Feasibility Study Focusing on the Potential for a Major Cultural Festival/Event in Fermanagh Omagh District Council Area

SPECIFICATION PREPARED BY
Brendan McAleer

REFERENCE NUMBER
FESTIVAL DEVELOPMENT FEASIBILITY STUDY FOR FERMANAGH AND OMAGH COUNCIL AREA

QUERIES REGARDING THE CONTENT OF THIS SPECIFICATION SHOULD BE DIRECTED TO
brendan@dunuladh.ie

SUBMISSIONS TO BE RETURNED NO LATER THAN
Time day date
12 noon on 13th September 2019

Aug 2019
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Introduction

Invitation to Tender: For the delivery of a Feasibility Study on the potential for Festival Development within the Fermanagh and Omagh District Council area.

This project is a partnership between Dún Uladh, the Ulster Regional Resource Centre for Comhaltas Ceoltóirí Éireann and The Royal Scottish Pipe Band Association NI Branch (RSPBANI). It is funded by Fermanagh and Omagh District Council and Arts Council NI.

Artsland, which is jointly funded by Fermanagh and Omagh District Council and the Arts Council of Northern Ireland through the Local Government Challenge Fund, is a new arts and culture initiative for the district which will develop skills within the sector, promote positive health and well-being and raise awareness of traditions from a bygone era through arts, crafts and performance. Artsland, has three themes; ‘Arts for All’ concentrating on health and well-being, active ageing and inclusion; ‘Multiple Identities’ focusing on musical cultural traditions and ‘Loughs, Bogs & Mountains’ addressing rural arts, traditional skills and the environment. Artsland will make a total investment of £250,000 across the district, each of the programme themes will provide a series of arts, crafts, performance and training workshops and activities for various groups in local communities. The activities will result in the creation of new artworks, development of new skills and expertise, exhibition and performance opportunities and increased capacity across the arts and cultural sector in Fermanagh and Omagh.

Dún Uladh is Comhaltas Ceoltóirí Éireann’s Regional Resource Centre for Ulster. This is a unique centre for authentic Irish traditions, promoting Irish music, song, dance, drama and other native art forms, situated in the heart of Ulster.

Comhaltas Ceoltóirí Éireann is the primary Irish organisation dedicated to the preservation and promotion of Irish Traditional music, song, dance and language.

RSPBANI is the governing body to oversee Pipe band competition in Northern Ireland and are dedicated to the promotion of the culture and advancement of Pipe and drum music and the encouragement of arts and cultural tourism across Northern Ireland.

Overview

This document sets out a Terms of Reference developed by Dun Uladh. The Terms of Reference seeks to appoint an independent individual or consultancy company to carry out a feasibility study. The focus of the Feasibility Study is proposed festival development for a major cultural event (music, dance, song and language) which could be hosted in either of the two main settlements in the Council area i.e. Enniskillen town or Omagh town.

Dun Uladh is commissioning this study on behalf of Fermanagh & Omagh District Council through the Artsland project, which is co-funded with the Arts Council of Northern Ireland. Dun Uladh works in partnership with FODC inputting to strategic planning and thinking in areas such as tourism and cultural development. The feasibility study will help add to the planning and decision making processes.
Aims of the Feasibility Study

For a period of time there has been a belief that the Council area could host a major cultural event; this would build on the success (economic and social) of events such as the County Fleadh, Ulster Fleadh (when hosted at a town in the Council area), the Pipe Band Championships, Bluegrass Festival or Shoreline Festival. The vision is for an event which would attract visitors to the Council area, out of state visitors, showcase local talent, attract nationally and internationally significant artists and provide an opportunity for inclusion and integration of other cultures. The aims of the feasibility study are:

- To map the existing range of cultural events across the Council area; this process would seek to identify the focus, scale, timing and impact of these events
- Examine cultural events external to the Council area (especially those with a music / cultural content) seeking to examine the focus, scale, logistic, leadership and resourcing required.
- Consult with key stakeholders who might have potential to influence thinking around the development of a large scale cultural event; this could include Tourism NI, Arts Council NI, Comhaltas Ceoltóirí Éireann, Royal Scottish Pipe Band Association, representative bodies for trade (especially hospitality trade) across the Council area and PSNI
- Identify potential partnerships, co-design, co-production and funding opportunities
- Confirm the potential venue options across both towns (indoor and outdoor)
- Develop and appraise options for key festivals and events

Approach to Delivering the Feasibility Study

Dun Uladh will act as the lead body in managing the processes around identifying, design and delivery of a key cultural event. It will be supported by Comhaltas Ceoltóirí Éireann’s Ulster Council. Dun Uladh will carry out the procurement process to appoint a suitably experienced independent organisation to lead and facilitate the feasibility study process. The appointed consultants will be expected to:

- Review any existing information held by Dun Uladh, Comhaltas, RSPBA(NI) or FODC
- Meet with the Dun Uladh team leading the feasibility study process to review, amend and agree the approach to the delivery of the feasibility study
- Develop a consultation framework identifying who/which organisations need to be engaged, what information we want to secure from them, how it will be done, who will do it and when it will be done
- Lead the implementation of the consultation framework
- Develop a Position Paper setting out high level cultural festival or event opportunities/options focusing on both Enniskillen and Omagh towns
- Carry out an appraisal process to identify a preferred option (following NIGEAE guidelines)
- Recommend a preferred option complete with all resourcing (human, financial and physical) plans
- Consider affordability and appropriate capital or revenue funding strategies
- Develop and present a final report by the 30th of September.
Proposed Report Headings
While the tenderer should assess what they feel is needed to complete the festival development feasibility study, the report should, at a minimum cover the following areas:

- Overview of proposed project.
- Assessment of the current Festivals / Events within FODC
- Assessment of the current Festivals / Events market outside FODC.
- Assessment of potential and competency of promoter(s) currently within FODC area.
- Identification of potential Festivals /Events the Council or organisations within the Council may have the capacity to bid for
- Assessment of logistical, technical requirements, both specified and unspecified of identified Festivals / Events.
- Assessment of capital or revenue requirements of identified Festivals / Events.
- Overview of potential funding.
- Sustainability.
- Legacy.

Tender Response
The following table sets out the areas expected to be addressed in the tender response:

<table>
<thead>
<tr>
<th>Area</th>
<th>To be addressed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience</td>
<td>• Evidence of at least two projects/contracts delivered by personnel who will be key persons involved in this project from and including 2016-2019 in the areas of Feasibility study delivery, strategic planning, cultural development, festival &amp; events review/analysis or peace and reconciliation.</td>
</tr>
</tbody>
</table>
| Proposed Process              | • Communication  
• Mapping  
• Consultation  
• Presentation |
| Approach to Project and Risk Management | • Reporting  
• Meeting Project priorities  
• Timeframe  
• Identifying and managing risks |
| Cost                          | • Overall project delivery costs by phase  
• Identification of expenses |

Contract Period
The report should be delivered by the end of November 2019. The Contract will be awarded for this period.
The tenderer will be expected to have satisfied itself that the tender price submitted will cover all expenses and obligations under the Contract, the Specification and the Conditions are acceptable, before the tender is submitted. No claims can subsequently be made for omissions.

**Clarification**
Before submitting a tender, clarification should be sought on any points of doubt. The deadline for receipt of points for clarification is three working days (12 noon on 10th Sept 2019) before the tender return date and time. During the tender period requests for clarification cannot be made by telephone or in person, requests for clarification must be made via the email.

**Written acceptance**
Acceptance by Dún Uladh will only be made by written instruction to the successful Contractor.

**Expenses and losses**
Dún Uladh shall not be responsible for, or pay for, any expenses or losses that may be incurred by any tenderer in preparing their tender proposals. It is the responsibility of prospective tenderers to obtain for themselves, at their own expense, any additional information necessary for the preparation of their tenders.

**Lowest tender**
Dún Uladh is not bound to accept the lowest or any tender or part thereof.

**Confidentiality**
Tenderers should treat the tender documents as private and confidential between the tenderer and Dún Uladh. Tenderers should note that Dún Uladh shall use the tender documents for the purposes of evaluation and that the tender documents submitted will be distributed between Dún Uladh staff, Fermanagh and Omagh District Council Officers and the funders of this project Arts Council of Northern Ireland as well as anyone necessary in the decision making and evaluation process.

**Right to issue further instructions**
During the tendering period, Dún Uladh reserves the right to make changes to the Contract Documentation and the tenderer, will without reservation, accept such changes. Should it be necessary for Dún Uladh to amend the tender documentation in any way, prior to receipt of tenders, all tenderers who have been sent or requested documents will be notified simultaneously via email.

**Assumptions**
Tenderers must not make assumptions Dún Uladh have prior knowledge of their company, organisation or their service provision. Tenderers will only be evaluated on the information provided in their response.
Compliance
Tenders must be submitted in accordance with these Instructions to Dún Uladh. Failure to comply may result in a Tender being rejected by Dún Uladh.

Period tenders are to be held open
Tenders must remain valid for acceptance for a period of three months from the closing date for submission of tenders.

Selection Criteria
Tender responses will be assessed against the following criteria:

<table>
<thead>
<tr>
<th>Area</th>
<th>Scoring</th>
<th>Submission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience</td>
<td>Pass/Fail</td>
<td>Max 2 x sides A4 x point 12 font</td>
</tr>
<tr>
<td>Proposed Process</td>
<td>40%</td>
<td>Max 2 x sides A4 x point 12 font</td>
</tr>
<tr>
<td>Approach to Project Management and Management Risk</td>
<td>40%</td>
<td>Max 1 sides A4 x point 12 font</td>
</tr>
<tr>
<td>Cost</td>
<td>20%</td>
<td>Max 1 x side A4 x point 12 font</td>
</tr>
</tbody>
</table>

Tenderers should ensure sufficient information is included in their submissions to demonstrate their bid fulfils the specification.

The decision of the scoring panel will be final.

All tenderers will have their tenders assessed against the qualitative and quantitative criteria listed above. Tenderers must address each criterion fully.

Whilst every effort has been made to provide tenderers with an accurate description of the requirements, tenderers should form their own conclusions about the methods and resources needed to meet those requirements.

This contract will be awarded to the most advantageous tender following evaluation of tenders based on the criteria above.

Tenderers must not make assumptions that Dún Uladh has prior knowledge of their company, organisation or their service provision. Tenderers will only be evaluated on the information provided in their response.
Dún Uladh will award marks as per the following scoring system.

<table>
<thead>
<tr>
<th>Measure</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses.</td>
<td>5</td>
</tr>
<tr>
<td>A good response that meets the Client’s requirements with good supporting evidence. Demonstrates good understanding.</td>
<td>4</td>
</tr>
<tr>
<td>Meets Requirements. The response generally meets the Client’s requirements, but lacks sufficient detail to warrant a higher mark.</td>
<td>3</td>
</tr>
<tr>
<td>A response with reservations. Lacks convincing detail of the methodology to be applied. Medium risk that the proposed approach will not be successful.</td>
<td>2</td>
</tr>
<tr>
<td>An unacceptable response with serious reservations. Limited detail of the methodology to be applied. High risk that the proposed will not be acceptable.</td>
<td>1</td>
</tr>
<tr>
<td>The Tenderer failed to address the questions.</td>
<td>0</td>
</tr>
</tbody>
</table>

Submission of Tender
Organisations should make a submission by email in line with the following directions:

- Tenders should be returned no later than 12 noon on 13th September 2019.
- Tenders received after this time will NOT be considered.
- The tender submission must be completed as directed and returned via email, as per the instructions below.
- Please be advised that INCOMPLETE SUBMISSIONS MAY BE REJECTED.
- Dún Uladh cannot accept responsibility for transmission delays. It is the responsibility of the tenderer to ensure that its tender response has been submitted in the prescribed manner and in accordance with the specified deadline.
- All submissions must be in English and prices in Sterling, inclusive of VAT.
- The main tender submission should not exceed 6 sides of A4 (point 12) as specified above
- CVs or additional information can be appended
- Clarifications/queries should be addressed to Mr Brendan McAleer (brendan@dunuladh.ie)
- Tender submissions should be emailed to Mr Brendan McAleer brendan@dunuladh.ie by 12 noon on 13th September 2019. Late submissions will not be considered
- The consortium reserves the right not to accept any or the lowest priced tender submission
Submissions received after the closing deadline will be judged ineligible. Proof of sending an email is not proof of receipt. All submissions will be acknowledged by return email.

We are not obliged to accept the lowest or any tender.

All prices must be inclusive of VAT and in pounds sterling.

Submissions should be sent to: brendan@dunuladh.ie

Brendan McAleer
Dún Uladh Cultural Heritage Centre

TEL/FAX 028 8224 2777