

INVITATION TO TENDER

Event Production

SUMMARY

The British Fashion Council (BFC) is looking to appoint production companies that specialise in fashion events to manage 3 major events across the next 12 months, each held twice per year. These events are London Fashion Week, London Fashion Week Festival and London Fashion Week Men's.

DATE OF EVENTS

London Fashion Week: September 2017/ February 2018

London Fashion Week Festival: September 2017 / February 2018

London Fashion Week Men's: June 2017/ January 2018

EVENT LOCATION

180 Strand, London, WC2R 1EA

LENGTH OF CONTRACT AND BUDGET

The contract being let is 12 months, i.e. to cover 6 events (3 events each twice per year), with a break clause after the first 3 events (at 6 months) to review performance and budgets.

Tenderers are requested to mark clearly which option they are pitching for on their submission.

The British Fashion Council reserves the right to add/ remove production elements and financials at a later date should the event requirements change. This would only be at the BFC's request and with full authorization. All amounts below include full contingencies.

London Fashion Week

£500,000 – £550,000

These amounts are to include Catwalk, Presentation Space, Designer Showrooms, External Treatment to sit across London Fashion Week and London Fashion Week Festival and Signage.

London Fashion Week Festival

£200,000 - £228,000

These amounts are to include Catwalk Space, Designer Shopping and Signage.

London Fashion Week Mens

£300,000 - £338,000

These amounts are to include Catwalk Space, Designer Shopping and Signage.

TENDER PROCESS

Please submit a full tender response to the above brief. At a minimum your tender should include:

- An overall production concept
- 3D renders
- Detailed layout of each event area
- Timelines for production, creative and marketing
- Suggested organogram and timeframe of employment
- Itemised budget breakdown with cost options for both 1 and 2 season agreement

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, 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	20%
Value for money – please submit a full budget	10	50%
Methodology and critical path to deliver required activities, detailed within budget	6	20%
Overall quality of proposal	4	10%
Total score	25	100%

Maximum total score = 25

Weighting: 1 = Poor - 5 = Excellent

When awarding the contract, the Panel will take into account a range of factors not just the

scoring of the tenders.

TENDER DEADLINE

All submissions must be received by **5pm Friday 21st April 2017**.

Responses received after this deadline will not be accepted.

Responses should be emailed to Natasha David, Natasha.david@britishfashioncouncil.com

Tenderers should clearly mark on their submission which elements of the contract they are tendering for.

Shortlisted companies may be invited to present production concepts to the British Fashion Council. This will be week commencing 24th April 2017, 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.

PRODUCTION BRIEF

VENUE

All events are held at 180 Strand, WC2R 1EA

180 Strand is an iconic Brutalist building in the heart of the West End yet overlooking the river and a fertile space for creative people and ideas to thrive. Bringing fashion to the space will redefine a corner of London that had faded into the background. A beautiful new façade, moving the centre of gravity for fashion in London to 180 Strand will bring energy, creative talent and media buzz and lots of potential for collaboration.

The building will become the official BFC Show Space as well as the Designer Showrooms across the ground floor for each of the three events. The space will also house registration, photographers' centre, corporate hospitality, press and buyers' lounge and sponsor activation.

LONDON FASHION WEEK

London Fashion Week takes place twice a year in February and September showcasing over 250 designers to a global audience of influential media and retailers. London Fashion Week is the show- case of the British fashion industry, an industry that is now worth £28billion to the UK economy.

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 European Regional Development Fund, Mayor of London and UK Trade & Investment. Over 5,000 visitors attend including press, buyers, photographers, broadcasters and bloggers and it is estimated that orders of over £100m are placed during LFW each season. The British Fashion Council organises the official LFW schedule by listing the designers showing their latest collection via a catwalk show or presentation

OBJECTIVES

- Create a new experiential focused concept for all audiences
- Produce a high end designer showroom, presentation space and catwalk space to serve the designers, sponsors and audience needs
- Consider the BFC creative vision delivering a curated concept and luxury experience for guests, upholding LFW brand guidelines
- Creatively embrace the surroundings of the venue including ideas for delivery of external creative vision and user journey
- Create an adaptable catwalk space to accommodate an array of LFW designers both in size and creative execution
- Design a stylish and contemporary showroom that complements the individual designer needs within their stand area
- Have an open channel of communication with LFW sponsors and partners

- Provide venue management of all operational and technical requirements, managing the site on behalf of the BFC, its partners and sponsors

AREA SPECIFIC REQUIREMENTS

BFC Show Space, Presentation, Exhibition and Site Management

- Create an innovative, modern and adaptable catwalk design which offers designers the opportunity to make it their own
- Seating for a minimum of 550 people with a front row of no less than 100
- Standing space for an additional 100 people
- Photographers platform with optimum positioning for up to 80 photographers
- The ability to scale capacity up and down at the request of the designer and also host talks and presentations for a consumer and industry audience
- Smooth arrival process for all guests and clear access routes
- Two fully functioning backstage areas with a substantial 'lineup' area and hair and makeup stations for 24 models
- Production space for live streaming
- Designer liaison for production capabilities and load in/out of shows
- Completion of all risk and method statements
- Production manuals for designers using the show space

Presentation Space

- Create an innovative, modern and adaptable presentation space design which offers designers the opportunity to make it their own
- Seating offering to be versatile and able to accommodate full standing or salon show
- Photographers platform with optimum positioning for up to 30 photographers
- Smooth arrival process for all guests and clear access routes
- Two fully functioning backstage areas with a substantial 'lineup' area and hair and makeup stations for 24 models
- Designer liaison for production capabilities and load in/out of shows
- Completion of all risk and method statements
- Production manuals for designers using the presentation space

Designer Showrooms

- Divide the space available to offer a clear and easy to navigate guest route
- Overall design is to be light and in line with LFW creative campaign
- Exhibition space for up to 180 designers (final number tbc)
- Distinct areas and the approximate space offered for the following categories.
RTW con- temporary: 200 sqm, RTW Emerging: 55 sqm, Accessories: 230 sqm (including bags, jewellery, shoes, millinery, scarves and eyewear), Multi-brand: 350sqm
- Detailed working floor plans of exhibitor space and update this throughout the BFC designer contracting process
- Registration point for buyers, press and general enquiries

- Press & Buyers Lounge that acts as working space for all accredited guests
- Production support across all areas of the showroom, which include:
 - Reception space and screens for digital content
 - Lighting and sound equipment
 - Consistent furniture including rails, plinths, console tables, storage
 - Supervision of furniture and designer load in
 - Signage for each designer area
 - Production manuals for designers exhibiting
 - Catering outlet - Lavazza Self Service machine and water dispenser

Photographers' Centre (working environment for up to 60 photographers)

- High speed internet connection for photographers to upload images after each show
- Additional power sockets
- Catering station - Lavazza Self Service machine and water dispenser

Sponsor Activity

- Pre – event liaison with BFC Events and Sponsor team to meet sponsors requirements
- Management of Sponsor Load In / Out

Budget per event - £550,000 (inc £30,000 signage budget and £50,000 external treatment) this should include all production costs, fees & expenses

LONDON FASHION WEEK FESTIVAL

London Fashion Week Festival is the ultimate fashion experience giving consumers exclusive access to catwalk shows; a curated talks schedule; designer shopping; and trend presentations. It also takes place in the BFC hub of 180 Strand over four days in September 2016. The event allows consumers to experience the atmosphere of London Fashion Week and gain an insight into the fashion industry. It also gives designer brands the opportunity to meet and build direct relationships with new customers with over 15,000 people attending over the four-day period.

OBJECTIVES

- Create an environment for a stylish and contemporary shopping experience for a consumer audience
- Clear, concise signage to help the audience easily navigate the event
- Create a series of event spaces, finished to the highest possible production values
- Create an environment to showcase fashion trends for a consumer audience

- Create a multipurpose events/plenary space to host talks and presentations for a consumer audience
- Have an open dialogue with the BFC's sponsors and liaise as required

AREA SPECIFIC REQUIREMENTS

Catwalk and Site Management

- Full show production for Designer Trend and LFW catwalk shows
- Show space management
- Approximately 21 catwalk shows over the 4 days
- Queuing system and security liaison for show starting
- Seating for 700 people minimum across three rooms
- Seating for 220 Front Row positions
- Photographers pit allowing optimum positioning for photographers
- Fully functioning Backstage with HMU for up to 20 models
- Produce Production Manual for Designers using the space

Designer Shopping

- Information Point
- Tote Bag Collection points
- The Fashion Awards Ticket Sales Point (tbc)

Directional Signage

- New and innovative ways of simplifying signage
- The creation of the signage bible
- Design Toolkit
- Site wide LFW Festival branding as per the signage bible

Luxe Lounge

- Luxurious, Contemporary lounge that gives guest the full VIP treatment
- Fashion led imagery
- Warm and inviting
- Catering station and back of house space
- Seating for approximately 150
- Ability to hold stylist talks

Designer Showrooms

- Provide lighting support to the exhibition, seeking dark spots and correcting light spill with- in the space
- Digital Content – Managing LFW daily highlights and sponsor adverts across multiple screens site wide including the catwalk space
- Digital and production support as required (temporary walls, AV hire, till points)

- Provide floor plan of sellable retail space and continue to update/ amend throughout contracting process

Box Office

- External or internal that allows for efficient guest management/ queuing system
- Collection Points include – ticket sales, ticket collection, Show bag Collection/ Info Point

Budget per event- £228,000 (inc £28,000 signage budget and contribution from LFW budget towards external treatment) this should include all production costs, fees & expenses

LONDON FASHION WEEK MENS

LFWM is the first event in the Menswear calendar and showcases British and international brands and businesses. The showcase includes emerging designers as well as established businesses and heritage brands. LFWM is chaired by Dylan Jones OBE, Editor-In-Chief at British GQ and is supported by a Menswear Committee. The UK menswear industry is estimated to be worth £13.5million and IbisWorld predicts that online menswear stands to grow more than other selected categories with an annual average of 14.2% between 2015 and 2020 (IbisWorld2015).

OBJECTIVES

- Create a new experiential focused concept for all audiences
- Produce a high end designer showroom, presentation space and catwalk space to serve the designers, sponsors and audience needs
- Consider the BFC creative vision delivering a curated concept and luxury experience for guests, upholding LFWM brand guidelines
- Creatively embrace the surroundings of the venue
- Create an adaptable catwalk space to accommodate an array of LFWM designers both in size and creative execution
- Design a stylish and contemporary showroom that complements the individual designer needs within their stand area
- Luxurious lounge area that promotes a professional working environment and also serves as a 'hang out' spot
- Have an open channel of communication with LFWM sponsors and partners
- Provide venue management of all operational and technical requirements, managing the site on behalf of the BFC, its partners and sponsors

AREA SPECIFIC REQUIREMENTS

BFC Show space and Site Management

- Create an innovative, modern and adaptable catwalk design which offers designers the opportunity to make it their own
- Seating for a minimum of 600 people with a front row of no less than 100
- Standing space for an additional 75 people minimum
- Photographers platform with optimum positioning for up to 60 photographers
- The ability to scale capacity up and down at the request of the designer
- Smooth arrival process for all guests and clear access routes
- Two fully functioning backstage areas with a substantial 'lineup' area and hair and makeup stations for 24 models
- Production space for live streaming
- Designer liaison for production capabilities and load in/out of shows
- Completion of all risk and method statements
- Production manuals for designers using the show space

Presentation Space

- Create an innovative, modern and adaptable presentation space design which offers designers the opportunity to make it their own
- Seating offering to be versatile and able to accommodate full standing or salon show
- Photographers platform with optimum positioning for up to 30 photographers
- Smooth arrival process for all guests and clear access routes
- Two fully functioning backstage areas with a substantial 'lineup' area and hair and makeup stations for 24 models
- Designer liaison for production capabilities and load in/out of shows
- Completion of all risk and method statements
- Production manuals for designers using the presentation space

Designer Showrooms

- Divide the space available to offer a clear and easy to navigate guest route
- Overall design is to be light and in line with LFWM creative campaign
- Exhibition space for approximately 60 designers (final number tbc)
- Distinct areas and the approximate space offered for the designer exhibition totaling 1000sqm
- Detailed working floor plans of exhibitor space and update this throughout the BFC designer contracting process
- Up to 60sqm of dedicated meeting space for designers
- Registration point for buyers, press and general enquiries
- Production support across all areas of the showroom, which include:
 - Reception space and screens for digital content
 - Lighting and sound equipment
 - Consistent furniture including rails, plinths, console tables, storage
 - Supervision of furniture and designer load in
 - Signage for each designer area
 - Production manuals for designers exhibiting
 - Catering outlet - Lavazza self-service machine and water dispenser

Photographers Centre (Working environment for up to 50 photographers)

- High speed internet connection for photographers to upload images after each show
- Additional power sockets
- Catering station - Lavazza self-service machine and water dispenser

Sponsor Activity

- Pre – event liaison with BFC Events and Sponsor team to meet sponsors requirements
- Management of Sponsor Load In / Out

Budget per event - £338,000 (inc £28,000 signage budget) this should include all production costs, fees & expenses

DELIVERABLES FOR EACH 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.
- Technical production and support across all areas of the event, which include: guest entrance/reception, event spaces & lounge
- Production support to all designers who are showcasing within the BFC Show space and presentation spaces. 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 VIP areas and general event spaces. Following on from the aesthetic direction supplied by the creative agency; a synergy should be created between digital marketing campaign and the onsite creative. 3D renders, floor plans and detailed layouts to be supplied.
- Designing the signage bible as well as developing critical paths that allow all relevant departments to follow an integrated and efficient approach to delivery. (Creative brief to follow with separate budget.)
- General project management: creation of event production schedule; itemised budget breakdowns; council liaison; regular update meetings and weekly status report.
- Digital Content – Managing all large format screens across sites. Including digital ad panels situated across the venue, displaying sponsor content and daily highlights footage for each of the three events. Liaising directly with relevant BFC departments

to meet deadlines. Managing content for screens within the catwalk space, ensuring delivery is appropriate to audience/ engaging/ exciting.

ADDITIONAL INFORMATION

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.

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 about London Fashion Week can be found at

<http://www.londonfashionweek.co.uk>

Further information about London Fashion Week Men's can be found at

www.londonfashionweekmens.com

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
- Contract will include a break clause that allows the BFC to rescind the contract should they require, following the completion first 3 events (LFWM June, LFW September & LFWF September 2017)

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.