

Coventry City of Culture Trust
Production Company Invitation to Tender



Context

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021. In 2017 the Trust and the city were successful in securing the prestigious title and are now getting ready to deliver an amazing build-up programme, an ambitious UK City of Culture year in 2021 and to ensure a legacy, for the city region and its communities.

In July 2020, we announced that Coventry's City of Culture programme will start in May 2021 and run for 12 months, allowing us to keep our promise to the city and region - to deliver an extraordinary year while providing some much-needed certainty and resources to our artists and communities.

We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry and Warwickshire in 2021
- 80% of the city's residents experiencing at least three events in 2021
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Starting a wave of cultural investment across the region
- Minimising the impact of our work on the environment

The Brief

We are looking to establish a preferred suppliers list to work with the Trust's Production Team and partners to plan and deliver a wide range of ambitious public cultural activities. You will contribute to the safe and responsible delivery of an ambitious events. Your work will be key in ensuring that we meet our aims and commitments in that year and establishing best-practice processes as a legacy for the city.

The 2021 programme may include:

- A series of outdoor spectacle events throughout the year alongside major, nationally significant opening and closing events, including mass participation and artistic collaborations
- Events that appeal to the broadest range of audiences including those currently underrepresented in the arts, families, students, national and international tourists, industry professionals and local residents
- Events that cover all art forms including theatre, music, dance, literature, comedy, film, visual art and workshops

Production Company Opportunities

We would like to hear from companies who have experience of working on large, high profile events, but we also welcome bids from any companies whose operations are suitable for smaller activity. The ability to adapt and scale delivery is essential.

We may also choose to appoint a number of companies who have complimentary specialisms and as such we are open to businesses applying who may deliver one or many different elements of Production but there is a separate invitation to tender for Audio and Visual specialists.

We will ideally look to appoint local companies where expertise meets our requirements and we are also keen to hear how smaller organisations in the area can work together to meet those requirements. Therefore, we welcome joint submissions from small and medium sized businesses in the region.

However, due to the complex and ambitious nature of our work, we will also look to include national companies with a demonstrable high level of expertise and experience, particularly those that employ staff local to the area.

Key requirements

Companies must be able to deliver exemplary service and staffing for events ranging in scale.

Companies must be able to demonstrate understanding and implementation of Covid-19 measures and restrictions. They must be willing to work with the Trust and partners to accommodate and respond to any changes to these measures.

The types of work we will be needing include, but are not limited to;

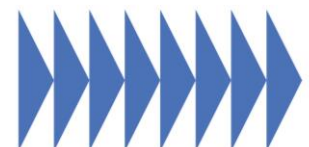
- Live event production in diverse event locations from greenfield sites to conference facilities
- Management of multiple format and cross media events
- Liaison and delivery of broadcast events
- Overall responsibility for delivery of small to large scale festivals

As such successful companies must be able to demonstrate:

- Familiarity with the delivery of events held across multiple sites simultaneously
- Experience identifying and obtaining relevant licenses and site access permissions
- Experience of complex on-site sub-contractor management i.e. facilities and technicians
- Confidence in artist management
- Stringent financial control
- Ability to ascertain, plan and deliver customer facilities with excellent knowledge of supporting patrons with disabilities through accessible experiences and facilities

Preference will be given to companies that can also show any of the following:

- A diverse workforce, representative of Coventry and the region.
- Adoption of new technologies to enhance production efficiency.



Finally, all companies submitting a bid must also show that they align with or will make steps to align with, the Trust's policies of:

- **Environmentally sustainable working practices.** As such all companies will be required to supply their environmental policy with their bid.
- **Fair pay.** The Trust will insist that all employees working on projects funded by the Trust are paid the National Living Wage as a minimum. Any companies submitting a bid should confirm their core and freelance staff are paid as a minimum National Living Wage. Evidence of such may be requested.
- **Talent development in the sector.** We are keen to hear how you develop talent within your team and actively create opportunities to engage and support new individuals to enter the industry, particularly from under-represented groups.
- **Diversity, equality and inclusion.** We are pro-active in our approach to this and expect our partners and the people we work with to do the same. We would like to see companies that are making extended efforts to be inclusive but as a minimum should have an equalities or similar policy.

Process

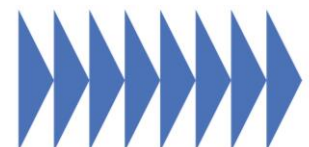
Companies are invited to respond to the brief above, by submitting a short proposal (maximum 1000 words) outlining how they meet the requirements of the role. The submission should include:

1. Evidence of documentation specified in the brief alongside a copy of Public and Employers Liability Insurance
2. Information on previous projects undertaken by the company which establish its credentials for undertaking the work
3. A description of service delivery methods and ways of working, considering research, development and implementation stages of event delivery. This should highlight how you would work with us and partners. Joint submissions should consider how they would work together and with us to deliver.
4. Environmental policy and any relevant BSI Certification
5. Evidence of commitment to fair pay
6. An indication of rates of pay or fee expectations including any proffered discount
7. Contact details for two referees

Please contact Claire Manley, Production Manager, if you have any questions:

production@coventry2021.co.uk

Proposals should be submitted by email to production@coventry2021.co.uk before 12pm on Friday 23rd October



Evaluation Criteria

Proposals will be evaluated by the Production Director for Coventry City of Culture Trust with the support of the Production Team.

Each proposal will be evaluated against the following criteria:

1. Understanding of the project brief demonstrated in the tender documentation
2. Credibility and proven expertise in delivering a successful service
3. The strength of evidence against the Trust's policy requirements.
4. Effective project management skills as demonstrated by a realistic and viable methodology

Coventry City of Culture Trust will seek value for money in these submissions but will judge value not solely on price but on the quality and scope of the proposals being considered.

Once all applications have been reviewed the Trust will invite a shortlist of companies for interview before acceptance on to the preferred supplier list.

Acceptance into the preferred supplier list does not guarantee contracts however, quotations for projects will initially always be sought from the list of preferred suppliers.

