



Invitation to Quote

Film Maker

European City of Sport (ECOS) 2020 Finale

Milton Keynes

August 2021



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A. Introduction and Instructions

Introduction to Milton Keynes and its Council

A product of the new town's movement in 1967, today Milton Keynes is one of Britain's fastest growing places, with a global reputation for smart city projects from delivery robots to electric cars. A thriving urban centre sits alongside market towns and rural areas, with much of the borough connected by grid roads and pedestrian/cycling 'redways'. Around 35% of MK is green space.

Milton Keynes Council has served as MK's unitary authority since 1997, when it took on services previously delivered by Buckinghamshire County Council. The council runs more than 250 services from waste collection to highways maintenance. Around two thirds of its £200m budget goes into care and support for vulnerable adults and children. The council's organisational values are, ***we are dedicated, we are respectful, and we are collaborative.***

The work of the council is described in its [Council Plan](#), the current version of which runs until 2022. The plan sets out specific commitments under three overall aims for Milton Keynes to be a place of opportunity, an affordable place, and a healthy place.

1. Instructions

1.1. These Instructions describe the Milton Keynes Council's (MKC, the Council) requirements, the quotation process, and the commercial terms on which the Council proposes to contract in due course with the successful Tenderer.

1.2. All costs, expenses and liabilities incurred by the Tenderer in connection with the preparation and submission of the Quotation will be borne by the Tenderer.

1.3. The Tenderer shall have no claim whatsoever against the Council in respect of such costs and in particular (but without limitation) the Council shall not make any payments to the successful Tenderer or any other Tenderer save as expressly provided for in the Contract and (save to the extent set out in the Quotation Documents) no compensation or remuneration shall otherwise be payable by the Council to the successful Tenderer or any other Tenderer in respect of the requirement by reason of the scope of the requirement being different from that envisaged by the successful Tenderer or otherwise, including without limitation any costs incurred by any Tenderer in the event this quotation process is aborted.

1.4. To ensure that the Council will be able to carry out a proper comparison of quotations, no unauthorised alterations shall be permitted to the Quotation Documents. Quotations that contain unauthorised alterations or qualifications may be rejected.

1.5. Bids shall remain open for acceptance for a minimum of 30 days. The Council expects to decide award of contract within 4 days of the closing date for submission of quotations.

1.6. The Council is not bound to accept any quotation or make any award from this Invitation to Quote. The contract will be awarded on the basis of the Quotation Evaluation Criteria, based on the criteria as set out below and subject the Council's funding approval.

2. Living Wage

Tenderers should be aware when submitting their pricing that Milton Keynes Council is a Living Wage Foundation (LWF) Employer and the Contractor shall be required to pay at least the Living Wage as set by the LWF to all its employees who are 18 years and above, are employed in connection with the Contract and who meet the Living Wage Criteria. Invitation to Quote V28 – Jan 2020 4

The living wage criteria means circumstances where an individual (contractor's or sub-contractors' staff) works at any premises which are either owned, occupied managed or maintained by the Council for at least 2 hours per day over a period of 8 consecutive weeks in a year.

Tenderers are also notified that the rate is reviewed annually in November and may increase. Where the rate increases, the Contractor is required to implement such changes within 6 months from the date of official announcement of such increase. It will be the responsibility of the Contractor to ensure that they are up to date with any such changes and that they are complying with the stated requirements.

3. Further Information and Enquiries:

3.1. The Tenderer may write to the Council requesting any information or raising any query in connection with the Quotation Documents. Any such communication must be in writing via email FAO European City of Sport Team to leisure&community@milton-keynes.gov.uk in line with the key dates below.

3.2 The Council reserves the right to seek clarification of any matters arising from the Tenderers submission.

3.3 The Council reserves the right to make amendments to the text of the Quotation Documents during the quoting process and notify Tenderers of any such amendments.

4. Terms and Conditions of Contract:

4.1. Please note this is not an order. If your quotation is accepted, an official purchase order will be raised. The order will be subject to MKC's Terms and Conditions of Contract and your completed Quotation Submission. Acceptance of the quote by the Council shall be in writing and on the Council's terms and conditions, which are supplied as part of our quotation acceptance. Tenderers should note the Council will publish the awarded contract value and the name of the successful Tenderer.

5. Return of Quotation

5.1. All Quotations shall be submitted by email FAO European City of Sport Team to leisure&community@milton-keynes.gov.uk before midday on **6 September 2021**. Failure to email your bid by the deadline may result in your submission being rejected at the sole discretion of the Council.

5.2. The following documents must be completed and returned for your Submission:

- a. A response to the Quotation Quality Evaluation questions (Section C, 1.2)
- b. An all-encompassing quotation for the works described, including travel and expenses (Section C, 1.1);
- c. All supporting documentation as required as part of the Quotation submission.

5.3. Any attachments that are not identified or any general sales material submitted will not be considered by the Council. Tenderers are therefore asked not to enclose any documents, brochures, or other materials unless you are specifically requested to do so.

6. Key dates

6.1. This procurement will follow a clear, structured, and transparent process to ensure that all tenderers are treated equally, fairly, and transparently. The key dates for this procurement are currently anticipated to be as follows:

Date for Submission:	Monday 6 September 2021 (noon)
Deadline for Tenderers Queries	Thursday 2 September 2021 (noon)
Contract Award Date:	Friday 10 September 2021
Contract Start Date:	Monday 13 September 2021
Contract End Date:	Tuesday 30 November 2021

7. Health and Safety

7.1. The Council requires that all contractors, their employees, and sub-contractors (where applicable) shall, whilst working for the Council, conform with all requirements of the Health and Safety at Work Act 1974 and with all other Health and Safety Legislation that relate generally or specifically, to their trade, business or undertaking.

7.2. Where applicable the successful Tenderer must also comply with the MKC Health and Safety policies.

8. Accreditations

8.1. The Council requires that where accreditation to professional bodies is necessary to deliver the Works, Supplies or Services all contractors and sub-contractors (where applicable), shall whilst working for the Council, have all necessary accreditations in place.

9. Insurance

9.1 If a contract is awarded to you, written evidence of your insurance cover will be required. Insurance requirements will form part of the Terms and Conditions of Contract. The Council's requirements are:

- a. Employers Liability Insurance £5,000,000
- b. Public Liability Insurance £5,000,000
- c. Professional Indemnity Insurance (if applicable) £1,000,000

10. Rejection of Quotation

10.1. The Council in its absolute discretion may reject a quotation if:

- 10.1.1. the prices submitted are too high to be affordable;
- 10.1.2. the prices submitted are too low to be credible, but only after the Tenderer has been given the opportunity to provide an explanation of the quotation or part of the quotation which the Council believes to be too low, and where the Council does not accept the explanation;
- 10.1.3. all or part of the Quotation Documents are reproduced for submission in a different format from that provided by the Council;
- 10.1.4. the Quotation is qualified;
- 10.1.5. the Tenderer makes or attempts to make any variation or alteration to the terms of the Contract Documents;

10.1.6. if the Tenderer discloses to any third-party prices shown in its Quotation except where such disclosure is made in confidence in order to obtain quotations necessary for the purposes of financing or insurance and/or;

10.1.7. if the Tenderer enters into any agreement with any other person that such other person shall refrain from submitting a Quotation or shall limit or restrict the prices to be shown by any other Tenderer in its Quotation and/or;

10.1.8. if the Tenderer fixes prices in its Quotation in accordance with any arrangement with any person or by reference to any other Quotation and/or;

10.1.9. if the Tenderer offers or agrees to pay or give or does pay or give any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other Tenderer or any other person's proposed Quotation any act or omission and/or;

10.1.10. if the Tenderer in connection with the award of the Contract commits an offence under the Bribery Act 2010 or an offence under Section 117(2) of the Local Government Act 1972 and/or;

10.1.11. if the Tenderer has directly or indirectly canvassed any member or official of the Council concerning award of the Contract or who has directly or indirectly obtained or attempted to obtain information from any such member or official concerning any other Tenderer or Quotation submitted by any other Tenderer and/or;

10.1.12. if the Tenderer has done anything improper to influence the Council during the Quotation period and/or;

10.1.13. if the Tenderer has failed to use the English language and/or;

10.1.14. if the Tenderer has failed to return any of the accompanying documents identified in paragraph 5.2 above.

10.1.15. if the Tenderer has failed to declare any conflict of interest or any circumstances that could give rise to a conflict of interest.

10.2. For the avoidance of doubt any non-acceptance or rejection in accordance with paragraphs 10.1.1 and 10.1.2 above shall be without prejudice to any other civil remedies available to the Council or any criminal liability that such conduct by a Tenderer may attract.

11. Disclosure and Barring Service Checks (DBS Checks)

11.1. Where the Council specifies that DBS Checks are required it will be a requirement that all contractors, their employees, and sub-contractors (where applicable) shall, whilst delivering the Works, Supplies or Services hold current certification of DBS Checks and these will be disclosed to the Council for verification before the Contract commences.

B. Specification

1. Specification of Services

In Brief

Milton Keynes was proud to be given the prestigious award of European City of Sport 2020. To celebrate the positive way the city has responded to the award, despite the impact of the COVID 19 pandemic, MK Council and their partners want to finalise the European City of Sport (ECoS) programme, with a diverse and welcoming celebration, that provides a legacy of the story of sport in MK, in the medium of film.

2020, and into 2021, has of course been a challenging time for the sports clubs and organisations, citizens, and the city. Covid19 has separated friends and family and forced physical activity and sport to be undertaken independently, or in a different way entirely via digital delivery, over an extended time period. These changes in activity, and the emergence of the sector back out towards 'normality' must be celebrated.

Additionally, an ECoS project objective was to build collaborative partnerships with other European cities. MK Council are, as a result, contributing to a project of sharing of good practice and learning in sport and physical activity with its European 'New Town' partners: Grand Paris Sud (France), Nova Gorica (Slovenia), and Nissewaard (Netherlands). MK's mission is to share good sporting practice on the topic of Sport with Health and Wellbeing, which will be showcased at a final sporting conference in November 2021, where the film depicting our sporting story will be displayed to local and European partners.

This tender is for a freelance filmmaker to record content for the film, as the ECoS legacy resource and for sharing and learning within the final sporting conference.

About the Project

The European City of Sport 2020 Programme is aimed at delivering and celebrating the values of the ECoS awarding body ACES Europe:

- Willingness to achieve;
- Sense of community;
- Learning fair play;
- Improvement of health;
- Enjoyment in exercise;

Alongside delivering the Milton Keynes specific ECoS Goals to:

- Facilitate an environment which enables active lifestyles and increased participation to:
 - reach inactive audiences,
 - be inclusive (consider age, abilities, backgrounds),
 - achieve good health and wellbeing;
- Create a stronger, more coordinated network, where communities play a key part;
- Build awareness of opportunities and reduce barriers for participation;
- Support the development of the sporting workforce;
- Ensure closer alignment between Cultural and sporting sector;

- Build sustainable activity;
- Ensure the celebration of local talent and achievements;
- Educate the benefits of Physical Activity to encourage engagement of local businesses;
- Build the cities evidence base to understand motivations and needs;
- Utilise sport to strengthen relationships with European partners

The film will help demonstrate how gaining the award has enabled these objectives to be achieved, despite the challenges the city has faced.

For further details, the Evaluation from the first year of the project can be found [here](#).

Project Team Structure

The filmmaker's lead contact will be the Sports Development Manager, Vicki Clark (MK Council). They will also liaise closely with the ECoS Project Support, in setting up filming opportunities, and MK Council's Communications and Digital Officer, in gaining access to the ECoS project brand assets.

Filming Timetable

Filming will take place through September and October 2021 with the aim for completion by early November 2021:

- 13 September – 31 October 2021 – filming with local individuals and groups.
- w/c 1 November 2021 – first draft of film produced & feedback provided
- w/c 8 November 2021 - final review and production of film
- w/c 15 November 2021 - Finale Sporting Conference where final video will be shown

A list of potential events and filming opportunities will be shared with the successful provider.

Contract Objectives

The following activities are required to be undertaken to support delivery of this contract:

1. Editing 10 existing video clips pre-recorded by local people to include in the film.
2. Filming 10 clips of sporting events and/or 1:1 interviews with individual participants on the subject of the Key Messages (below), where the script is provided.
3. Incorporation of ECoS and EU Erasmus+ SPORT graphics and branding into the final film (graphics provided).
4. Creation of stills for use in other project communications.

Contract Outputs

- An 8-10 minute film for presenting at the conference, hosting on MKC website and the Erasmus+ SPORT Stample Platform used to share good practice with European Partners.
- One or two shorter versions (c.45 seconds) for use on social media (trailer).
- We also require the film to be subtitled, therefore appropriate files will need to be supplied as part of the outputs.
- We would like c.10 stills to use in other project communications.

- We are keen that this film communicates the Key Messages (see below) but is also engaging and interesting to watch for the target audience. Creative responses to the brief would be greatly appreciated, to ensure that the films are watched and shared with peers.

Key Messages to be Communicated

- How sports participation brings advantages to health and well-being, both mentally and physically;
- How MK people are motivated by sport and by its designed public realm;
- Why sport is essential to building integration and a sense of community;
- Deliver a real sense of how rich and diverse the MK sporting community offer is;
- Promotion of Civic Pride - Realise the amazing MK sporting successes and achievements at various levels – international, national, regional, local and community;
- Celebrate the stories of participants, volunteers, and supporters through film;
- Encourage engagement, build confidence, and promote enjoyment and dedication;
- Promote exercise in interesting and fun formats for all ages, abilities and backgrounds;
- Celebrating our collective heritage, the story of people who give so much to sport, and highlighting the sporting achievements of our city;
- Showcasing the public realm and physical assets of Milton Keynes as unique opportunities for activity;

Target Audience

- European Partners (sporting counterparts) with whom we will share the good practice with.
- ACES Europe (ECoS Awarding Body).
- Local stakeholders.
- Local citizens, sporting clubs and organisations who are sharing their stories.
- Local citizens, new to activity, to help encourage them to live active lifestyles.

Conclusion

Proposals are invited from individuals or consultancies with:

Essential criteria

- A proven track record of professional filmmaking for sharing learning and impact
- A proven track record of interviewing a range of people on film

Desirable criteria

- Experience of filmmaking in a cultural sporting environment
- Ability to shape questions for interviewing that elicit the best response

C. Evaluation Criteria

1. Quotation Evaluation Criteria.

The quotations will be evaluated on a 40:60 price to quality ratio. Each Quotation will be scored by the evaluation team against each of the evaluation areas in Table 1 and Table 2 below.

1.1 Price:

Table 1

Overall Pricing Criteria: 40%	Weighting
Single cost for the work, including travel and other expenses*	100%

*The contractor must remain within a budget of: £3,000 (exclusive of VAT). Please provide a breakdown of each element of the project for the duration of the contract.

1.2 The Quality aspect of the quotation will take into account the criteria below in Table 2:

Table 2

Area	Overall Quality Criteria: 60%	Level 1 Weighting	Level 2 Weighting
1.	Functional and Technical Compliance with the Specification	30%	
	1.1. Please describe your suitability for delivering the requirements set out in the specification.		100%
2.	Delivery	50%	
	2.1 Please explain your approach to group and individual engagement, to effectively capture the required video footage (including approach to Data Protection and Video Consent).		100%
	2.2 Please provide your project plan and timescales and explain how you will report progress to the lead contact at the Council.		100%
3.	Case Studies / Experience	20%	
	4.1 Please demonstrate your track record of previous projects delivering a similar final product (detailed in the Contract Outputs) and provide an example.		100%

In respect of each quality criteria in Table 2 a score will be awarded on a system of 0-3 in accordance with the scoring scale in Table 3:

Table 3

No. of Points	Definition
0	Response does not meet requirements, or no response is provided.
1	Response partially meets requirements but contains significant weaknesses, issues, or omissions.
2	Response meets requirements to an acceptable standard but contains some weaknesses, issues, or omissions.
3	Response meets requirements to a high standard. Robust and detailed in all respects.

Responses may score any whole number between 0 and 3. The scoring system is set such that an acceptable standard would gain a score of at least 2. The Council reserves the right not to consider further quotations which do not achieve a minimum score of 1 for any question. The score would be awarded for a response which shows that the Tenderer's solution demonstrated performance of the service to an acceptable standard in accordance with the Specification. Where the response is lacking in appropriate detail, only partially complete or inadequately justified, the overall score will be adjusted accordingly.

The score for each of the evaluation criteria will be multiplied by the weighted factor as follows to give an overall initial score:

Actual score / maximum score x weighting from Table 2

Evaluation of the Quotation Price payable by the Authority:

Price Evaluation (costs payable by the Authority) will be evaluated in accordance with Table 4 below using 60% price as an example:

Table 4

	Cost of Proposal (£)	Calculation	Points
Quotation 1	10,000		60
Quotation 2	15,000	$10,000/15,000 \times 60$	39.9
Quotation 3	20,000	$10,000/20,000 \times 60$	30.0
Quotation 4	25,000	$10,000/25,000 \times 60$	24.0

The scores achieved for the quotation price and the quality criteria elements will be added together and the tenderer will be ranked on scores achieved.

Note: failure to provide the required information requested may lead to your quotation being rejected.