

SPECIFICATION FOR SPECIALIST DESIGN SERVICES FRAMEWORK – 2024 - 2028**1.1 Overview and Background**

The Council wishes to establish a multi-provider Framework for the provision of Specialist Design Services to support longer term projects requiring a design input and higher value marketing campaigns. A maximum of 5 providers will be appointed to this framework. The Council is managing this procurement in accordance with the Public Contracts Regulations.

This is a services Framework Agreement being procured under the Restricted procedure where the top 8 maximum scoring bidders for the standard selection questionnaire will be invited to submit a full tender.

1.2 Strategic Objectives of the Contract

The Council hopes to achieve the following strategic objectives through this framework agreement.

- Support the local economy.
- Minimise the negative impact on the environment.
- Minimise waste
- Keep residents well informed through printed media.

1.3 Specification

This framework is specifically for specialist design work, skills and expertise for larger projects and campaigns that elevates the council's aims, including promoting council objectives and realising future ambitions. It includes complex brand and design services across a range of multimedia, requiring leadership and consultative input, creative concept and brand identity development, plus additional services such as copywriting, out of home design, microsite development, digital animation, art direction, video edits and photography.

This framework IS NOT for general graphic design for print and digital outputs including signage, posters, leaflets, brochures, adverts & infographics. These services will be procured separately from this framework.

The appointed agencies must be able to provide the same level of service, input and accuracy as our in-house team ensuring the Council's brand identity, reputation, quality, and key messages are promoted at every opportunity. Agencies will need to show an awareness of and technical knowledge across accessible design which meets the WCAG2.1 AA standard, and any superseding versions of it as a legal requirement.

The agencies may be expected to work across a range of design projects across all Council departments, buildings, and venues which may include working with the following service areas:

- Children, Young People & Families
- Corporate Strategy & Communications
- Events & Active Lifestyles
- Green transformation, highways, transport, adult social care & waste.
- Bath Heritage Services, including The Roman Baths, Victoria Art Gallery and Bath Historic Venues. (see below)

Background Bath Heritage Services

Heritage Services is an essential part of Bath & North East Somerset Council: responsible for stewarding the public facing heritage assets in the council's care. Its vision is to 'Learn from the past, understand the present, shape the future' underpinned by the following six strategic priorities:

1. To provide maximum access to our buildings, monuments and collections to as wide an audience as possible to facilitate learning, understanding and emotional connection.
2. To be a supporter focussed organisation.
3. Maximise income.
4. To operate efficiently and effectively as an organisation.
5. To bring benefit to Bath, the Southwest and the UK.
6. To act as an environmentally sustainable and responsible organisation in everything we do.

The four major businesses within its portfolio are as per below and it is anticipated that at least 50% of the specialist design services required would cover creative work for these venues.

1. The Roman Baths (www.RomanBaths.co.uk)

The Roman Baths is one of the most visited heritage attractions in the United Kingdom. In 2022 it attracted more than 800,000 visitors from all over the world and it regularly features in the top ten must see destinations in the UK.

The historic site has been attracting visitors for nearly 2,000 years – when Romans flocked to the city of Bath (or Aquae Sulis as it was known then) to bathe and worship at the site of the only natural thermal springs in Britain. Today visitors can explore The Roman Baths, where Romans bathed, and see the ruins of the Temple of Sulis Minerva, the Roman Goddess of wisdom and healing. Every day costumed characters bring to life the stories of past inhabitants as they work and play around the baths complex – and CGI projections give a sense of what life was like in Aquae Sulis.

The museum, located next to the bathing complex, reveals the lives of people from around the Roman Empire who once lived and worked here. Highlights of the museum collection include a life-size gilt bronze head of the Goddess, Sulis Minerva,

and a collection of over 100 curse tablets inscribed on the UNESCO Memory of the World Register.

Award-winning audio guides in 12 languages also help to bring The Roman Baths to life and are included in the admission price. There is a special audio guide for children, narrated by Michael Rosen, and a 'Bryson at the Baths' version featuring commentary from Bill Bryson. During the Summer the Roman Baths remain open until 10pm and visitors can experience the Great Bath lit by torchlight.

The Roman Baths is managed by Bath & North East Somerset Council, with income from ticket sales going back into the local economy.

2. The Victoria Art Gallery www.victoriagal.org.uk

The Victoria Art Gallery is located in the heart of Bath and combines a free to visit permanent collection alongside a dynamic programme of paid for temporary exhibitions. Each year the gallery attracts around 65,000 visitors.

The permanent collection contains over 1500 works ranging from Thomas Gainsborough to Walter Sickert and Paul and John Nash and highlights from the collection are displayed in the historic upper gallery. In addition the gallery hosts temporary exhibitions displaying the works of a wide range of artists – in recent years ranging from Grayson Perry, to Kaffe Fassett, to the family friendly *Monsters & Myths*.

Though the gallery does not charge for admission to the permanent exhibition in the upper gallery, there is a charge for admission to the temporary exhibitions – and as such the majority of marketing activity is focused around these temporary exhibitions.

3. Bath Historic Venues www.bathvenues.co.uk

Bath's Historic Venues is a council run entity, responsible for the private hire of the Roman Baths & Pump Room, Victoria Art Gallery, Guildhall and Heritage Parks. The latter comprises the Temple of Minerva & Botanical Gardens, Royal Victoria Park Bandstand and Parade Gardens & the Riverside Colonnades.

While each venue is brimming with history, atmosphere and has its own story to tell, the overarching Bath's Historic Venues brand is about:

- Being unique and atmospheric, venues where people can experience history, not just be in a venue.
- The supportive team who are passionate about the quality venues.
- Beautiful settings/backdrops for special events.

The Guildhall is available for hire during the day and evening and hosts weddings, conferences, concerts, business meetings and parties. It comprises rooms of varying sizes and opulence.

The Roman Baths & Pump Room is available for private hire for Sunrise wedding ceremonies before the museum opens, and after the museum closes for weddings, drinks receptions, gala dinners, Christmas parties as well as Terrace Dining (overlooking the Great Bath) at Christmas time.

The Victoria Art Gallery is available for private drinks receptions and wedding ceremonies after the museum closes at 6pm and all day on Mondays.

Heritage the Temple of Minerva & Botanical Gardens and Parade Gardens. Both **Parks** comprises spaces accommodate both wedding ceremonies and receptions.

4. **The Fashion Museum** www.fashionmuseum.co.uk

The Fashion Museum closed in September 2022, in preparation for a major Capital transformation entitled Refashioning Bath,

The *Refashioning Bath* project will comprise two sister sites:

A brand-new **Fashion Museum** in the centre of Bath and, a **Fashion Collection Archive** located at Bath Spa University's Locksbrook campus.

The Fashion Museum will open on the site of the Old Post Office, realising the power of fashion to more people than ever and extending the reach and reputation of the internationally respected collection which was gifted to the city in 1955 and is exhibited worldwide. The museum will uncover the past, present, and future of fashion and its positive role in civic life through its potential for individual and cultural transformation. We will champion designers, makers, manufacturers, and wearers and celebrate the diversity and complexity of fashion. We want to reach the widest possible audience by creating a dynamic, relevant, and meaningful encounter with fashion through a programme which will inspire, embolden, and empower and provide a window to the future of the fashion industry.

The Fashion Collection Archive will be a new purpose- built home for the Fashion Collection and will be co-located as part of the Locksbrook Creative Quarter with Bath Spa University.

1.4 **Lots**

The Framework will not be split into lots.

1.5 **Term of Contract/Goods or Service Requirement Date**

This agreement will commence on 1st March 2024 and expire on 28th February 2028.

1.6 **Estimated Value of Contract**

The estimated spend on these services across the entire 4 years is £350,000. This figure has been calculated using the average spend for these services over the

previous 3 financial years. Please note the Council is unable to guarantee a minimum level of spend for this framework agreement.

1.7 Transfer of Undertakings (Protection of Employment) TUPE

It is the Council's view that TUPE is not applicable to this framework.