



**GLASGOW LIFE**

**INVITATION TO QUOTE FOR  
Communications Manager  
Glasgow International**

**Quotation Reference: CSG/GI/001**

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# 1 INTRODUCTION

## 1.1 Glasgow Life Overview

Culture and Sport Glasgow (CSG) is a charity (SC037844) established on 1 April 2007 (formerly Cultural and Leisure Services within Glasgow Life) to deliver cultural, leisure and outdoor recreation services on behalf of Glasgow City Council.

CSG is governed by a Board of Directors comprising five Elected Members, six Independent Directors and the Chief Executive of Culture and Sport Glasgow. In terms of the Articles of Association of CSG, the power to appoint all Directors (other than the Executive Director, who is appointed by the board) is vested solely in the Council.

The charity has an operating budget of just over £110 million and employs approximately 2,400 staff across the city. It delivers a diverse range of services and activities across the city, through its portfolio of 167 directly managed and leased facilities and outdoor recreation sites.

These services include Arts and Museums, Libraries and Community Facilities, Area based Services, Services for Young people and Sports and Events. High profile and well known venues and events include Kelvingrove Art Gallery and Museum, the Mitchell, The Burrell Collection, The Glasgow Club, Tramway and events such as the Celtic Connections, Aye Write and The World Pipe Band Championships.

From 21 June 2010 Culture & Sport Glasgow changed its operating name to Glasgow Life. The main reason for this is to allow us to communicate more effectively with our customers, partners and stakeholders.

Culture and Sport Trading CIC Community Trading CIC (Community Interest Company) (CSG Trading) is registered in Scotland (No SC313850). The company is responsible for commercial development activities such as retail and venue hire. All profit from this trading is gift aided to the charitable company.

Glasgow Life is the sole member of Glasgow Life CSG Trading is wholly owned by Glasgow Life.

Glasgow Life and CSG Trading are classed as a “Contracting Authority” in terms of and therefore they require complying with the Procurement Regulations. Glasgow Life and CSG Trading will jointly be referred to in the remainder of this document as “The Company”

## 1.2 Introduction to Quote

The Company invites Quotation bids for Communications Manager, Glasgow International – CSG/GI/001.

## 1.3 Format of Quote

The Company will be using the Public Contracts Scotland portal - <http://www.publiccontractsscotland.gov.uk> to conduct the invitation to quote. This is a secure, web-based channel for buyers and suppliers to conduct tendering initiatives in an auditable environment. This service is provided free of charge.

The completed Invitation to Quote response must be officially 'uploaded' within the **Public Contract Scotland** portal by the Quotation Closing Date.

**Failure to publish the Quotation on time will result in the quotation being rejected.**

Note that the Applicant is responsible for allowing sufficient time to complete and publish the response to The Company, including the completion of any online web-form questionnaires, required attachments for upload or additional information. It is highly recommended that Applicants do NOT leave the official publishing until near the Quotation Closing Date since late responses will not be accepted.

If any part of this Invitation to Quote is unclear, contradictory or contains provisions that mitigate against efficient and effective provision of the supply of the Services described in the brief, then the consultant shall contact The Company to clarify or resolve any such issues immediately and no later than two (2) days before the Invitation to Quote Closing date stated in the Quick Quote online Tool.

Please include the title and reference of this Invitation to Quote in all correspondence.

If resolution requires specific clarification re interpretation of, or modification to, the text of the Invitation to Quote, then The Company shall provide the same information to all Tenderers without disclosing the name of the consultant who initiated the query.

Any unauthorised contact made directly with any other employee of The Company regarding this Invitation to Quote is a violation of its terms and may be cause for disqualifying a Tenderer at The Company's sole discretion.

#### **1.4 Disclaimer**

While information provided within, or at any time in connection with, this Invitation to Quote ("Information Provided") has been prepared in good faith, it does not purport to be comprehensive or to have been verified independently. Neither The Company nor any of its agents or advisers accepts any liability or responsibility for the accuracy, adequacy or completeness of any of the Information provided or any opinions contained in this Invitation to quote or of any other information made available during the quotation process. No representation or warranty, express or implied, is or will be given by The Company or any of its agents or advisers with respect to such Information provided or opinion. Any liability is therefore hereby expressly disclaimed.

Nothing in this Invitation to Quote, or Information Provided, is, or should be, relied upon as a promise or representation as to The Company's ultimate decisions in relation to the services required. Neither The Company nor its advisers have carried out verification of the Information Provided. Neither The Company nor its advisers shall be liable or responsible for negligence or failure to exercise any degree of skill or care in connection with the production of the Information Provided or for any action taken by you as a result of the Information Provided.

Neither The Company nor its advisers shall be liable or responsible for any statement, opinion or conclusion contained in, or any omission from, the Information Provided or in respect of any other written or oral communication, transmitted or otherwise, made available to you, and no representation or warranty is made in respect of such statements, opinions or conclusions. Tenderers must rely on their own enquiries and on the terms and conditions contained in any agreement, when and if finally executed, subject to such limitations and restrictions as may be specified therein.

The submission of a quotation will imply acceptance of the foregoing provisions by the relevant Tenderer without qualification. Any attempt to qualify any of the foregoing provision in this "Disclaimer" section, either expressly or impliedly, may result in a Tenderer being disqualified.

## **1.5 Firm Offer**

All quotation prices and / or rates will be regarded as “Firm Price Offers” for the whole of the period of the services. The Invitation to quote shall remain open for acceptance until the key date for the commencement of the works within the Contract Data

Any extensions to this period may be made after agreement in writing.

## **1.6 Nett Prices**

Any new prices quoted on the quotation must be strictly net prices. The Consultant will be deemed to have satisfied himself that the nett prices submitted on the quotation include an allowance for all matters in respect of safety, health and welfare and the conditions of employment of work people and all insurances or other matters necessary for the satisfactory execution of the services required (e.g. supply of media, standard printing costs).

## **1.7 Incurred Tender & Other Expenses**

The Company shall not be responsible for, or pay any costs and expenses which may be incurred by the Tenderer in connection with the preparation and submission of their quotation, including the attendance at any pre or post quotation meetings, site visits, negotiations etc.

## **1.8 Sufficiency and Accuracy of Quotation**

Tenderers will be deemed to have examined all the elements of the Invitation to Quote, and by their own independent observations and enquiries will be held to have fully informed themselves as to the nature and extent of the requirements of the quotation.

Tenderers are cautioned to check the accuracy of their quotation prior to submission. If a quotation is found to contain clerical errors or omissions, The Company may, at its sole discretion, seek clarification of the relevant text from the Tenderer. Under no circumstances may the quotation be amended after submission. The Company reserves the right to disqualify incomplete Quotations.

## **1.9 Sub Consultants and/or Specialist Contractors**

Where any Tenderer intends to employ the services of any sub-consultant and/or any specialist contractor to deliver the services or works contained under any project within this Invitation to Quote, it is expected that the Tenderer will assume the role of lead consultant for this project and will act as the point of contact for The Company. The lead consultant will deal with all issues and take responsibility for ensuring that the project is delivered to the satisfaction of The Company.

## **1.10 Acceptance of Quotation**

The Company does not undertake to accept the lowest Quotation offer, or part, or all of any Quotation offer and the acknowledgement of receipt of any submitted Quotation offer shall not constitute any actual or implied agreement between The Company and the Tenderer. The Company reserves the right to accept any part, or all of any Quotation offer or Quotation offers at its sole discretion.

## **1.11 Copyright**

Copyright of all reports, drawings and other materials or information provided to the supplier forming part of this appointment remains the property of The Company and may not be reproduced in whole or in part by the supplier or by any third party without the written agreement of The Company.

## **1.12 Insurance requirements**

The Company's Insurance Requirements are:

- The organisation/consultant shall take out and maintain throughout the period of their services Employer's Liability insurance to the value of at least TEN MILLION (£10,000,000) POUNDS STERLING in respect of any one claim and unlimited in the period.
- The organisation/consultant shall take out and maintain throughout the period of their services Public Liability insurance to the value of at least FIVE MILLION (£5,000,000) POUNDS STERLING in respect of any one claim and unlimited in the period.

The Company also requires that the successful bidder will retain a sufficient level of Professional Indemnity Insurance required to cover any services to be performed within the scope of the contract.

The standard requirement for The Company is:

- Applicant shall take out and maintain throughout the period of their services Professional Indemnity insurance to the value of a minimum FIVE MILLION POUNDS STERLING (£5,000,000) in respect of any one event and in the aggregate.

## 2 SCOPE OF REQUIREMENTS

### 2.1 Introduction

Glasgow International is seeking a Communications Manager to deliver the overall communications strategy for Glasgow International taking place in June 2021.

The contractor will be responsible for leading on the marketing and communications for Glasgow International as detailed under the Scope of Services below.

The contract period will run from February to July 2021.

Applications are sought in the format of a written proposal outlining how the brief would be achieved, in response to the questions in section 3.1 below. Please include a CV outlining recent relevant experience.

### 2.2 Background

Following the postponement of GI2020 in March 2020 due to the Coronavirus crisis, GI 2021 is now scheduled to take place from Thursday 10 – Sunday 27th June 2021. The programme will primarily be that which was planned for 2020, but with adjustments to account for changes in circumstances. This will include both in-person and online programme activity.

This new role will work strategically with GI Director and Festival Manager together with the wider GI team as appropriate, overseeing the development, delivery and evaluation of strong marketing and communications strategies for GI2021, with a particular emphasis on expanding GI's digital communications, but ensuring a joined up approach across print, digital, PR and advertising campaigns.

### 2.3 Objectives

#### a. Scope of Services:

The successful appointee will work with the GI Director, Festival Manager and team to plan and deliver a strategy across PR, digital, web, print and advertising, to ensure local, national and international audiences are able to meaningfully engage with GI's programme in both real-life and online contexts.

The following services are sought:

- Produce a marketing and communications strategy, campaign and timeline for Glasgow International 2021
- The strategy and timeline must incorporate communications across PR, digital, web, print and advertising
- Work with the GI Director, Festival Manager and key stakeholders as appropriate (Glasgow Life, Event Scotland and Creative Scotland) to define campaign goals and aspirations including key audience segments and targets (KPIs), including local, national and international audiences
- Work with other key GI partners to develop bespoke marketing campaigns for specific project areas, ensuring integration into the overall campaign (eg. Art Assembly, Year of Coasts and Waters), including Scotland + Venice
- To be the principle point of contact for the broader marketing and communications team, ensuring that they deliver on time and budget. The principle roles within the communications team will be:

- Dedicated PR contracts (Scotland and UK)
  - Design contract
  - Digital Coordinator / Producer
  - Web development contract
  - Copy writer
- Work with Director, Festival Manager, with support from GL Marketing Business Partner to ascertain best use of limited marketing and communications budget to reach specific audience groups and segments
  - Devise and deliver an online communications strategy, with envisioned support from a Digital Coordinator/Producer
  - Work with GI Director, Festival Manager and team as appropriate to develop and manage design brief and its application across print and online
  - Work with GI Director, Festival Manager and PR agencies to input into the PR strategy, to ensure opportunities between media partnerships, advertising and PR are maximised
  - Managing the development and production any printed materials, with input and support from the GI team as appropriate
  - Managing the development and production of the festival website, with input and support from the GI team as appropriate
  - Work with the GI Director, Festival Manager and PR Agencies to develop and define key messaging to be used on principle marketing and communications materials
  - Develop realistic plans for audiences that respond to and are reflective of shifting Covid guidelines and audience behaviours for attending exhibitions and public events
  - In dialogue with GI Director and Festival Manager, manage marketing and communications budget
  - With GI Director, and Festival Manager, identify, agree and work to marketing objectives taking on board the artistic community, partners and sponsors so as to achieve maximum and focused delivery of the Festival's marketing campaign, in particular exploiting opportunities with partners to distribute Festival print/e-communications at specialist arts events and tourism industry events.
  - Document and archive related marketing publications relevant to the Festival.
  - Assess and report back to Glasgow International on marketing at key stages in the run-up to and during Glasgow International. At the end of the Festival, provide a report on marketing, to include detailed quantitative and qualitative analysis.
  - Ensure data on digital engagement is captured throughout the campaign, in line with GDPR and data capture to date, so that comparative analysis can be undertaken.
  - Ensure all marketing and communications work connects with GI's anti-racism commitments.
  - To ensure all marketing and communications work is done considering environmental sustainability

## **b. Outputs and Milestones**

- Early Programme Announcement: late February (exact date tbc)
- Second (full) programme announcement: late April
- E-flux: (late April)
- Website live: (late April)
- Preview: Thursday 10 June
- GI 2021: Friday 11 – Sunday 27 June
- Marketing Report and Evaluation: 15 July

### c. Fees and Costs

The fee for this contract is £12,000 (ex VAT). It is expected that the work will take approx. 70 days spread over contract duration.

Rates and prices shall be deemed inclusive of all additional expenses howsoever incurred.

The role will be paid in 6 instalments on receipt of a valid undisputed invoice. It is the responsibility of the company to pay any relevant income tax and national insurance relating to this contract.

Any additional expenses must be agreed in advance in writing with the Festival Manager.

Please ensure all materials or services are paid through the following procedure: completed invoice including a unique invoice no, job description and bank details with the following code: CCAYGK CCAYGJ14 142002 and a completed Tax Liability Disclaimer if you are not VAT registered. All invoices need to be addressed to: Glasgow Life, 38 Albion Street, Glasgow G1 1LH

Rates and prices shall be deemed inclusive of all additional expenses howsoever incurred.

### 2.4 Sustainability

You should mention your organisation's sustainability policy within the brief to ensure best practice is promoted throughout the organisation and minimise the impact on the environment.

### 2.5 Invitation to Quote Timetable

- |   |                  |
|---|------------------|
| • Invitation to Quote Issued                      | 21 December 2020 |
| • Invitation to Quote Return Date (by 12:00 noon) | 18 January 2021  |
| • Decision re Successful Supplier (target date)   | 25 January 2021  |
| • Contract Start Date (target date)               | 01 February 2021 |

The dates above are subject to change at The Company's discretion.

**Responses should be emailed to Diana Stevenson, Festival Manager:  
diana.stevenson@glasgowinternational.org by 12 noon on Monday 18 January 2021**

**3 SCORING METHODOLOGY / AWARD CRITERIA**

The contract will be awarded to the proposal which is proved to be most economically advantageous quotation.

**3.1 Award Criteria, Questions and Scoring Guidance**

The Company will evaluate the most economically advantageous tender by scoring each tender against the award criteria described below.

**Fig 1 -**

<b>Award Criteria</b>	<b>100% split</b>
Price	10%
Quality	90%
<b>Total Section</b>	<b>100%</b>

The score for each criterion will be weighted by multiplying it by the weighting factor described below and the sum of the weighted scores used to calculate the overall economically advantageous score for each Consultant bidding.

**Fig 2 –**

<b>Quality</b>	<b>90%</b>
Please outline your experience in planning, managing and delivering large scale communications campaigns in the area of contemporary visual art and how you have co-ordinated and interacted with both organisations and artists in the development and delivery of these	30%
Please provide examples of specific innovations you have developed in marketing and communications that have led to new and/or diverse audiences engaging with the project	15%
Please provide examples of how you have developed online and digital strategies that have driven both in person and online participation in cultural events. We are particularly interested to hear about activity developed since the coronavirus crisis, and strategies used to reach audiences in this evolving environment	20%
Please provide examples of how previous projects which will inform your working methodologies with GI and its stakeholders	15%
Please outline your understanding of anti-racism and outline any examples in your previous or current work, or ideas for future initiatives. GI's commitment to anti-racism can be viewed on our website	10%

**Fig 3 -**

<b>GENERIC SCORING GUIDANCE</b>	<b>POINTS</b>
No response is provided to the question	0
Response provided but not acceptable, not relevant or contains minimal information or, where relevant to the nature of the question, unacceptable or minimal expertise.	20
Response fails to satisfactorily answer the entire remit of the question or, where relevant to the nature of the question provides limited relevant information or limited expertise.	40
Response answers the remit of the question and contains satisfactory information or, where relevant to the nature of the question satisfactory expertise but could be enhanced in multiple aspects	60
Response satisfactorily answers the question and contains good information or, where relevant to the nature of the question, good expertise but could be enhanced in one aspect	80
Fully detailed response and contains excellent information or, where relevant to the nature of the question excellent expertise answering the entire remit of the question	100

The above table (Fig 3) shows the 6 key descriptive terms which will be used to distinguish the quality of the response received. When an evaluator has made a decision on the quality of the response to any given question, he will allocate a score from 0-100 marks to the response.

This, in conjunction with the Score Calculator Evaluation Spreadsheet which takes into account the comparative weighting of the question being assessed, and is provided in the table below (Fig 2), leads to a score being awarded for each question.

**Bidders are asked to note the following:**

The above table lists the Quality Section. This section will be worth 90% of the total score available. The questions within this section are given individual scores that total to 100% of the overall quality weighting of 90%.

The white boxes detail the relevant question posed by The Company, which is being evaluated. Listed beside these are the individual scores for each question.

For example:

If a question carries a weighting of 10% of the 70% quality total and if a bidder were to score full 100 marks for this question, they would achieve a score of 10%.

However, if the evaluator decides (using the criteria stated in Fig 2) that the supplier has answered this question but could have enhanced their response in one aspect, they would allocate a score of 80 marks which would equate to a quality score of 8%

## Quality Questions – Project Specific (90%)

**Question 1.** Please outline your experience in planning, managing and delivering large scale communications campaigns in the area of contemporary visual art and how you have co-ordinated and interacted with both organisations and artists in the development and delivery of these.

**(Weighting – 30%)**

**Answer: Bidder Response Here: - (no more than 250 words)**

**Question 2.** Please provide examples of specific innovations you have developed in marketing and communications that have led to new and/or diverse audiences engaging with the project. **(Weighting – 15%)**

**Answer: Bidder Response Here: - (no more than 250 words)**

**Question 3.** Please provide examples of how you have developed online and digital strategies that have driven both in-person and online participation for cultural events. We are particularly interested to hear about activity developed since the coronavirus crisis, and strategies used to reach audiences in this evolving environment. **(Weighting – 20%)**

**Answer: Bidder Response Here: - (no more than 250 words)**

**Question 4.** Please provide examples of how previous projects which will inform your working methodologies with GI and its stakeholders. **(Weighting – 15%)**

**Answer: Bidder Response Here: - (no more than 250 words)**

**Question 5.** Please outline your understanding of anti-racism and outline any examples in your previous or current work, or ideas for future initiatives. GI's commitment to anti-racism can be viewed on our website **(Weighting – 10%)**

**Answer: Bidder Response Here: - (no more than 250 words)**

## Pricing Evaluation 10%

The cost pricing element of evaluation will be based on the proportion to best price method, where by all tenderers will be rated against each other on total price (excluding VAT).

The method compares all bids received to the lowest cost received. Bids equal to the lowest cost receive 100% of the Top Score (i.e. Price top score is **10%** a maximum score of **10%**). Higher prices receive proportionately lower scores i.e. if double the value you will receive half of the available score.

**Price Score = ((Lowest Overall price/Contractors Submitted Cost) x 100) x 10%**

**For example:**

Company	Price	Calculation	Final Weighted Score
A	£100 (Best Price)	Maximum score	<b>10%</b>
B	£125	$(£100/£125)*100) \times 10\%$	<b>8%</b>

Overall Score (out of 100%)

Overall score is the sum of Quality Evaluation score and Price evaluation score

All commercial submissions must be completed within the pricing document supplied. Suppliers should note that the commercial bids should be submitted on the basis of a fixed price encompassing all the tasks identified within the Invitation to Quote. The overall price should be broken down by no. of hours required for completion, unit price and overall fee. Please also ensure that you submit a final overall price. This price will be used for commercial evaluation purposes.

**4 PRICING SUBMISSION**

Pricing should be entered into Quotation Form; any omitted costs will NOT be considered by The Company post contract award and may result in contract termination.

The quotation prices submitted will be deemed fixed for the contract duration. No claims for any additional costs will be considered where the supplier has failed to carry out sufficient investigations into conditions, which affect this ITQ.

**For the avoidance of doubt, all pricing submitted must include all associated costs including the following:** - Pricing submitted shall be fully inclusive of labour, transport, materials, photography, overheads, mileage charges, travel and non-productive overtime rates.

Your submission should include a lump sum...

**Total Cost (Excluding VAT): £.....**