

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 02 March 2015

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| Portfolio: | Leisure and Community |
| Subject: | Award of Contract - Pantomime Entertainment and Related Services (2015/16, 2016/17 and optional 2017/18) |
| Report of: | Director of Community |
| Strategy/Policy: | Leisure Strategy |
| Corporate Objective: | Leisure for Health and for Fun |

Purpose:

This report considers the tenders received for the production of Ferneham Hall's annual Christmas Pantomime for 2015/16 & 2016/17 with the mutually agreed option to produce the 2017/18 pantomime.

Executive summary:

The previous Pantomime and Related Services contract was completed with the production of the 2014/15 pantomime 'Snow White & The Seven Dwarfs'.

The Executive is asked to consider the tenders received for the production of Ferneham Hall's pantomime for the next 3 years and to award a contract to the most financially competitive tender with recognised high qualities of production.

Recommendation/Recommended Option:

That the tender submitted by the company ranked first (as set out in the confidential Appendix A), being the most advantageous tender received, be accepted and the contract awarded to that company.

Reason:

To seek approval in accordance with Contract Procedure Rules to award a contract to the Company providing the most economically advantageous tender and recognised high qualities of production.

Cost of proposals:

Costs associated with hosting these annual pantomimes to Ferneham Hall to be covered from agreed % split on net income generated through ticket sales, 100% (income generated less purchase costs) from sales of merchandise, 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.

Appendix: **A:** Executive Briefing Paper Tender Prices and Evaluation
(*Exempt By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.*)

Background papers: N/A

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Executive Briefing Paper

Date: 02 March 2015

Subject: Award of Contract - Pantomime Entertainment and Related Services

Briefing by: Director of Community

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, Cinderella 2012/13, Jack & The Beanstalk 2013/14, Snow White and the Seven Dwarfs 2014/15. This contract has now been completed.
3. To ensure Ferneham Hall provides financially competitive pantomimes with recognised high qualities of production for the next 3 years retendering has been carried out to achieve this.

TENDER

4. Expressions of interest were sought by advertising on the South East Business Portal. The contract was also advertised through national advertising in the recognised industry professional publication (Encore magazine).
5. On 26th September 2014, 6 tenders were received and opened by Democratic Services. The 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 and the scores weighted as specified in the invitation to tender. The scores and ranking for all 6 tenders received are represented in the confidential appendix A.
8. Tenderers were required to complete a 'Tenderers Compliance and Response' pro-forma. This enabled officers to score the quality and service elements of

their submission, assessing their method of approach to delivering the service.

9. Based on the evaluation of the tenders received, the 6 bids have been ranked in order of economic advantage to the Council. The most advantageous supplier, which achieved the highest overall combined score, is recommended for the award of the contract.

PROPOSAL

10. Based on the evaluation of the tenders received, the 6 bids have been ranked in order of economic advantage to the Council. The most advantageous supplier, which achieved the highest overall combined score, is recommended for the award of the contract. See Appendix A attached.
11. These proposals were submitted for subsequent years with titles to be agreed by November 2015 for the 2016/17 Pantomime and November 2016 for the optional year 2017/18. By early agreement tickets can be put on sale for the following years pantomime in order to maximise on public awareness and advance ticket sales.

FINANCIAL IMPLICATIONS

12. Costs to Ferneham Hall associated with hosting these annual pantomimes to be covered from agreed % split on net income generated through ticket sales, 100% (income generated less purchase costs) from sales of merchandise, 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 Pantomimes and the numbers of people attending their performances.
13. Termination clauses are included within the contract terms to reduce financial risks to both the Council and the proposed supplier.

CONSULTATIONS

14. The Council's objectives were to obtain assurances that future productions would be of a similar or higher standard than in recent years and maximise revenue share for Ferneham Hall.
15. Feedback gathered over the last 3 years from the Public, Fareham Borough Councillors, Employees, Ferneham Hall Employees, other Venue Managers, Local and National Press strongly support the award of contract to the proposed supplier.

CONCLUSION

16. 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 first placed tenderer as set out in Appendix A being the most economically advantageous tender with recognised high qualities of production.