



**TENDER OPPORTUNITY FOR THE PROVISION OF EVENT,
PRODUCTION AND DIGITAL MEDIA SUPPORT FOR THE
4 CORNERS FESTIVAL 2022**



Return To: admin@4cornersfestival.com

Return Deadline: 2pm on Monday 11th October 2021

Website: 4cornersfestival.com

Charity Number: NIC107877

Company Number: NI636050

Tender Pack:

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Section 1- Information for Applicants

Following on from an inspirational festival online in 2021, this year we are seeking exceptional support to brand, promote and grow the 4 Corners Festival across a variety of media platforms as well as live event delivery for 2022.

This year for our tenth festival, we are seeking a **Lead Contractor** to assume full accountability across the communications and engagement plan and delivery including working alongside the successful supplier for **Outreach and Marketing Specialist** and **Social Media Specialist** support. In tendering for the Lead Contractor this may include the provision of one or both the specialist roles or an identified partner/s with capability to develop and deliver the 4 Corners digital presence.

The 4 Corners Festival seeks to inspire people from across Belfast to transform it for the peace and prosperity of all. It features innovative events designed to entice people out of their own 'corners' of the city and into new places where they will encounter new perspectives, new ideas and hopefully meet new friends.

The Festival takes place annually in February. It comprises a range of events featuring discussion, music, prayer, drama, poetry and story-telling in venues across the city of Belfast. Learn more on our website: www.4cornersfestival.com

To reflect and respond to changing delivery required as a consequence both of the pandemic and in seeking to reach those unable to attend events in person, the Directors invite applications from experienced Service Providers who wish to tender for the provision of the services described in Section 2 and Appendix 1. We anticipate that the successful contractor/s will commence work with a familiarisation meeting by end of October 2021.

The period of the contract will be from the date of the familiarisation meeting for a primary period of 4.5 months (October 2021 – February 2022). The level of support will vary over the period but will require dedicated support during the festival week in January/February 2022.

The 4 Corners Festival is a Christian-based charity. It is vital that contractors should feel comfortable working in a faith-based environment and be sensitive to the objectives and purposes of the charity. In your relationships with your colleagues, venues, artists, agencies,

contractors and the public your manner and decorum should reflect the values of the Festival and its Board.

As a guide in preparing your tender, this contract is offered with the estimate that it will:

- *Include a familiarisation meeting with the Joint Chairs by the end of October 2021;*
- *Require dedicated support of no less than 35 hours per week in the 3 week period 17 January 2022- 6 February 2022;*
- *Include weekend and evening working during the period of the Festival;*
- *Complete as soon as possible after delivery of the full services and close down activity as described in Appendix 1, including all reporting, data gathering and evaluation;*
- *Be delivered within a total programme budget of £21k (includes all 3 tender costs)*

The contract may also be extended ad hoc, subject to agreement between the parties, to include management or operational support for other events and activities. For example, a 4 Corners event being held at another time of year, or recruitment and management of community participants for a project/event. These will be negotiated separately as they arise and based on the fee structure provided in your tender.

The 4C Directors would welcome applications that demonstrate representativeness and inclusion in line with the ethos of 4C and where possible to provide opportunity to support skills development through attachment or intern opportunities in their proposals.

Applications should be returned by email to admin@4cornersfestival.com with 'Tender for 4 Corners Festival 2022' in the subject line, to arrive no later than 2pm on Monday 11th October 2021.

Late submissions will not be considered. Submissions should not exceed 5 MB.

Applicants should note that it is their sole responsibility to ensure their proposal is complete and accurate. Where the full information requested has not been provided, and no valid explanation has been given as to its omission, the application will be rejected.

Technical or procurement queries may be made to admin@4cornersfestival.com via email only and sent no later than 3 working days before the tender return deadline.

The Directors of 4 Corners Festival may, in exceptional circumstances and at their own absolute discretion, extend the closing date and time for the submission of proposals. Any such extension would apply to all applicants and would be communicated as such via email.

4 Corners Festival shall not be responsible for, or pay for, any expenses or losses that may be incurred by any tenderer in preparing their proposals.

Evaluation Criteria

Applicants may be required to attend for interview, following evaluation of their proposals, and will be notified of the requirement to attend for interview within 5 working days of the closing date for submission of tender. Please note in light of current Covid-19 issues this may be via a Zoom conference call.

- 4 Corners Festival is not committed nor required to accept the lowest or indeed any proposal.
- 4 Corners Festival shall not be responsible for any additional payments over and above the agreed price for the successful appointee.
- Tenderers must be explicit and comprehensive in their responses as this will be the single source of information on which proposals will be evaluated. Tenderers are advised neither to make any assumptions about any past or current supplier relationships with 4 Corners Festival, nor to assume that such relationships will be taken into account in the evaluation process. Tenderers must not make assumptions that 4 Corners Festival will have any prior knowledge of them, their organisation, or their service provision.
- Tenderers must confirm in their proposals that there will be no Conflict of Interest, or perceived Conflict of Interest, in relation to their servicing this contract.
- All information provided by 4 Corners Festival, either within this exercise, or during any resultant contract, shall be treated as confidential and should not be disclosed to any third party without the Directors' prior permission. Similarly, all information provided by the applicant will remain strictly confidential.

- The Trustees/ Directors of 4 Corners Festival are committed to meeting their responsibilities under the Freedom of Information Act 2000. Accordingly, all information submitted to 4 Corners Festival may need to be disclosed and/or published. If you consider that any of the information included in your application would give rise to an actionable breach of confidence and/or would prejudice your commercial interests, and/or constitute trade secrets (“commercially sensitive”) please identify it and explain (in broad terms) what harm might result from the disclosure and/or publication. You should be aware that, even where you have indicated that information is commercially sensitive, we may be required to disclose and/or publish it, whether or not your application is accepted.
- Whilst information of a sensitive nature will not normally be disclosed and/or published, in certain circumstances 4 Corners Festival may be required to disclose and/or publish such sensitive information where the public interest in its disclosure and/or publication outweighs the public interest in keeping such information confidential.

The criteria for the award of the Lead Contractor shall be the provision of the best value based on the following:

- Proposed fee - refer to Section 3.1
- Ability to deliver the complete range of services to include the specialist roles or work with a preferred provider of the specialist services identified by 4C Directors as set out in Appendix 1
- Relevant skills, experience, qualifications, knowledge, etc as set out in Section 2

Section 2- Specification

The Directors of the 4 Corners Festival are looking to appoint a contractor to integrate and align the communications and engagement plan for 2022 to include both live events, and online presence, building on the virtual festival of 2021. Reach, relevance and accessibility for all is core to our ambition for 2022 as we explore our theme of ‘Common Ground; Common Good’.

The 4 Corners Festival aims to promote good community relations within Belfast to address the legacy of the Troubles and build a shared community. The Festival is committed to fostering transformation of the community in Belfast towards reconciliation, tolerance and mutual trust. Objectives include

- increasing interaction between people of different backgrounds, bridging socio-economic, geographical and denominational divides
- challenging damaging or unconstructive attitudes by facilitating exploration of good relations themes and the legacy of our past within a safe and respectful environment
- increasing a sense of community ownership of and engagement with shared spaces.

It is planned that the 2022 Festival will run for 8-10 days during the last week of January/first week of February. Whilst at the planning stage, it is expected to comprise around 15 one-off events in addition to live streaming evening prayer and discussion. Events may involve local and international contributors and feature music, video,

interviews, drama, discussion, prayer and workshop activities. Subject to government restrictions, we would want to this year bring back live interaction with some events exclusively in person and others may be delivered live to a small audience in addition to a digital audience.

We are seeking best practice for managing both production and events in terms of hygiene and health and safety to ensure protection of participants and attendees at all 4 Corners Festival events in 2022.

The Festival planning committee oversees programme development and delivery and meets on a monthly basis to discuss progress.

The contract period: October 2021- February 2021 (4.5 months)

There will be a variable amount of time commitment across the phases:

- Preparation phase (Nov/Dec)
- Immediate run-up period (Jan)
- Festival week (Jan/Feb)
- Wrap-up and close-down phase.

During the Festival the support requirement will reflect the calendar of events and as such, it should be expected that during the Festival the successful provider will be required to support occasional long days and/or evening work.

The Budget: £21k- includes Outreach Marketing Specialist and Social Media Specialist

Whilst we would be interested in your proposals on how best to deliver against the key deliverables (see Appendix 1) the Directors anticipate that there will be a requirement of approximately **400 hours for the Lead Contractor** based on:

- October 10 hours;
- November 70 hours;
- December 50 hours;
- January 110 hours;
- February / close down 160 hours

The Lead Contractor will agree with the Planning Committee the co-ordination and oversight of the Specialist support to best meet the needs of the Festival.

The Objectives for this tender process are:

- Engage a lead contractor for events, communications and engagement to include specialist support or to agree to oversee and co-ordinate the input from the successful candidates for 'Outreach and Marketing' and 'Social Media' Specialists
- Ensure each supplier is in place to meet the timeframe
- Appoint a lead contractor and suppliers that will provide high standards of professional service
- Appoint a lead contractor that will oversee all inputs and provide excellent value for money

Summary of Services Required

The 2022 4 Corners Festival is the 10th festival. The Lead Contractor will assist the planning committee in agreeing the approach and delivery formats for all aspects of the festival in line with funding. The level of support needed will vary depending upon the contractual agreement with the artist/company/venue, etc.

Service Providers' Skills, Experience, Qualifications, Knowledge, etc

Applicants must provide evidence that they meet the following requirements, giving examples of having:

- Demonstrable experience with lead responsibility for managing and coordinating arts events or relevant specialist experience in marketing or social media. For example, as an operations manager, production manager or stage manager, communications and public relations, digital marketing, social media executive.
- Experience of delivering similar work and targets, to those set out in this document, on time and to budget, ideally within a professional multi-disciplinary arts festival setting
- Knowledge and experience implementing Health & Safety legislation and risk management
- Professional working knowledge of the arts sector
- Experience of leading/managing a small team of staff and volunteers
- A positive, proactive, self-motivated and flexible approach, with the ability to prioritise workloads and meet deadlines whilst working on own initiative with little supervision
- Ability to work under pressure and maintain good humour and diplomacy whilst dealing with a range of stakeholders
- A flexible approach to working hours and duties to meet the needs of the project including a willingness and availability to work evenings and at weekends when necessary

Applicants must demonstrate the following:

- Excellent communication skills and expertise
- Excellent team working and collaborative skills
- Excellent oral and written skills
- Excellent computer literacy skills and requisite digital experience
- Able to work both independently and as part of a wider team
- Fully available to deliver the complete range of services and attend all events which may be daytime, evening or at weekends, as appropriate to their role.

Section 3- Submission

The application should be clear, set out as itemised below, and include evidence of:

3.1 Cost

In addition to providing a fully inclusive total cost for the Service Provision, the tender will also supply:

- **Financial Breakdown:**

A financial breakdown for the services, including all fees, expenses, materials, other tangibles and any other expenses related to delivery of the full contract. The cost against the deliverables, outlined in Appendix 1, must be clear for each person providing the service, and the basis of this costing (for e.g. number of full-time days/hours, and the period of time)

Hourly rates – and a calculation of how this applies to the total service delivery and any variation of rate across team members

Please note the total budget £21k includes the specialist provision. If you are not including these roles please do not exceed £15k for lead contractor.

For specialist roles tenders should reflect rates per hour on comparative market rates and be justified in line with skills and experience. A summary of costs and production should be included or estimated.

VAT Status: Advise whether or not you are VAT registered. (If registered include your VAT number).

The fee quoted should be on a 'best-bid' basis and is to remain fixed.

3.2 Ability to deliver the complete range of services

As set out in Section 2 above, and in Appendix 1.

Provide a statement (max 1000 words) demonstrating how you/your team are best placed to deliver this service and the experience held where you/your team have been responsible for the areas set out within Section 2 and Appendix 1.

3.3 Relevant Skills, Experience, Qualifications, Knowledge

Give examples of professional work you have delivered of a similar scale, particularly any experience within a multi-disciplinary arts festival, major productions including live in person and virtual events and social media.

If you are submitting for a specialist role only- please ensure you attach relevant experience and examples of working in partnership and collaborating with others.

3.4 Summary of Services.

Detail your/the relevant experience of the team to be deployed on this contract (max 1000 words). Include details of all individuals charged with the responsibility of delivering both the entire contract and/or specific service elements within it. Up to 5 CVs may be provided to provide specific information on key personnel (CVs are not counted within word limit).

3.5 Conflict of Interest

A statement declaring there is no Conflict of Interest/ or identifying any perceived Conflict of Interest and giving information on how it will be managed.

3.6 GDPR Legislation

Provide a brief statement confirming you have in place technical and organisational measures that are sufficient to ensure that data processing will (a) meet the requirements of GDPR legislation and (b) ensure the protection of the rights of the data subject.

3.7 Conditions of Contract

Conditions of Contract will be shared at shortlisting.

Appendix 1- Contract of Service key deliverables (October 2021-February 2022)

Breakdown of Tenders:

- 1- Lead Contractor
- 2- Outreach & Marketing Specialist
- 3- Social Media Specialist

The 4C Directors invite tenders to submit applications as follows:

- a) Lead Contractor with Specialist roles 2 & 3 – maximum award £21k
- b) Lead Contractor role only – maximum award £15k
- c) Specialist roles- specify role/s – maximum combined budget of £6k

In summary, the key accountabilities for the **Lead Contractor** includes:

- Overall accountability for communications and engagement plan
 - Production schedule and live and digital event delivery
 - Key support and attendance required at 4C planning committee monthly November to February 2022
 - Overall strategic design and direction as advisors to 4C directors
 - Promotion of 4 Corners' Friends of the Festival scheme and income sustainability
 - Engagement and/or co-ordination of interns and volunteers
 - Proposals for longer term 4C promotion and use of existing materials outside the festival dates
 - Liaison with 4C Administrator regarding feedback and reporting requirements to funders
 - Compliance with H&S and other statutory and regulatory requirements
 - Provision of monthly progress reports and end of festival review and outcomes summary
- and specialist roles that will work with them:

Outreach & Marketing Specialist

- Overall accountability for outreach, engagement and schedule for print and broadcast media
- Responsibility for development and design of marketing materials including digital content and output

- Live event attendance
- Working with intern/s and volunteers

Social Media Specialist

- Overall accountability for design proposals for social media strategy for festival
- Update and set up of social media pages
- Daily plan for social media activity and interactions online
- Reporting and metrics on reach and content
- Working with intern/s and volunteers

The successful bidders will jointly deliver on the event, production and digital media support for the 4 Corners Festival 2022. This is not intended to be a listing of individual actions or responsibilities, but a detailed overview of each area of delivery within the remit period, which will be co-ordinated by the appointed Lead Contractor.

1. Event Management Plans:

Work with the organising committee, and specialist support to provide guidance and creative input concerning viable opportunities for online renditions of the various planned events; attending meetings and providing reports where necessary.

- *Liaise with the Festival's venue managers and venues to prepare and plan for live online delivery of Festival events*
- *Advise, co-ordinate and secure any necessary licenses, clearances, waivers etc from agencies, artists, contributors and venues relating to the online delivery of creative materials under copyright, and related performing rights.*
- *Identify, commission, liaise, and manage any independent agencies or contractors required to facilitate the online delivery of Festival events*
- *Build in to all planning measurable and useful metrics and analytics in order to, later, analyse and assess the success of online and live events.*

Immediately prior to and during the Festival:

- *Co-ordinate, oversee and manage (on-site) any and all personnel and equipment*
- *Ensure and enable small-scale events to self-run the online delivery (audio, vision, and internet delivery) of an event.*

2. Venue contracting, liaison and management

As appropriate to deliver online and onsite which must at all times ensure Health and

Safety and pre-event checks are completed

3. Budget & Financial management

Work closely with the festival team to agree any sub-contracts, online delivery costs and licences as appropriate. To deliver within the agreed budget at award of contract.

4. Working with others

- a. 4 Corners Festival Directors, staff and festival co-ordinating team*
- b. Suppliers*
- c. Venue hosts*
- d. Participants and online contributors*
- e. External media*
- f. Volunteers*

5. Reporting, cataloguing and archiving

Gather, catalogue, archive and publish (where directed) recordings of the Festival's live events.

6. Programme monitoring and evaluation

Gather, analyse, interpret and summarise key analytics relating to the Festival's programme.

Provide contributions into wrap-up meetings; reflecting on the Festival, and providing online delivery of the Festival's events; wrap-up any outstanding matters with venues, artists and contractors; ensure bills are received on good time, logged and passed on for payment; terminate any temporary contracts or arrangements for internet service delivery or related contracts and costs.

7. Adherence to 4 Corners Festival policies and procedures

Access via shared drives on appointment.