

BRITISH FASHION COUNCIL



INVITATION TO TENDER INTERNATIONAL FASHION SALES & MARKETING SPECIALISTS

The British Fashion Council (BFC) is seeking to appoint sales and marketing specialists with significant experience in key international fashion markets to support promoting London's creative fashion design talent to key international audiences.

BACKGROUND

The British Fashion Council (BFC) has been awarded funding through the European Regional Development Fund (ERDF) to promote London's creative fashion design talent to key international audiences. Funding supports a range of events and initiatives including London Fashion Week (LFW) and LONDON show ROOMS (LsR); seasonal platforms showcasing emerging and established fashion designers to a global audience of influential media and retailers.

Further information relating to the British Fashion Council can be found at:
www.britishfashioncouncil.com

THE CONTRACT

The scope of work will cover the period 1 April 2021 to 31 March 2022.

The BFC reserves the right to change the length and value of the contract should there be a change in our requirements.

REQUIREMENTS

The BFC is seeking international fashion sales and marketing experts to support the delivery of key projects and provide business development support to emerging fashion designers. The work may include elements of the following:

London Fashion Week

One of the world's highest profile designer showcases, LFW is a global platform for design talent. LFW takes place in February, September & June each year. In response to designer demand, LFW is a showcase for both menswear and womenswear, providing flexibility for designers. The event is digital first due to restrictions on travel and social distancing and will incorporate physical activity in line with Government Guidelines. The digital platform receives over 132k unique users from nearly 200 countries and physical activities attract an

audience of 5000 industry guests from around 50 countries. Over 100 designers show as a part of this showcase which is made up of catwalk shows, designer presentations, films and conversations spotlighting the diverse and innovative fashion talent present in London.

It is estimated that the project will deliver up to four LFWs during the course of this contract in London. Specialist support is required for the following activities:

- Assist in the scouting and selection of BFC initiative designers
- Provide market intelligence and advise on VIP buyers for the BFC International Strategy including the Guest Programme
- Hosting of VIP buyers including advice on tailored hosting schedules, making introductions to designers and sales directors
- Post event follow-up with buyers and designers to aid strategic development of the programme and ensure orders
- Strategy, evaluation and monitoring of International outputs and outcomes, including supporting collection of government data from designers

LONDON SHOW ROOMS

When Government Guidelines, travel and business resources allow, LsRs are pop-up showrooms based in key international markets that offer subsidised space for designers to sell their designs collectively to international press and buyers, thus generating more sales opportunities than showcasing individually. Support is offered to designers at the showroom through on-site advice on merchandising, sales and marketing. Further information can be found at <http://www.britishfashioncouncil.co.uk/business-support-awards/LONDON-show-ROOMS>

While travel and social distancing is restricted LsR will be delivered through the LFW Digital Platform and promotional activity. Responsibilities could include:

- Assist in the selection of BFC initiative designers Provide advice where relevant on operational issues such as venue selection & co-ordination
- Management and attendance to any physical activations if required
- Evaluation and monitoring of outputs and outcomes, including supporting collection of government data from designers
- Support the BFC to find and secure possible sponsorship opportunities

Ad Hoc International Sales Support

In addition, there may be other ad hoc events and initiatives that require support, attendance etc. This may also include market research reports. Note that this work may be in international markets and will be mutually agreed where relevant. Tenderers should clearly indicate their day rates to undertake any additional activities.

Further Information

Tenderers should note that foreign travel may be necessary in order to deliver the activities within this ITT.

Estimated Number of Consultancy Days Required

The BFC is willing to consider proposals from organisations or consortia to deliver the whole specification, or from individuals able to deliver elements within it, in which case more than one supplier may be appointed to deliver the activities required. Please clearly indicate in your tender which parts of this tender you will be delivering, and how many days you estimate for each area of work.

Event	Estimated Number of Days
London Fashion Week including insight for Government	50
London Show Rooms	20

TENDER PROCESS

Please submit a full tender response to the above requirements, your tender should include:

- Number of days estimated to deliver parts of the brief that you are tendering for
- Daily rate
- Flexibility to deliver events/initiatives outside the scope of brief if required

Note that production costs, for example venues, travel, printing etc, are outside the scope of this tender.

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:

- Level of experience – significant past experience working in the designer fashion sector, including supporting designers
- Your capabilities to deliver on this brief, including knowledge of key international fashion markets
- Examples/testimonials from previous work

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 a demonstration of how you will deliver	5	30%
Value for money – please submit a full budget and detail day rate	5	30%
Methodology to deliver required activities (detailed within budget)	5	30%

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. Interviews may be required; tenderers will be informed of this after we have reviewed tenders.

All submissions must be received by **10am Tuesday 30th March 2021**. Responses received after this deadline will not be accepted.

Responses should be emailed to:

Stephanie Harrison stephanie.harrison@britishfashioncouncil.com

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

The British Fashion Council (BFC) has been awarded funding through the European Regional Development Fund (ERDF), subject to contract negotiations, to support promoting London's creative fashion design talent to key international audiences. ERDF funding is being used to support London Fashion Week and London Fashion Week Men's, biannual showcases of brands and businesses to support them to increase their international sales. Further information can be found at <http://www.londonfashionweek.co.uk>, <http://www.londonfashionweekmens.com/> <http://www.britishfashioncouncil.co.uk>

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, 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.