

Marketing Cheshire

Invitation to Quote

Film Office Feasibility Study

October 2024

1. INTRODUCTION AND PURPOSE OF THE COMMISSION

Marketing Cheshire, supported by its local authority partners, is seeking to appoint a consultant or consultants to conduct a feasibility study into the establishment of an independent Film Office to promote Cheshire and Warrington as a filming location. The ambition is to increase Film, TV and media production across the sub-region to provide direct economic benefits to local authorities and businesses and seek a secondary benefit from the growth in national and international screen tourism.

The feasibility study will engage with local partners and stakeholders, as well as regional film offices in Manchester and Liverpool to explore opportunities for collaboration, and provide a report, options and recommendations on the optimal approach in Cheshire and Warrington.

Cheshire currently lacks a film office or coordinated approach across the public and private sectors. There is considerable filming in the area, at Chester Zoo and Arley Hall, and other stately homes and venues, however there is considerable untapped potential to attract more productions to the area. Our proximity to major film and tv studios and talent in Manchester, Liverpool and Birmingham, and proximity to two international airports are also a unique opportunity and selling point.

Cheshire and Warrington local authorities currently work with Creative England and field regular enquiries from production companies. However, this work is done on a reactive basis. Filming opportunities and income would be maximised through a proactive Film Office that markets the sub-region and provides a joined-up, film friendly approach from councils and private filming locations. It would also ease demand on the limited council resource that currently manages filming enquiries, and provide a more efficient, streamlined approach.

A key element of the commission is the need for the potential Film Office to be delivered at low or no cost to Marketing Cheshire and the three local authorities. Whilst opportunities for public funding may exist in the future, we are keen to explore a self-sustaining option that works on private sources including margins on location fees, sponsorships and commercial arrangements with the sectors that facilitate filming.

2. REQUIREMENT/SCOPE

- Analysis and audit of the current approach to promoting and supporting filming across the subregion, including local authorities and key attractions / existing filming locations.
- An indicative assessment of the local sector that supports filming in Cheshire, technical and talent-based
- Audit of current **promotion of** filming locations across the region, and recommendations for enhancing that promotion
- Best practice analysis on Film Offices, operating models and practice including rate cards.
- Consideration of opportunities for collaboration with established Film Offices in nearby locations (and consortia) including, but not limited to, skills initiatives; plus neighbouring areas without an established Film Office.
- Engagement with regional and national location managers to gain an industry view on current requirements and challenges.

3. ANTICIPATED PROGRAMME/DELIVERABLES

- Inception meeting supported by regular client and steering group liaison
- Interim report in a format and timescale to be proposed, following desk research and stakeholder engagement
- Stakeholder engagement to include discussions with our three councils (Cheshire West & Chester, Cheshire East, Warrington), attractions and locations, including at least one face-to-face session.
- Consultation with those identified above, plus Liverpool and Manchester Film Offices, Creative England/Filming in England, and Wales Screen.
- Options appraisal on potential Film Office models, including operating models, resources requirements, funding sources, (including rate cards) and income generation.
- Recommendations regarding sector and talent development, opportunities and gaps in the current provision
- An economic, social and cultural assessment of the opportunity associated with increasing filming in Cheshire, including benchmarking against at least two similar areas (in terms of size and geography).
- Production of a report including options appraisal and recommendations with an indicative strategic business plan showing headline costs and income sources
- Final presentation to the steering group

4. TIMESCALES

Activity	Date
Issue brief for procurement	23 rd October 2024
Deadline for clarification questions	1 st November 2024*
Deadline for submissions	8 th November 2024
Appointment of successful provider	Week commencing 11 th November 2024
Inception meeting	Week commencing 18 th November
Completion of work	14 th March 2025

*Answers to all questions will be published on the ECW website on 4th November

5. SUBMISSION REQUIREMENTS

Bidders are required to submit tenders in an electronic format (i.e. MS Word/PDF) setting out the following:

- Introduction
- Project appreciation and understanding
- Approach and method statement
- Work programme
- Experience of providing similar services
- CVs of key personnel to be attached to the account (one A4 page summary per person)
- Financial proposal

All prices must be fixed and firm, quoted in pounds sterling and exclusive of VAT. Tenders should detail any ancillary costs and expenses included in the price and should not exceed 12 pages in 11 point text.

6. EVALUATION OF TENDERS

Each proposal will be scored against the following evaluation criteria, weighted as follows:

Evaluation question	Score
Proposed methodology and approach to the commission	25
Experience of delivering similar assignments	25
Knowledge and expertise of staff	25
Price	25
Total	100

Each evaluation question will be scored using the following scoring criteria:

Scoring criteria	Score
Failure to respond or irrelevant information which fails to meet the requirement	0
Response is inadequate, significantly failing to meet the requirements	1
Response is unsatisfactory partially meets the requirement	2
Response is acceptable and meets the minimum requirement	3
Response is good - better than merely acceptable	4
Response is excellent, exceeds the requirement and gives added value	5

7. FINANCIAL ARRANGEMENTS

Payments for services covered by this invitation to quote will be on submission of appropriate invoices, subject to MC standard payment terms. Invoicing arrangements will be agreed with the successful provider following the award of the contract.

A budget of £15,000 + VAT has been allocated to the feasibility study

8. CONTRACT

A contract will be awarded to the tenderer whose proposal is deemed to be the most economically advantageous subject to agreement on conditions of that contract. Please note that MC reserves the right to cancel the tender process at any time prior to a contract being entered into. MC is not bound to accept the lowest price or any tender submitted.

9. FURTHER INFORMATION, QUERIES AND SUBMISSIONS

If you require any clarifications relating to the information contained within this invitation to quote, please contact Keith Blundell on keith@bluechiptourism.com before 12:00 noon on Friday 28th October. Responses to requests for clarification may not materially change any of the elements of the tenders submitted. Any additional information provided by ECW as a result of requests for clarification will be made available to all potential bidders via the website.

Tender contact:

Keith Blundell
Interim Support for Managing Director
keith@bluechiptourism.com

Submissions should be sent via email, stating in the email subject which tender the submission relates to. Completed submissions should be sent to the tender contact stated above only and must be submitted by the deadline for submissions. Submissions sent by other means may not be accepted at the discretion of MC.

10. TENDER PROPRIETY

Confidentiality and Disclaimer

- 10.1 This invitation to quote is not an offer capable of acceptance but represents a definition of specific requirements and an invitation to submit a response addressing such requirements.
- 10.2 Neither the issue of the invitation to quote to you, your preparation and submission of a tender, or the subsequent receipt and evaluation of your tender by Marketing Cheshire commits Marketing Cheshire to award a contract to you or any other bidder, even if all requirements stated in the invitation to quote are met. Marketing Cheshire is not responsible directly or indirectly for any costs incurred by your firm in responding to this invitation to quote and participating in Marketing Cheshire's procurement process.
- 10.3 All firms shall keep strictly confidential all information contained in this invitation to quote, and other information or documents made available to it by or on behalf of Marketing Cheshire in connection with this invitation to quote. The firms shall not disclose, nor allow



Funded by
UK Government



WARRINGTON
Borough Council



Cheshire West
and Chester



Cheshire East
Council

any such information to be disclosed. Submission of a formal response to this invitation to quote will confirm your agreement to observe these confidentiality requirements.

- 10.4 Contact by the firms with Marketing Cheshire during the bidding process should only be with the individuals named as the Marketing Cheshire tender contact. Respondents shall not offer or give any consideration of any kind to any employee or representative of Marketing Cheshire as an inducement or reward for doing, or refraining from doing, any act in relation to the obtaining or execution of this or any other contract with Marketing Cheshire.

Material Misrepresentation

- 10.5 Marketing Cheshire shall rely on the information provided by the bidder in relation to its offer. In providing the services as specified in the invitation to quote documents the successful bidder/tenderer shall comply with the contents of its offer as failure in this respect may constitute a material breach of contract.

Collusive Bidding

- 10.6 Collusive bidding is unacceptable to Marketing Cheshire. Any tenderer that is caught by Marketing Cheshire to be circumventing rules or the law during this tender process will automatically be disqualified from the tender process.

This applies to any bidder who:

- a). Fixes or adjusts the amount of his bid by or in accordance with any agreement or arrangement with any other person, or
- b). Communicates to any person other than Marketing Cheshire the amount or approximate amount of his proposal (except where such disclosure is made in confidence to obtain quotations necessary for the preparation of the tender for instance) or,
- c). Enters into any agreement or arrangement with any other person* that he shall refrain from bidding or as to the amount of any bid to be submitted, or
- d). Offers or agrees to pay or give, or does pay or gives any sum of money, inducement 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 Offer or proposed Offer for the Services or any act or omission will be disqualified (without prejudice to any other civil remedies available to Marketing Cheshire and without prejudice to any criminal liability which such conduct by a bidder may attract).

*NB Sub-contracting is permissible where the bidder believes that this will enhance their proposal, however this must be clearly stated.

Bribery

- 10.7 Bribery means any offence under the Bribery Act 2010 or related Laws creating offences in relation to offering, promising or giving a bribe or requesting, agreeing to receive or receiving a bribe
- 10.8 The Contractor agrees with the Client that this Contract will operate on the basis of zero tolerance being shown towards any Fraud and/or Bribery. The Contractor shall take all reasonable steps, in accordance with Good Industry Practice, to prevent Fraud and Bribery by Staff and the Contractor (including its shareholders, members, directors) in connection with the receipt of monies from the Client and with the operation of this Contract.

