

Part 5: Technical response

Contract Reference: RBGKEW1418

**Kew Gardens & Wakehurst Creative Programming Framework**

This document is for completion by those Suppliers shortlisted to submit a tender for Lot 1: Design & Fabricate and or Lot 2: Theatrical Performance.

**DO NOT** complete this document if not shortlisted to submit a tender.

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| Supplier contact details for this tender | |
| Organisation name | Insert Organisation Name. |
| Contact name | Insert Contact Name. |
| Telephone number | Insert Telephone number. |
| E-mail address | Insert email address. |
| Correspondence address | Insert correspondence address. |

**Technical response**

Using the information provided in Part 2: Specification, please provide details as to how your solution meets RBG Kew’s requirements. The technical evaluation of your tender will be based on the information you provide below.

Each question response must not exceed the word or page limit allocated. If no word or page limit is detailed for a question, no limit applies to that question

All answers must be provided within the answer boxes in this document, unless instructed otherwise.

Where supporting evidence in additional documents is requested/required the documents must be clearly marked with the organisation name, and question number and the reference / file name provided. It is the Supplier’s responsibility to ensure cross referencing is accurate. Mislabelled or poorly cross-referenced documents will not be evaluated.

**Lot 1: Design & Fabricate**

**Technical questions**

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| **Lot 1: Design & Fabrication** | | |
| Are you submitting a response for Lot 1: Design & Fabricate? | | |
| Click here to choose yes or no. | | |
| **If ‘No’ - do not complete this table** | | |
| Please read Part 2: Specification and the Bear Hunt Creative Brief (Appendix 1 of Part 2: Specification) carefully before submitting your application. Your presentation should demonstrate that it takes into account both these documents and will be evaluated on how well you have described the deliverables and how well you have understood and reflected the Specification and the Creative Brief. | | |
| **Technical** | | |
| **Creative Presentation**  Your presentation should showcase your creative ideas regarding how you would realise each trail point, the welcome moment, and the bear on site, bringing the story to life for our visitors and delivering an outstanding experience.  Please submit your presentation as a PDF or PowerPoint deck of no more than 15 slides (minimum font size 10).  No changes should be made to your presentation after you submit it. You will present it on Microsoft Teams to the Evaluation Panel. The Evaluation Panel will not see your slide deck before the scheduled presentation date & time (to be arranged).  Your presentation should include the following to be evaluated: | | |
| **No.** | **Question** | **Weighting** |
| 1 | **Creative Approach**  An overarching explanation of your creative approach. Please describe:   * what you have understood from the Specification and the Creative Brief; * how you have approached your response; * what you understand about the story; * how the brand will work as a brand partner for Kew; * what the visitor experience will be * how your work will deliver that experience | 30 |
| 2 | **Trail Points: Visitor Experience Drawings**  One drawing of each of the six trail points (6 drawings in total) showing your proposal for the visitor experience at each trail point. The drawings should be clearly labelled and detail the key elements of the design, including dimensions, materials and any other features. | 40 |
| 3 | **Trail Points: Mood Board**  One mood board with inspirational photographs for each of the six trail points (six mood boards in total) with similar activities to those you are proposing. Each mood board should include a written explanation of the interactive element of each trail point and how it relates to / describes the environment it is supposed to evoke. | 20 |
| 4 | **Welcome Moment: Visitor Experience Drawing**  One drawing of the welcome moment showing the visitor experience. The drawing should be clearly labelled and detail the key elements of the design, including dimensions, materials and any other features. | 30 |
| 5 | **Bear: Visitor Experience Drawings**  One drawing of the bear showing the visitor experience. The drawing should be clearly labelled and detail the key elements of the design, including dimensions, materials and any other features. | 30 |
| **Supplier Response (Lot 1 Creative presentation)** | | |
| Type here the name/reference of the 15 page pdf or PowerPoint presentation you are submitting. Please ensure the document is clearly labelled with the same name/reference | | |
| **Technical written response**  Your written response should showcase your technical skills and experience and should demonstrate how you will manufacture, install, maintain and derig each programme element; how you will do this safely; and how you will manage the project from start to finish.  Please submit your response as a PDF deck of no more than 15 pages (minimum font size 10).  Your written response should include the following to be evaluated: | | |
| **No.** | **Question** | **Weighting** |
| 1 | **Practical Considerations**  Please provide a written statement which responds in detail to the Practical Considerations in the Creative Brief explaining how you would mitigate against / provide for these design challenges with regard to the trail points, welcome moment, and the bear. | 30 |
| 2 | **Trail Points: Construction Drawings**  One construction drawing for any three of the six trail points (3 construction drawings) which demonstrates the construction of each trail point. The drawings should be clearly labelled with short notes about the materials and fixing methods, etc and include a practical explanation of how each trail point/interactivity will work – please consider particularly the need for accessibility; and the need for these elements to be robust enough to withstand weather, visitor volume and repetitive visitor interaction and explain your mitigations. | 30 |
| 3 | **Welcome Moment: Construction Drawing**  One construction drawing which demonstrates the construction of the welcome moment. The drawing should be clearly labelled with short notes about the materials and fixing methods, etc and include a practical explanation of how the welcome moment will work – please consider particularly the need for accessibility; and the need for these elements to be robust enough to withstand weather, visitor volume and repetitive visitor interaction and explain your mitigations. | 10 |
| 4 | **Bear: Construction Drawing**  One construction drawing which demonstrates the construction of the bear. The drawing should be clearly labelled with short notes about the materials and fixing methods, etc and include a practical explanation of how the bear will work – please consider particularly the need for accessibility; and the need for these elements to be robust enough to withstand weather, visitor volume and repetitive visitor interaction and explain your mitigations. | 10 |
| 5 | **Risk Assessment and Method Statement for Installation**  Please provide a risk assessment and method statement for installation.  The method statement should be a step-by-step plan of how you will install the trail elements in the landscapes.  The risk assessment should include all the hazards you would anticipate encountering when installing your designs on site and how you would mitigate against the risks. | 30 |
| 6 | **Risk Assessment for Live Event**  Please provide a risk assessment that includes all the hazards you would anticipate your designs might pose to visitors and staff whilst the event is live, and how you would mitigate against the risks. | 30 |
| 7 | **Your Team**  Please let us know how you normally work with clients. What roles exist within your team? Who undertakes project management, design, fabrication, installation, maintenance and derig? What specialist skills, resources, technology and equipment do you have that will enable you to meet the Specification? If you normally work with subcontractors please name them. | 10 |
| **Supplier Response (Lot 1 Technical written response)** | | |
| Type here the name/reference of the 15 page pdf document you are submitting. Please ensure the document is clearly labelled with the same name/reference | | |

**Lot 2: Theatrical Performance**

**Technical questions**

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| **Lot 2: Theatrical Performance** | | |
| Are you submitting a response for Lot 2: Theatrical Performance? | | |
| Click here to choose yes or no. | | |
| **If ‘No’ - do not complete this table** | | |
| Please read Part 2: Specification and the Fabulous Fungi Creative Brief (Appendix 2 of Part 2: Specification) carefully before submitting your application. Your presentation should demonstrate that it takes into account both these documents and will be evaluated on how well you have described the deliverables and how well you have understood and reflected the Specification and the Creative Brief. | | |
| **Technical** | | |
| **Creative presentation**  Your presentation should showcase your creative ideas regarding how you would bring the story of fungi to life for our visitors and deliver an outstanding experience.  Please submit your presentation as a PDF or PowerPoint deck of no more than 15 slides (minimum font size 10).  No changes should be made to your presentation after you submit it. You will present it on Microsoft Teams to the Evaluation Panel. The Evaluation Panel will not see your PDF deck before the scheduled presentation date & time (to be arranged).  Your presentation should include the following to be evaluated: | | |
| **No.** | **Question** | **Weighting** |
| 1 | **Creative Approach**  An overarching explanation of your creative approach. Please describe:   * what you have understood from the Specification and the Creative Brief * how you have approached your response * how your proposal links to key themes * why this experience will encourage visitors to visit Kew * the number of visitors at one time that can interact * how these visitors can enjoy the programme on a drop-in basis | 20 |
| 2 | **Experience: Narrative Storyboard**  A visual storyboard explaining the narrative of the experience in a series of scenes, to demonstrate what visitors will experience (see, hear, touch, etc) when they attend the experience.  The visual storyboard should be clearly annotated and detail what is happening in each scene.  Please ensure you explain:   * how visitors will learn about fungi * the challenge and reward element * the call and response, participatory element * whether you will include choreography and music | 30 |
| 3 | **Experience: Costumes Drawings and Photographs**  Drawings of the costumes you are proposing to develop. The drawing should be clearly labelled and detail the key elements of the design, materials, and any other features. Explain how the costumes will visually bring to life the story of fungi.  Please also include inspirational photographs of costumes similar to those which you are proposing. | 20 |
| 4 | **Staging: Visitor Experience Drawings and Photographs**  Two drawings of the scenery, staging and props showing the visitor experience. The drawings should be clearly labelled and detail the key elements of the design, including dimensions, materials and any other features. Explain how the scenery, staging and props will visually bring to life the story of fungi.  Please also include inspirational photographs of scenery, staging and props similar to those which you are proposing. | 20 |
| 5 | **Cast: Photographs and Experience**  Please provide photographic examples of the actors you might propose for this programme and their relevant experience. | 10 |
| **Supplier Response (Lot 2 Creative presentation)** | | |
| Type here the name/reference of the 15 page pdf or PowerPoint presentation you are submitting. Please ensure the document is clearly labelled with the same name/reference | | |
| **Technical written response**  Your written response should showcase your technical skills and experience (or those of your subcontractor) and should demonstrate how you will manufacture, install, maintain and derig programme elements; how you will do this safely; and how you will manage the project from start to finish.  Please submit your response as a PDF deck of no more than 15 pages (minimum font size 10).  Your written response should include the following to be evaluated: | | |
| **No.** | **Question** | **Weighting** |
| 1 | **Practical Considerations**  Please provide a written statement which responds in detail to the Practical Considerations in the Creative Brief explaining how you would mitigate against / provide for these design challenges with regard to the Experience, Staging, and Cast. | 30 |
| 2 | **Staging: Construction Drawings**  Two construction drawings of the scenery, staging and props which demonstrate the constructions and how they will be installed. The drawings should be clearly labelled with short notes about the materials and fixing methods, etc Please consider particularly the need for this element to be robust enough to withstand weather, visitor volume and repetitive visitor interaction and explain your mitigations. Please explain any sound or lighting. | 20 |
| 3 | **Risk Assessment and Method Statement for Staging Installation**  Please provide a risk assessment and method statement for installation.  The method statement should be a step-by-step plan of how you will install the scenery, staging and props in the landscapes.  The risk assessment should include all the hazards you would anticipate encountering when installing your designs on site and how you would mitigate against the risks. | 20 |
| 4 | **Risk Assessment for Live Event**  Please provide a risk assessment that includes all the hazards you would anticipate your designs might pose to visitors and staff whilst the event is live, and how you would mitigate against the risks. | 20 |
| 5 | **Your Team**  Please let us know how you normally work with clients. What roles exist within your team? Who undertakes project management, design, fabrication, installation, maintenance and derig? What specialist skills, resources, technology and equipment do you have that will enable you to meet the Specification? If you normally work with subcontractors please name them. | 10 |
| **Supplier Response (Lot 2 Technical written response)** | | |
| Type here the name/reference of the 15 page pdf document you are submitting. Please ensure the document is clearly labelled with the same name/reference | | |

**Commercially Sensitive Information**

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