </li> <li>• Please describe how you will work collaboratively with the other departments of the festival team (for example; Management, Production and Marketing) to ensure optimum communication and successful delivery of the event.</li> </ul> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D2 - <i>Bidder Name</i>' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 10 A4 pages.</p>
D3	<p><b>Bidders approach to efficiently managing the budget for the delivery of the Arts by the Sea festival to maximise the event outcomes</b></p>

	<ul style="list-style-type: none"> <li>• Please provide details of your organisations approach to effectively utilising the budget for the delivery of the Arts by the Sea festival in order to maximise the event offer and outcomes.</li> <li>• Please include details of how you will negotiate best prices with artists, work with partners to deliver co-presentations and co-commissions, and work with national networks to attract artistic work at best value.</li> <li>• How do you propose to work with the production team to ensure the production budget is sufficient to cover artists' requirements.</li> <li>• How would you approach maintaining awareness of the overall festival budget?</li> </ul> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D3 - <i>Bidder Name</i>' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 3 A4 pages.</p>
D4	<p><b>Bidders approach to delivering on the aims of the festival's funders through the creative programme of the festival</b></p> <ul style="list-style-type: none"> <li>• Please provide details of your organisations approach to delivering on the aims of the festival's funders through the creative programme of the festival</li> <li>• Please describe your understanding of the values, aims and priorities of Arts Council England and BCP Council in relation to the delivery of cultural activity across Bournemouth, Christchurch and Poole.</li> <li>• How would you go about delivering these aims through the artistic programme of Arts by the Sea.</li> <li>• Please include detail about which local and national creative, cultural and educational partners you propose to work with. How would you develop elements of the artistic programme with them and why?</li> </ul> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D4 - <i>Bidder Name</i>' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 4 A4 pages.</p>
D5	<p><b>Bidders approach to evaluation of the Arts by the Sea festival in order to successfully deliver an impact report as outlined in the specification and ensure constant feedback, review and improvement year on year</b></p> <ul style="list-style-type: none"> <li>• Please provide details on your organisations approach to the evaluation of the Arts by the Sea festival in order to successfully deliver an impact report and ensure constant feedback, review and improvement year on year.</li> <li>• Please provide details on how you will evaluate each festival including what factors will be important to monitor and your approach to debriefing Artists and collecting feedback.</li> <li>• Please provide details of what qualitative and quantitative targets will you set around aspects of the artistic programme in order to judge success.</li> <li>• Please provide detail on how you will present the data and important findings from the evaluations.</li> </ul>

	<ul style="list-style-type: none"> <li>Please provide details as to how will you use this feedback to adapt and improve projects and programmes in future years.</li> </ul> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D5 - <i>Bidder Name</i>' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 3 A4 pages.</p>
D6	<p><b>Bidders approach and ability to support BCP Council in securing further funding to expand on the offer that is currently delivered as part of the Arts by the Sea Festival</b></p> <ul style="list-style-type: none"> <li>Please provide details of your organisations approach and ability to support BCP Council in securing further funding to expand on the offer that is currently delivered as part of the Arts by the Sea festival.</li> <li>Please provide details on your approach to contributing to fundraising activity, identifying and developing sponsor opportunities and contributing to funding applications.</li> <li>Describe how you might develop programme elements attractive to sponsors and work with other members of the festival team to attract and secure additional funding for these elements.</li> <li>Please provide details on how you will support the council in securing long-term funding for the Arts by the Sea Festival by contributing to the next Arts Council England National Portfolio Organisation application.</li> <li>Please include any previous experience of securing grants or supporting funding applications.</li> </ul> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D6 - <i>Bidder Name</i>' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 3 A4 pages.</p>
D7	<p><b>Bidders approach to delivering social value as part of the Arts by the Sea Festival, and how you will use the artistic programme to improve accessibility, diversity and inclusivity</b></p> <ul style="list-style-type: none"> <li>Please provide details of your organisations approach to delivering social value as part of the Arts by the Sea festival and how you will use the artistic programme to improve accessibility, diversity and inclusivity</li> <li>Please describe how you would approach improving accessibility, diversity and inclusivity within the festival's audience by using the type of artistic programming you book and the feedback you would seek or use from audience, artists, peers and creative partners.</li> <li>Please provide details on how you will deliver social value through the Arts by the Sea Festival and how you will monitor and improve the social value of the subsequent Arts by the Sea Festivals.</li> <li>Please provide details on how you will integrate social considerations into each festival, including preventing discrimination, encouraging good employment practices, facilitating access to people with disabilities and promoting training opportunities as outlined in the specification.</li> </ul>

	<ul style="list-style-type: none"> <li>• Please include details of how you will monitor the social value created from the Arts by the Sea Festival and how you will act to improve on the social value for subsequent festivals</li> </ul> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D7 - <i>Bidder Name</i>' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 4 A4 pages.</p>
D8	<p><b>Bidders approach to delivering the Arts by the Sea Festival sustainably including promoting sustainability principles in the delivery of the festival</b></p> <ul style="list-style-type: none"> <li>• Please provide details of your organisations approach to delivering the Arts by the Sea Festival sustainably including promoting sustainability principles in the delivery of the festival.</li> <li>• Please provide detail on how you will integrate sustainability as a key factor throughout the delivery of the Arts by the Sea Festival and promote principles of sustainability.</li> <li>• Please provide details on how you will use sustainable approaches to delivering the Arts by the Sea Festival.</li> <li>• Please include details on how you will promote principles of sustainability throughout the delivery of the festival.</li> </ul> <p>Please complete your response to this question within a separate document. Once you have finished your response, please save the document (preferably as a PDF) as 'Response to D8 - <i>Bidder Name</i>' and upload as part of your tender submission.</p> <p>Please ensure that you do not exceed the maximum page limit for this question of 2 A4 pages.</p>