

INVITATION TO TENDER

EVENT PRODUCTION FEBRUARY 2022

The British Fashion Council (BFC) is seeking to appoint a production company that specialises in fashion events to deliver the show space for BFC NEWGEN designers, during London Fashion Week February 2022.

DATE OF EVENT

London Fashion Week: Friday 18th – Tuesday 22nd February 2022

LOCATION

The Old Selfridges Hotel, Orchard Street, W1

BFC NEWGEN in partnership with TikTok

NEWGEN is a BFC initiative that supports the very best emerging talent and aims to build global, high end fashion brands of the future. It is the most established designer development scheme globally and designers are identified by their creativity, strong design aesthetic and point of difference.

2021/22 NEWGEN recipients are; ASAI, Conner Ives, EFTYCHIA, FEBEN, HELEN KIRKUM, Labrum London, Matty Bovan, Nensi Dojaka, Paolo Carzana, Per Götesson, Richard Quinn, ROBYN LYNCH, ROKER, S.S.DALEY, Saul Nash, Stefan Cooke, SUPRIYA LELE and yuhan wang. TikTok is the Principal Partner of BFC NEWGEN. Clearpay also supports NEWGEN as Official Partner.

www.britishfashioncouncil.co.uk/business-support-awards/BFC-NEWGEN-in-partnership-with-TikTok

LONDON FASHION WEEK

London Fashion Week takes place in February, June and September showcasing over 250 designers to a global audience of influential media and retailers. Organised by the British Fashion Council, London Fashion Week is a trade event which first took place in 1984 and currently ranks alongside New York, Paris and Milan as one of the 'Big Four' fashion weeks. The event is funded by patrons, sponsors and funders, including the European Regional Development Fund, Mayor of London and the Department of International Trade. Over 5,000 visitors attend including press, buyers, photographers and influencers over 5 days.

www.londonfashionweek.co.uk

THE CONTRACT

The contract being let is to cover one event.

The British Fashion Council reserves the right to add or remove production elements and financials, should the event requirements change. This would only be at the BFC's request and with full authorisation.

PRODUCTION BRIEF

OBJECTIVES

- Produce a show space that delivers for the needs of the BFC NEWGEN designers whilst also considering partner and audience requirements
- Uphold LFW brand guidelines
- Creatively embrace the surroundings of the venue
- Provide venue management of all operational and technical requirements, managing the site on behalf of the BFC and its partners

AREA SPECIFIC REQUIREMENTS - BFC NEWGEN SHOW SPACE

- Create a modern and adaptable catwalk design which offers designers the opportunity to make it their own
- Ability to modify show space into a smaller presentation space or reduce capacity at the request of the designer
- Seating for a minimum of 300 guests with a front row of no less than 100
- Standing space for approximately 50 additional guests
- Photographers platform with optimum positioning for up to 80 photographers
- Smooth arrival process for all guests and clear access routes
- Two fully functioning backstage areas with access to a 'line-up' area, each backstage to allow for hair and makeup stations for 20 models – please note that the backstage design must include private changing areas
- Designer liaison for production capabilities and load in/out of shows
- Full backstage management
- Completion of all risk and method statements
- Production manuals for designers
- Show calling for all NEWGEN designers

DELIVERABLES FOR THE EVENT

- Venue management and liaison on operational and technical requirements, including managing the site on behalf of the British Fashion Council, its partners and sponsors
- Production support to all designers who are showcasing within the venue. Production team to fully support the designer's creative vision and to provide appropriate solutions/guidance with all production enquiries as well as working co-operatively with any external production & PR companies
- All activity to be fully compliant with health and safety legislations
- Creative direction on general event spaces following on from the aesthetic direction supplied by our creative agency; a synergy should be created between digital marketing campaign and the onsite finishes
- Liaising directly with relevant BFC departments to meet deadlines
- General project management: creation of event production schedule; itemised budget breakdowns; regular update meetings and status reports

TENDER PROCESS

Please submit a full tender response to the above brief. Your tender should include:

- An overall production concept
- 3D visuals
- Detailed layout
- Timelines for production
- Budget

The procurement of this contract will be via a one-stage invitation to tender process (with no pre-qualification questionnaire stage). However, tenders received will be tested against minimum essential selection criteria on a pass or fail basis. Those that pass will then be scored against the award criteria set out below.

The selection will be based on:

- Your capabilities to deliver on this brief, including staffing and contacts with sub-contractors
- Examples/testimonials from previous work
- Previous experience in and understanding of the fashion industry

Tenders that pass the selection process will be considered against the following award criteria:

Award criteria	Maximum score	Weighting
Your understanding of the aims of the brief, including demonstrating how you will deliver the brief	5	40%
Value for money	5	40%
Methodology and top line critical path to deliver required activities	5	10%
Overall quality of proposal	5	10%
Total score	20	100%

Maximum total score = 20

Weighting: 1 = Poor - 5 = Excellent

When awarding the contract, the Panel will consider a range of factors not just the scoring of the tenders.

All submissions must be received by 2pm **Friday 14th January 2022**. Responses received after this deadline will not be accepted.

Responses should be emailed to Stephanie Harrison:
Stephanie.Harrison@britishfashioncouncil.com

Shortlisted companies may be invited to present production concepts to the British Fashion Council at a time to be arranged individually.

Please note that in order to maintain fairness in the tendering procedure we are unable to answer any questions relating to this ITT.

ADDITIONAL INFORMATION

As part of our Positive Fashion initiative www.britishfashioncouncil.com/About/Positive-Fashion, we are looking to reduce the impact our events have on the environment so this must be considered as part of your tender. Additionally, all employees working on the project, including interns, must be paid National Minimum Wage.

The British Fashion Council (BFC) has been awarded funding through the European Regional Development Fund to support promoting London's creative fashion design talent to key international audiences.

The BFC aims to ensure that the purchase of goods/services/works using public (ERDF) funds is fair, open, transparent, objective and non-discriminatory, in order that taxpayers' money is utilised properly. Opening opportunities to competition promotes efficiency and effectiveness in the use of public funds, whilst ensuring that value for money is achieved not just by looking at price, but also other criteria such as quality and innovation.

The process applied to the award of this contract will:

- Include processes to manage potential conflicts of interest
- Impartially assess each tender against the criteria outlined in this invitation to tender
- Select the winning bidder on merit and in accordance with the procedure laid down at the outset
- Provide feedback to all bidders on the outcome of the process
- In accordance with best practice, we ensure a standstill period before issuing contracts

All complaints will be handled in a fair and transparent manner in accordance with the BFC's Complaints Policy.

Tenderers should note that their responses will be retained and may be inspected under audit by officers from ERDF and DCLG.