



Penrith Town Council

Unit 1, Church House, 19-24 Friargate, Penrith, Cumbria, CA11 7XR

Tel: 01768 899 773 Email: office@penrithtowncouncil.co.uk

SPECIFICATION

Penrith Arts & Culture Strategy

1. INTRODUCTION

- 1.1 Penrith Town Council is seeking to develop and implement a 5-year Arts & Culture strategy for Penrith which will be shaped within the context of existing and approved strategies and alongside the Penrith Neighbourhood Plan. It is envisaged that the implementation of an Arts & Culture strategy will bring a range of social and economic benefits to the town and its residents.
- 1.2 In terms of the sustainable development of the local economy, it is expected that the strategy will contribute to:
 - a) The attraction of inward investment through the stimulation of the creative economy
 - b) Securing new funding streams
 - c) Increasing the number of tourists and visitors
 - d) The regeneration and revitalisation of the town centre
 - e) Retention of existing businesses and the attraction of new businesses
 - f) Creating jobs and supporting new talent
 - g) The development of new skills leading to increased employment prospects and opportunities

There are also a whole range of social and community benefits through participation in arts and culture activity:

- h) Quality of life improvement
- i) Instilling a sense of pride and place
- j) Community engagement

- k) Improvements in emotional health and well-being, self-confidence and self-esteem
- l) Reduction in isolation and loneliness
- m) Promotion of cohesive communities
- n) Celebration of diversity and inter-cultural appreciation
- o) Contribution to the town's positive identity and vibrancy
- p) Provision of focal points and meeting places
- q) Nurturing and inspiring existing groups

1.3 The implementation of the strategy will complement the overarching local ambition for Penrith to develop as a premier cultural, events and festival destination drawing on its natural, physical, cultural, heritage and community assets and to strategies for the regeneration of the town centre.

What is Arts & Culture activity?

1.4 Arts activity is important in enabling people to express their creativity and imagination. Activity comes in many forms including: drawing, painting, sculpture, printmaking, craft, photography, filmmaking, textiles, poetry, installations, literature, music, theatre, drama, dance, drumming, storytelling, spoken word, video, broadcasting and media, design, digital art, etc.

1.5 Culture defines and communicates the uniqueness, identity and diversity of individuals and communities including the important dimensions of our history and heritage. Therefore, our landmarks, museum, galleries, buildings and monuments are all important to the development of a coherent and holistic strategy. It must also be emphasised that arts and culture in Penrith is enjoyed and experienced as both creators and consumers.

1.6 There are several potential benefits to be gained by engaging existing groups, organisations and individuals arising out of the development of an agreed, planned strategy:

- a) A cohesive network of organisations
- b) Sharing of facilities and resources
- c) Sharing of skills and ideas
- d) Joint funding bids
- e) Encouragement of innovation
- f) Shared procurement bringing the benefits of economies of scale
- g) Mutual support
- h) Joint marketing and promotion
- i) Shared branding
- j) Coordination of programming events, festivals, sessions
- k) Raised profile of the arts

2. EXPECTED OUTPUTS

- 2.1 The primary output will be the development of an evidence-based 5-year strategy and action plan. The strategy will identify a vision for the development of arts and culture in Penrith with a clear set of goals and target objectives. The strategic action plan, or delivery plan, will explain the actions that will be taken to make the strategy a reality.
- 2.2 The strategy will provide the foundations for a longer-term, varied and sustainable arts and cultural programme that positively contributes to improved and enhanced social and economic outcomes.
- 2.3 The strategy will build on the strong foundations of activity already in place through the excellent work of existing groups, organisations, clubs and individuals.
- 2.4 The strategy will encourage inclusivity and accessibility of all ages, cultures, communities and abilities.
- 2.5 The strategy will increase and broaden engagement in, and consumption of, arts and cultural activity.
- 2.6 The strategy will develop the reputation of Penrith as an arts and cultural destination.
- 2.7 The strategy must identify:
 - a) a unique selling point for Penrith
 - b) the potential for alternative delivery models
 - c) the role of digital technology
 - d) the role of co-ordination of partnership working in the development of arts and culture in Penrith

3. SCOPE

The successful applicant will be required to deliver a strategy and plan that incorporates the following.

- 3.1 An **audit, mapping and assessment** of the existing local arts and cultural environment in terms of groups, organisations, galleries, events, festivals, museums, clubs, classes, craft fairs/markets etc.
- 3.2 An **audit and assessment of arts and culture policies** within the Eden District and Cumbria that have relevance and alignment to a Penrith strategy.
- 3.3 A comprehensive strategy and plan that develops and grows appropriate arts and cultural **infrastructure** (physical and human) for Penrith.
- 3.4 An investigation into the potential role and purpose of a **central 'hub'** for arts and cultural development.

- 3.5 A **fundraising strategy and plan** that identifies potential local and national funding opportunities for the delivery of the arts and cultural strategy.
- 3.6 **A clear vision of the approaches** necessary to stimulate support for arts and cultural activity in terms of earned income and the private and voluntary sectors.
- 3.7 Proposals for the development, operation and membership of a Penrith Town Council led **stakeholder group** whose primary remit will be to:
- a) Oversee and monitor the delivery of the Penrith Arts and Cultural Strategy across its 5-year lifetime.
 - b) Undertake periodic progress reviews
 - c) Maximise opportunities for the arts and cultural sector to play its full part in Penrith's long-term social and economic development.

Wider Involvement

- 3.8 In undertaking work on the strategy and action plan, it has been suggested that the three Universities in the region may wish to become involved to assist with research and development. There has already been contact with the Universities of Lancaster, Cumbria and Northumbria and, for example, Northumbria has a Creative and Cultural Industries Management course: this could be an opportunity for students to gain experience through practical engagement with the process.
- 3.9 Additionally, Lancaster and Cumbria Universities have already been involved in research on 'town centre performance' in Penrith. This work would fit well with considerations of how the arts and culture strategy would contribute to the strategies for town centre regeneration.

Timescale

- 3.10 It is envisaged that this piece of work will commence upon appointment and with the final report provided at an agreed timescale.
- 3.11 Actions related to the delivery of the strategy would commence 1 April 2020.

Output

- 3.12 The output of this piece of work will be an Arts and Cultural Strategy that covers all the requirements as outlined above.

4. REQUIREMENTS FOR SUBMISSION

4.1 Those submitting a quotation for this project should:

a) submit one electronic copy of the quotation application form to;

Carol Grey: economicdevelopmentofficer@penrithtowncouncil.co.uk

By 28/02/2020 at 12 pm. And

b) Provide a statement of the composition of proposed project team including CVs, relevant qualifications and any other relevant information.

5. QUOTATION: INFORMATION FOR APPLICANTS

- 5.1 Provide all the information required along with a breakdown of all costs that indicate a rate per day and the number of days required to complete the scheme of work broken down against the objectives set out in the scope of works. Costs should be inclusive of all anticipated expenses.
- 5.2 Interested Applicants should note that an overall maximum budget of up to £10,000 is agreed for this project.
- 5.3 The award of the contract will be based on an evaluation considering the cost of the proposal along with the technical capability, previous experience and proposed methodology for the work.
- 5.4 A formal contract will be agreed and signed.
- 5.5 Contract payment will be paid via staged payments.
- 5.6 The Council will purchase locally wherever possible and where best value can be satisfied.
- 5.7 Procurement activities will comply with the Council's Financial Regulations and the Procurement Regulations 2015 and reflect the practices as recorded in the NALC Procurement Toolkit.
- 5.8 Usually this is shown as a logo on the organisation's letter head.
- 5.9 The Council will show favour to organisations that pay the Living Wage as set by the Living Wage Foundation.
- 5.10 Public liability insurance, a minimum of £10,000,000, is essential and a pre-requisite for consideration of the submission.



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Tel: 01768 899 773 Email: office@penrithtowncouncil.co.uk

APPLICANT DETAILS

Title

First Name

Last Name

Contact Address

Including full Postcode

Telephone Number

Mobile Number

Email Address

Do you have an alternative contact, including agents, you would like us to use?

If Yes, provide details.

Title

First Name

Last Name

Relationship to you

Contact Address

Including full
postcode

Telephone Number

Mobile Number

Email Address	
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Organisation Name	
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Type of Organisation
Describe your organisation type and your experience in relation to the scheme of work

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Is your organisation a public or private body? Tick only one box.

Public body	<input type="checkbox"/>	Private body	<input type="checkbox"/>
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Organisation Registration Number (if applicable)

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Value Added Tax (VAT) Number (if applicable)

--

Scheme
This should be a short title for us to use in correspondence.

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Project duration

Start date (DD/MM/YYYY)	<input type="text"/>	End date (DD/MM/YYYY)	<input type="text"/>
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REFERENCES – Please give two referees

1. Name & Address:

2. Name & Address:

Describe the relationship with your referee:

Describe the relationship with your referee:

Why have you chosen this referee?

Why have you chosen this referee?

Are you able to provide a current certificate of insurance including public liability insurance of a minimum of £10,000,000?

PLEASE ATTACH TO THIS FORM

- Specification and project outline
- Examples / Case Studies of similar schemes
- Qualifications, testimonials and Accreditations
- Insurance certification
- Quote – including project outline that aligns with the specification
- Equality and Diversity Statement
- Referees

Please submit this form either by email or post to:

Penrith Town Council, Council Office, Unit 1, Church House, 19-24 Penrith, Friargate, Cumbria, CA11 7XR

Tel: 01768 899773

Email: economicdevelopmentofficer@penrithtowncouncil.co.uk

Once we receive your form the Council will review your proposal outline.

Failure to complete this form fully will delay any consideration of your project.

Sign below once you are satisfied that you have completed the form correctly.

I declare that the information given in this form is true and accurate to the best of my knowledge and belief.

I declare that I have permission from any other partner(s) to sign the Expression of Interest form on their behalf.

I understand that information given by me will be treated in confidence but may be submitted for checking against records held by other government departments, other agencies, local authorities and the police, for the purposes of assessing my eligibility or for the purposes of the prevention or detection of crime.

I understand that I may be liable for prosecution if I have knowingly provided information which I know to be false or do not believe to be true.

I declare that I have not committed any serious infringement or fraud.

You are required to declare any involvement or interest if it is considered by you to be in real or apparent conflict with the duties to be performed for this scheme of work. Any involvement or interest declared would be carefully considered but would not automatically bar you from being further considered in the selection process. Please declare your interest within your covering letter or email to the Council.

Print name of applicant

Signature of applicant

Date (DD/MM/YYYY)

QUOTE

PLEASE INSERT YOUR QUOTATION

(to be completed by SUPPLIER)

QUOTE FOR THE DEVELOPMENT FOR AN ARTS AND CULTURAL STRATEGY FOR PENRITH

1. We,

.....

(carrying on business) as

.....

(whose registered office is) at

.....

.....

hereby offer to provide the Services described in the quote in accordance with the terms of the Quote at the rates, which we have indicated in the Proposal constituting this Quote.

- 2. We agree that the insertions by us of any conditions qualifying this Quote or any unauthorised alteration to any of the quote documents may not be accepted and may cause the Quote to be rejected
- 3. We agree that this Quote is submitted on the basis that the offer herein contained shall remain in force without variation for a period of three months from receipt of this Quote.
- 4. If this Quote is accepted by the Council, then we undertake to enter into a formal Contract prepared at the Council's expense for the proper and complete fulfilment of the Services
- 5. We understand that the Council is not bound to accept the lowest or any quote they may receive nor to pay any expense incurred by us in connection with the preparation and submission of this Quote
- 6. We declare that we are not a party to a cartel involving or including any commercial or other arrangement between individuals and/or corporations which is intended to or organised to share or control marketing arrangements or prices

7. We declare that we have not offered to pay or give or agree to pay any sum of money or valuable consideration directly or indirectly to any person nor entered into any agreement or arrangement with any person that he/she shall refrain from quoting or as to the amount of any quote to be submitted
8. We undertake not to disclose the amount of our Quote to any person or body before the date and time for the opening of the quotes except where the disclosure, in confidence, of the approximate amount of the quote is necessary to obtain insurance premium quotations required for the preparation of the quote
9. We agree that we have satisfied ourselves before submitting this Quote as to the correctness and sufficiency of the rates quoted.

DATE

COMPANY* (1) Signature:

Name:

Position in Company:

For and on behalf of:

.....

(Print Company's full name and registered number)

NOTE:

- i) Where the bidder is a limited company the Quote must be signed on behalf of the company by an authorised officer whose designation must be stated and the address of the registered office of the company must be given.
- ii) In the case of a partnership the names of all the partners must be given on a separate sheet and attached to this Form of Quote and must be signed by one of the partners on behalf of the partnership.
- iii) Where the bidder is a private firm the Quote must be signed with the firm's name.

Quote Instructions

- a) This request for quotation does not constitute an offer and the Council does not undertake to accept any quote or offer.
- b) The Council reserves the right to accept any part of any quote or offer. The Council will not reimburse any Request For Quote costs.
- c) Suppliers shall not discuss the quote they intend to make other than with professional advisers or joint bidders who need to be consulted.
- d) Quotes shall not be canvassed for acceptance or discussed with the media or any other supplier or member or officer of the Council.
- e) All quotes received shall be unconditional offers.
- f) Qualified quotes may be rejected. The Council's decision as to whether a quote is in an acceptable form will be final.
- g) A supplier may submit a modified or alternative quote and the alternative may or may not be considered by the evaluating officer.
- h) Any modified or alternative quote must be free of qualifications. Any deviations from the specification and all risks, costs and contingencies must be identified.
- i) Suppliers are responsible for all information necessary for the preparation of their quotation.
- j) Information supplied to suppliers by the Council's staff or contained in the Council's publications is supplied only for general guidance in the preparation of the RFQ.
- k) Suppliers must satisfy themselves as to the accuracy of any such information and no responsibility is accepted by the Council for any loss or damage of whatever kind and howsoever caused arising from the use by suppliers of such information.

Ensure all necessary documents are enclosed:

- Specification and project outline
- Examples / Case Studies of similar schemes
- Qualifications, testimonials and Accreditations
- Insurance certification
- Quote – including project outline that aligns with the specification
- Equality and Diversity Statement
- Referees

MATRIX FOR EVALUATION

The matrix shows the weighting given to each of the criteria.

Criteria	Maximum score	Actual score
The applicant has provided evidence for:		
Price – Value for Money	150	
Three years' experience of working on this type of project	50	
Building advantage through economies of scales (e.g. procurement, coordinated funding bid, attraction of sponsors, shared resources)	50	
Connecting rural and semi-rural communities and interests	50	
Satisfactory references from two referees	50	
Technical Capability	50	
Capacity to deliver within agreed timescale	20	
Ability to monitor and ensure minimum quality	20	
Local/ Cumbria supplier	10	
Working with and developing volunteers	10	
Increasing range and access to arts and cultural activities	10	
Involving different parts of the community/inclusivity	10	
Empowering communities through arts and culture	10	
A participative approach to arts and culture development	10	
Total	500	

Please note the Town Councils decision is final and there will be no appeal Process.