

CABINET – 14TH OCTOBER 2021

Report of the Head of Leisure & Culture Lead Member: Councillor Bokor

Part A

ITEM 11 AWARD OF THE TOWN HALL PANTOMIME CONTRACT

Purpose of Report

To report the outcome of the tendering process, following a detailed evaluation of the tenders received for Loughborough Town Hall's Pantomime Contract.

Recommendations

1. To approve the award of the annual pantomime contract at Loughborough Town Hall from 2022 to 2026 to company B.
2. To approve authority for the Strategic Director - Commercial Development, Asset and Leisure in consultation with Nottingham City Council Procurement Team, to award and enter into the contract.

Reasons

1. To provide the highest quality and most economically advantageous offer for Charnwood.
2. To conclude the award of the Pantomime contract as required by the procurement process and timeframe.

Policy Justification and Previous Decisions

The aim is to produce the best quality and most economically advantageous solution that complies with the Council's procurement/financial rules, current legislation and within the timeframe for effective service delivery as part of the Town Hall business plan is achieved.

The Corporate Plan 2020-2024 states that we will ensure that Charnwood continues to be a prosperous and thriving Borough, the procurement also links to the Councils Strategic aim – 'A Thriving Economy'"

In March 2021, Cabinet considered the ANNUAL PROCUREMENT PLAN 2021-22, a report of the Strategic Director; Commercial Development, Assets and Leisure setting out an Annual Procurement Plan for 2021-2022 (item 8 on the agenda filed with these minutes).

RESOLVED

1. that the contracts, over £25,000 and up to £75,000, listed in Appendix A to the report, be let in accordance with Contract Procedure Rules.

2. that the contracts, over £75,001 and up to £500,000, listed in Appendix B to the report, be let in accordance with Contract Procedure Rules.

Reason 1&2. To allow contracts of the Council to be let in accordance with Contract Procedure Rules.

The Pantomime Tender was included in Appendix B and has been tendered in accordance with contract rules supported by the Nottingham City Procurement Team.

This report is being presented as the return to the Council could be over £500,000 threshold in the annual procurement plan, the contract is for an initial 3 years with option for 2 further periods of 12 months.

Implementation Timetable including Future Decisions and Scrutiny

The preferred timetable and milestones for delivery of the pantomime are below: -

Dates/Times	Activity	Venue
February 2022	Contractor commences	Town Hall
April 2022	Initial project development meetings held.	On Site Town Hall
July 2022	Local auditions	Town Hall
September 2022	Official Launch	Town Hall
November 2022	First performance.	Town Hall
January 2023	First years Pantomime concludes and debrief with contractor	Town Hall
Ongoing 2022 -2026	Cycle continues as detailed above	Town Hall

Report Implications

The following implications have been identified for this report.

Financial Implications

The financial element of the tender evaluation accounted for 40% of the available score. With the reputation of the panto being key to the overall success of the town hall business plan, the quality element of the tendering therefore accounted for 60% of the tender evaluation.

The last Pantomime delivered pre Covid “Jack and the Beanstalk” was in 2019 and delivered approximately £100,500 profit to the venue based on the agreed percentage split of 32% of the net pantomime income. 2019 was the most successful Pantomime delivered at the Town Hall with 32,189 seats sold which included 11,981 from schools. This relates to 93.7% of total capacity.

As part of the tender evaluation for price all companies were asked to indicate the percentage split on net income, they would offer the Council based on the 2019 Pantomimes actual return.

Company B have proposed a percentage split to the Council of 31% of the net income from the pantomimes in years 1, 2 and 3 of the new contracts. There is the potential to renegotiate the split deal from year 4.

Company E were awarded the full 40 points for price having offered 34% split based on the example include within the tender, however it should be noted that the return on the percentage split offered is very much dependant on the quality of the production and the ability to generate the same level of income over the contract period.

Risk Management

The risks associated with the decision Cabinet is asked to make and proposed actions to mitigate those risks are set out in the table below.

Risk Identified	Likelihood	Impact	Overall Risk	Risk Management Actions Planned
Failure to deliver contract	Unlikely (2)	Significant (3)	Moderate (6)	The tender has followed a clear and rigorous project plan and robust evaluation process. This offers the Council confidence that the contractor chosen is in a fit position to deliver the contract
Reduction in quality	Unlikely (2)	Significant (3)	Moderate (6)	Contract it for 3 years with option for two 12 months extensions subject to satisfactory performance.

Equality and Diversity

The tender documentation included a request for the companies’ Equality Policies and working practices and these formed parts of the selection criteria and scoring of the contract. Company B the recommended contractor provided robust policy documents and comprehensive safeguarding procedures.

Crime and Disorder

The pantomime is part of the Cultural offer as set out in the Council’s business plan under **Culture and visitor**: Help make Charnwood, and its beautiful open

countryside and thriving market towns, a key destination for local, national, and international visitors.

The successful Pantomime helps meet this target supporting the Town Centre to be a vibrant and safe place for visitors to and residents of the town.

Sustainability

The procurement process has been utilised to secure a high-quality company to deliver and develop an excellent product enabling the venue to sustain and improve the current high reputational standing and financial sustainability.

Key Decision: Yes

Background Papers: None

Officer(s) to contact: Name: Sylvia Wright
Head of Leisure & Culture
Tel: 01509 634658
sylvia.wright@charnwood.gov.uk

Name: Kevin Stanley
Leisure Contract and Business Manager
Tel: 01509 634915
kevin.stanley@charnwood.gov.uk

Part B

1. Background

- 1.1 The 2019 production of Jack and the Beanstalk was viewed by 32,189 people, of these 11,981 attendees were school children. Total attendances were 93.7% of the seats available.
- 1.2 Income of £398,869 was generated by the 2019 pantomime which was 43.7% of the entire income taken from the 2019-20 artistic programme. This demonstrates how critical the Pantomime and its quality and production are to the financial stability of the venue.
- 1.3 The current contract expires this year 2021 after being extended by one year due to the cancellation of the 2020 Pantomime due to the Covid pandemic.
- 1.4 This tender process has given the venue the opportunity to explore the open market with the aim of securing a production company capable of building on the existing strengths and working hard to develop the production further during the next three years with the option to extend for a further two years

2. Tender Process and Results

- 2.1 Five companies submitted tender documents with all five evaluated. The pantomime produces the greatest volume of income for the Town Hall so is vital to the success of the Town Hall business plan. The higher percentage ratio for quality is on the basis that the quality of the pantomime has a major impact upon income, and reputation.
- 2.2 The highest score for quality was awarded to Company B. Their tender scored consistently highly against all the quality elements of the scoring criteria.
- 2.3 The quality score was broken down and scored across a number of headings including set design, script, costumes and music, the nearest company score to Company B who were awarded the maximum 60% score was Company E with 50.04%. The other companies qualitative score ranged from 30% to 40.28%. (see table 2.7)
- 2.4 The score for price was based on 40% of the total evaluation score with 40% going to the company proposing the highest income to the venue based on the presented figures; a reduction of this score proportionately awarded to other companies offering lower income. (see table 2.7)
- 2.5 The percentage splits offered from the five companies ranged from 20% to 34%.
- 2.6 The maximum score for price 40% was awarded to the second placed bidder, Company E with the preferred contractor Company B receiving 36.47%. The other companies price score ranged from 23.59% to 37.65%.
- 2.7 Scores for quality and price were combined to arrive at the highest quality and most economically advantageous tender: -

	Price %	Quality %	Total %	Position
			(not rounded)	(No 1 preferred contractor)
Company A	38	40	77.93	3
Company B	36	60	96.15	1
Company C	24	39	62.77	5
Company D	35	30	65.29	4
Company E	34	50	90.04	2

- 2.6 It is recommended following the tender process that Company B is awarded the contract for the Pantomime at Loughborough Town Hall 2022/23 to 2026/27 in accordance with contract procedure rules and evaluation criteria described in the invitation to tender document supported by Nottingham City Council Procurement Department.