

**Expression of Interest for**  
**Maidstone Multi-Cultural & Food and Drink Festival 2017 - 2019**  
**Delivery Partner**

**Fixed Term Contract: 1 April 2017 – 1<sup>st</sup> October 2019**

**Fixed fee for Management and Delivery of event:**      **£15,000 in year 1**  
   **£10,000 in year 2**  
   **£5,000 in year 3 with return income to MBC**

Please ensure that you have read the following additional documents before submitting your expression of interest:

- Delivery Partner Brief
- Festivals and Events Policy

**Evaluation methodology**

The contract will be awarded using the criteria below, taking into consideration previous experience, quality and creativity of approach, and feasibility of delivery:

All responses to the specification will be scored by a panel using a weighted scoring system based on a 30:70 split between Financial and Quality criteria respectively.

Please note it is essential that applicants answer ‘Yes’ to questions 13b, 16, 18, 19 and 20. Failure to do so will mean the application is unable to proceed further in the process. If you answer Yes, to Questions 15 and 17 or No to Question 12 your responses will be used to assess your suitability to be invited further. Question 14 is for information purposes.

Maidstone Borough Council reserves the right not to appoint any delivery partner.

<b>Criteria- Quality:</b> The following criteria will be assessed to determine the quality score (70%)		<b>Weighting %</b>
A	Example of delivering similar projects and how outcomes/ aims were achieved (Q4 – Case study)	17.5
B	Previous partnership working experience i.e. community groups, stakeholders, associations and volunteers (Q5 – Working with others)	10
C	Festival vision and plan (Q6 – Vision)	14
D	Proposed delivery of project outcomes based on the Festival and Events Policy (Q7 – Approach to Project)	11.5
E	Proposed timescales (Q8 – Project Timescale)	7
F	Approach to marketing and publicity (Q9 – Marketing proposals)	10
<b>Criteria- Financial:</b> The following criteria will be assessed to determine the financial score (30%)		<b>Weighting %</b>
G	Proposed use of budget including project management fee, programming, infrastructure and marketing costs (Q10 – Proposed Budget)	8
H	Previous experience of fundraising and/ or generating sponsorship. To be clearly identified within your answers to appropriate questions to allow scoring. (Q11- Sponsorship/ Funding)	10

I	Financial -information provided within your outline budget will be used in conjunction with your answers from previous questions to satisfy the evaluation team your proposal is viable	7
J	Income proposal for year 3	5

All responses will be assessed based on the following scoring methodology:

Score	Performance	Judgement
5	Excels in meeting the criteria	Excellent
4	Meets the criteria	Good
3	Meets the criteria in most aspects, fails in some	Satisfactory
2	Fails to meet the criteria in most aspects meets them in some	Unsatisfactory
1	Significantly fails to meet the criteria	Poor
0	Completely fails to meet the criteria	Not to be considered

All technical and professional criteria will be scored separately by members of the evaluation team using the scores above. The team will then meet to ratify final criteria scores, where an average score will be agreed.

Any applicant who receives a score of 2 or lower in more than 2 questions will be unable to proceed in further stages. Those highest scoring applicants will be invited to interview.

**1. Contact name (and Client Organisation if applicable)**

**1a.Type of organisation (e.g. private limited company, partnership, sole trader):**

**2. Address**

**2a Company Registration Number**

**2b Indication of the principal areas of business activity of your organisation**

**3. Tel No and Email**

Please give example(s) of how you have delivered similar projects and how the outcomes/ aims of these were achieved. A reference may be sought by MBC as part of this process.

<b>4. Reference Case Study (please insert additional studies to support your application if required)and expand table to allow your detailed response</b>	
<b>Contract Title:</b>	
<b>Contract start/end date:</b>	
<b>Contact Name (for reference purposes):</b>	
<b>Telephone Number:</b>	
<b>Email:</b>	
<b>Project value:</b>	
<b>Scope of Services Provided</b>	
<b>Scale of Event: Approximately how many people attended?</b>	
<b>Staff resources including volunteers (insert numbers)</b>	
<b>Project aims/ outcomes and how these were achieved</b>	
<b>Problems Encountered &amp; Solutions Provided</b>	

**5. Please detail previous partnership working experience i.e. community groups, stakeholders, associations and volunteers (please expand as required)**

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**6. Vision for the Festival- please describe how you would approach the programming and delivery of the Festival for 2017 and beyond (please expand as required)**

**7. How would you approach the project, and what outcomes will measure your success? *Your proposals should fit with the aims of the Culture and Enterprise Policy Suite wherever possible.***

<b>Outputs</b>	<b>Performance indicators</b>	<b>Outcomes</b>
What do you propose to deliver as part of the festival? E.g. activities/ events/ products	What will you measure as an indicator of success relating to these outputs? How will you measure these indicators?	What measures will you undertake to show this?

**8. Timescale for delivery- use this section to tell us how you intend to approach the programming and delivery of the event**

9. Marketing the event-please use this section to tell us how you intend to market, publicise and promote the festival.

10. Outline Budget- Use this section to outline your proposed budget, additional fundraising and expenditure for the three years of event. This section must show how you intend to increase income over the scope of the commission in order to offer a payment proposal to Maidstone Borough Council in 2019. The proposed payment to Maidstone Borough Council must be expressed as a net figure. If you are proposing to offer a percentage of profits then you must give an indication of the net figure likely to be achieved which should be backed up by robust projected figures.

Please include all costs including project management. Please add additional rows as required.

**2017**

**Income**

Description	Amount £
<b>Total</b>	

**Expenditure**

Description	Amount £

<b>Total</b>	

<b>Staff Resources- Please indicate the staff resourcing available for this contract including volunteers</b>	<b>Paid/Unpaid £</b>

**2018  
Income**

<b>Description</b>	<b>Amount £</b>
<b>Total</b>	

**Expenditure**

<b>Description</b>	<b>Amount £</b>
<b>Total</b>	

<b>Staff Resources- Please indicate the staff resourcing available for this contract including volunteers</b>	<b>Paid/Unpaid £</b>

**2019  
Income**

<b>Description</b>	<b>Amount £</b>
<b>Total</b>	

**Expenditure**

<b>Description</b>	<b>Amount £</b>

<b>Proposed offer to Maidstone Borough Council (net figure)</b>	
<b>Total</b>	

<b>Staff Resources- Please indicate the staff resourcing available for this contract including volunteers</b>	<b>Paid/Unpaid £</b>

**11. Please identify how much of your budget is based on additional funding/sponsorship and how this will be achieved. Please be aware of our Advertising and Sponsorship Policy.**

**12. Please supply your reference contact details. This should be for a similar project that you have delivered.**

**13. Do you have a current Vulnerable Adult/ Child Protection Policy? YES/ NO**

If No how do you propose ensuring that vulnerable adults/children are not put at risk by those you engage or employ?

**13a. Please note if you are successful in being awarded this commission you will be required to have the following documentation in place:**

- Public Liability insurance - £5 million
- Employers Liability insurance - £10 million

**13b. Do you agree to purchase the value of insurance stated, unless otherwise held YES/NO**

**14. Are you or any person involved in the management of your organisation related to an employee of Maidstone Borough Council or a Councillor of this Authority? If Yes please give details:**

**15. Has your organisation had a contract terminated due to a breach or default of contract ? If Yes please give further details**

**16. Does your bidding organisation have a Health and Safety Policy? Yes/No**

**17. Have any improvement notices, prohibition notices or prosecutions been served upon your bidding organisation by an Enforcing Authority (e.g. Health & Safety Executive (HSE)) relating to any Health and Safety issue, within the last three years? If Yes please give further details**

**18. Does your bidding organisation have an Equalities policy? Yes/No**

**19. We have a duty to ensure financial credibility of any organisation or individual. Are you able to provide us with copies of your organisation's accounts for the last two years? (Please include) Yes/ No**

**20. Can you confirm your organisation has applied the correct procedures for payment of tax/Ni for employees (where appropriate), and can provide evidence if requested. Yes / No**

**Applicant Declaration**

I declare that the details given in this application are correct to the best of my knowledge and belief, and that if I am successful in my bid I will be required to provide documentary evidence to substantiate certain information e.g. insurance, licensing and other approvals, company or sole trader accounts, policies such as Health & Safety, Equalities. I understand that giving false information will disqualify me from being appointed or, if appointed may result in my dismissal.

<b>SIGNED:</b>	<b>DATE:</b>
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Please return your completed form by 10am Friday 17<sup>th</sup> February 2017,  
**Maidstone Culture & Leisure (or email: [lauradickson@maidstone.gov.uk](mailto:lauradickson@maidstone.gov.uk))**  
**Regeneration & Economic Development**  
**Maidstone Borough Council**  
**Maidstone House**  
**King Street**  
**Maidstone**  
**ME15 6JQ**