

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 05 March 2018

Portfolio:	Leisure and Community
Subject:	Award of Contract - Pantomime Entertainment and Related Services
Report of:	Head of Leisure and Corporate Services
Corporate Priority:	Leisure Opportunities for Health and Fun

Purpose:

This report considers the tenders for Pantomime Entertainment and Related Services received to produce Ferneham Hall's annual Christmas Pantomime for 2018/19 and 2019/20 with the option to extend by a further 12 months by agreement to produce the 2020/21 pantomime.

Executive summary:

The previous Pantomime and Related Services contract commenced in 2015 and the term of contract was completed with the production of the 2017/18 pantomime 'Aladdin'.

The Executive is asked to consider the tenders received to produce Ferneham Hall's pantomime for the next 2 years with the option to extend by an additional year and to award the contract on the basis of most economically advantageous tender (MEAT) - specifically the cost, service and quality elements of their tender submission.

Recommendation/Recommended Option:

It is recommended that the Executive awards the contract to the Company ranked first place, as set out in the confidential Appendix A, who submitted the most economically advantageous tender for the provision of pantomime entertainment and related services.

Reason:

To seek approval in accordance with the Council's Contract Procedure Rules to award the contract to the bidder providing the most economically advantageous tender.

Cost of proposals:

Costs associated with hosting these annual pantomimes at Ferneham Hall to be covered from agreed % split on the net income generated through ticket sales, 100% (income generated less purchase costs) from sales of merchandise including pantomime programme, 100% (income generated less purchase costs) from sales of confectionary, ice creams, beverages purchased through the bar and vending facilities. Income generated to cover these costs will be subject to the popularity of the Pantomime and the numbers of people attending the performances.

Appendices:

A1-A4: Tender Documents: Prices and Evaluation 9
Exempt by virtue of paragraph (s) 3 or Part 1 of Schedule
12A of the Local Government Act 1972.)

Background papers: Schedule of Tenders. Part Exempt by virtue of Paragraph:
3 Information relating to the financial or business affairs of any particular person
(including the authority holding that information) - Confidential commercially sensitive
documents.

Reference papers: None

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Executive Briefing Paper

Date:	05 March 2018
Subject:	Award of Contract – Pantomime Entertainment and Related Services
Briefing by:	Head of Leisure and Corporate Services
Portfolio:	Leisure and Community

INTRODUCTION

1. Ferneham Hall was opened in February 1982 and has, for a number of years, hosted a popular and well attended annual family pantomime for the residents of Fareham and surrounding towns.
2. A previous 3-year contract has seen Jordan Productions Limited produce 3 popular and well received pantomimes, Dick Whittington 2015/16, Sleeping Beauty 2016/17 and Aladdin 2017/18. This contract has now been completed.
3. To ensure Ferneham Hall provides financially competitive pantomimes together with recognised high qualities of production for the next 3 years, the Council conducted an open competitive tender exercise to seek tender submissions from the Pantomime market and has selected the highest scoring bidder to achieve this.

TENDER

4. The Council received 21 expressions of interest in respect of the Pantomime Entertainment and Related Services opportunity via the South-East Business Portal. Production companies who had been in contact in recent years together with any other interested parties wishing to be considered for Ferneham Hall's next Pantomime tender was directed to the South-East Business Portal.
5. The deadline to receive tender submissions was 26th January 2018, and 8 tender submissions were uploaded to the portal for evaluation by the Council. The completed tender price details are presented in the confidential Appendix A.
6. The contract documents defined a pre-determined scoring mechanism whereby tenders were assessed on cost, quality and service.
7. The tender submissions were evaluated by the Council's evaluation panel pursuant to the scoring criteria detailed in the tender documentation including the individual weightings for each cost, service and quality element. The scores and ranking for all 8 tenders received are detailed in the confidential Appendix A.

8. Tenderers were required to complete a 'Tenderers Compliance and Response' pro-forma. This enabled officers to score the cost, quality and service elements of their submission, assessing their method of approach to delivering the service.
9. A minimum of three references were sought as part of each tender submission and scored accordingly.
10. Following the evaluation of the tenders received, the 8 bids have been ranked in order based on the MEAT principle. The supplier, which achieved the highest overall score, is recommended for the award of the contract.

PROPOSAL

11. The supplier with the most economically advantageous tender, which achieved the highest overall score, is recommended for the award of the contract. See Appendix A attached.
12. These proposals were submitted with an agreed title of pantomime for 2018/19 and for subsequent years with titles to be agreed by November 2018 for the 2019/20 Pantomime and November 2019 for the optional year 2020/21. By early agreement tickets can be put on sale for the following years pantomime to maximise on public awareness and advance ticket sales.

FINANCIAL IMPLICATIONS

13. Costs to Ferneham Hall associated with hosting these annual pantomimes to be covered from;
 - agreed percentage split on net income generated through ticket sales.
 - 100% of net income generated from sales of merchandise including pantomime programmes less purchase costs.
 - 100% net income generated less from sales of confectionary, ice creams, beverages purchased through the bar and vending facilities less purchase costs.
14. Income generated to cover these costs will be subject to the popularity of the Pantomimes and the numbers of people attending their performances.
15. Termination clauses are included within the contract terms to reduce financial risks to both the Council and the proposed Supplier including specifically a statement that would allow the Council without liability to the Supplier instruct the Supplier not to provide any Production and to terminate the agreement subject to notice being given before 1st April 2018 for the 2018/19 Pantomime, before 1st April 2019 for the 2019/20 Pantomime and before 1st April 2020 for the optional year 2020/21. By doing so the intention is to minimise the costs incurred by the Council and Supplier for the next Pantomime.

CONSULTATIONS

16. The Council's objectives were to obtain assurances that future productions would be of a similar or higher standard than in previous years and maximise revenue share for Ferneham Hall.

CONCLUSION

17. It is recommended that the contract to produce the Pantomime and Related Services to Ferneham Hall for the next 2 years with a mutually agreed optional 3rd year be awarded to the first placed tenderer as set out in Appendix A based on MEAT.