Crystal Palace Park Trust

Service Specification, Brief and Instructions for Visual Identity

Crystal Palace Park, London, SE19 2GA
Visual Identity for Crystal Palace Park Trust

Brief and Tender Information

1. Introduction

London Borough of Bromley wishes to appoint a design consultant to create a brand for the Crystal Palace Park Trust. The design consultant will have demonstrable experience of creating brands and visual identities for public-facing organisations, and producing associated deliverables such as a logo, colour palette and typography.

The overall scope of the brief is to create a distinctive visual identity for the Trust.

1.1 Aim

To create a consistent and engaging visual identity for the Crystal Palace Park Trust that will be used for all written and online communications.

1.2 Deliverables

- Logo
- Brand Guidelines Document (logo use, colour palette, document layout styles, and typography, including any font files required)
- Collateral Design (letterheads, business cards, email banners, etc.)
- Document Templates (letterhead, report and presentation templates, for MS Word and PowerPoint)

This project does not include developing the Crystal Palace Park Trust website.

Draft design work will be presented to the client for review and feedback, in time for any necessary changes to be made before the deadline for the final work to be delivered.

*Please note that all final assets will be provided to Crystal Palace Park Trust, care of London Borough of Bromley. This includes all .AI files, etc. The brand and design collateral should be easy and cost effective to replicate.*
2. Project Scope

2.1 Logo

To acknowledge the Trust’s new identity, it is required that a new logo is designed and delivered. This should be suitable across both print and digital platforms such as websites and social media platforms. Different digital formats of the image should be provided to ensure this, if necessary.

2.2 Branding

Develop a new visual identity that incorporates the new logo with accompanying brand guidelines (colour palette, typography, etc.) This should also include collateral design including email banners, letterheads, business cards, flyers, MS Word document templates, MS Powerpoint presentation templates. It should also include the font files associated with any typography used.

The appointed designer will create branding guidelines that consider the diverse nature of the Trust’s work, and its position at the start of a journey to take on the management of Crystal Palace Park.

2.3 Terms

*Full terms and conditions can be found in Appendix A.*

1. The appointed consultant will be paid their quoted fee on production of the deliverables.
2. The branding work will start on 14th May 2018 and be completed by 8th June 2018.
3. Expenses must be included within the quoted fee. No additional expenses will be paid.

2.4 Intellectual Property Rights

1. The deliverables of this project and any related outputs constitute the Intellectual Property of the Council and the Crystal Palace Park Shadow Board (CPPSB).

2. In the absence of prior written agreement by the Council to the contrary, all Intellectual Property created by the Provider or any employee, agent or subcontractor of the Provider;
   a) in the course of performing the Services; or
   b) exclusively for the purpose of performing the Services,

shall vest in the Council / CPPSB on creation.

3. The Provider shall indemnify the Council against all claims, demands, actions, costs, expenses (including legal costs and disbursements on a solicitor and client basis), losses and damages arising from or incurred by reason of any infringement or alleged infringement (including the defence of such alleged infringement) of any Intellectual Property Right by the availability of the Services, except to the extent that they have been caused by or contributed to by the Council’s acts or omissions.
4. The Provider grants the Council / CPPSB a non-exclusive, transferable, perpetual, irrevocable, royalty-free licence to use the Project Specific IPRs and any Background IPRs embedded within the Project Specific IPRs for the Council / CPPSB’s ordinary business activities.
3. Background Information

3.1 Context
Crystal Palace Park (CPP) is a Grade II* listed landscape that was once an iconic Victorian Park, and is now one of the largest parks in London. It was created by Sir Joseph Paxton to house his Crystal Palace, which was relocated after the 1851 Great Exhibition in Hyde Park. The Park captured the essence of Victorian grandeur and innovation, and was internationally recognised and celebrated.

The destruction of the Palace in 1936 marked a new era of dereliction and decay for the Park. While several sporting pursuits were introduced in the following decades, nothing harnessed the Park in its entirety and many of the Park’s once celebrated features fell into disrepair. In 1986, the London Borough of Bromley (LBB) took ownership of the Park upon the dissolution of the Greater London Council. Although some improvements have been made to date, it continues to be a challenging asset to successfully manage.

CPP attracts c. 1.9 million users annually. Its immediate catchment comprises a population of 362,250, of which 58% are working age (16 – 64) and a third are of BAME backgrounds. Occupying 80 hectares and bordering five South East London boroughs (Bromley, Croydon, Lambeth, Lewisham and Southwark), its size and location leads to its recognition as a Regional Park, which supports a number of uses and facilities including the listed Grade II* National Sports Centre (NSC). Furthermore, the Park comprises several Grade II listed assets, as well as the Grade I listed dinosaurs. The Park’s regional importance runs parallel with that of its local function. It is frequented by nearby residents for sport, leisure, play, recreation, dog walking and community events.

The Park has huge potential to be a regional asset:

- Its heritage features have national and international significance
- Its sporting heritage is considerable and could connect broader communities
- It is designated Metropolitan Open Land and 60% is a Site of Importance for Nature Conservation
- Its location at the intersection of five London boroughs means that the benefits of regeneration could be far-reaching in South London
- Its scale and topography with views across London and Kent create opportunities for a unique visitor destination.

LBB and Park stakeholders are undertaking a Regeneration Plan [www.crystalpalaceparkregeneration.com] that will fulfil its potential. This Plan is a pragmatic approach that generates improvements to restore several key assets and provide the Park with a sustainable business and governance model, which is instrumental in securing its future.

To date, a Shadow Board has been formed and comprises members of the local community. The Board is currently in the process of establishing itself as a charitable trust (a Company Limited by Guarantee). Upon becoming a legal entity, the Crystal Palace Park Trust will gradually take on responsibility for the management and maintenance of the park. A logo and branding guidelines are needed in order launch and formalise the Trust’s presence within the park and amongst the local community.
3.2 Purpose of the Trust
- The Trust will act as the custodian of Crystal Palace Park.

3.3 Aim of the Trust
- To protect, manage and improve Crystal Palace Park as a green, historic, ecological, recreational, sporting, cultural and educational resource in the interests of the community and other park users.

3.4 Objectives
- Securing a sustainable future for Crystal Palace Park
- Delivering a vision [on behalf of the Crystal Palace community]
- Welcoming for all
- Conserving the park’s heritage assets
- Enhancing the environment.
- A place for learning.
- Supporting skills and economic development
- A place for recreation and enjoyment.
- A place for health & wellbeing.

3.5 Our Ways of Working

ENGAGE: through communication and key involvement with the local community.

EXPLORE: seek new and innovative ways of support from stakeholders in developing a sustainable future for the park. [business cases / grant funding etc.]

ENHANCE: by supporting community groups and volunteers working the interests of the park and the Trust’s aim and objectives.
4. Instructions to Applicants

4.1 Bid Process
Interested Tenderers should submit the following documentation, by 5pm on 4th May 2018, to Matthew Smallwood-Conway (matthew.smallwood-conway@bromley.gov.uk):

1. A response document comprising the following:
   a. A fixed price quote for each of the deliverables, as set out in Section 1.2, with the calculation for that quote shown with your day rate and the number of days you expect to take to deliver the brief. Please note that the allocation of time is indicative and the Council will not accept additional requests for payments if it takes longer than anticipated to provide the identified deliverables.
   b. A method statement for the production of the deliverables that is no more than two A4 pages in length and responds to each item listed in Section 1.2.
   c. Information on similar work successfully undertaken and references, no more than one A4 page in length.
2. A copy of the consultant’s Curriculum Vitae.

The successful consultant will be notified by Friday 11th May 2018.

4.2 Budget
The budget for this work is a lump sum of £2,000. Quotes outside this range will not be considered.

4.3 Evaluation of Applications
The decision of whom to appoint will be weighted 60% on the fixed price quote and 40% on the quality of the other documents submitted.

4.3.1 Quality
The quality evaluation scoring will be weighed against the quality questions as per the following table:

| Table A |
|-----------------|----------------|
| **Method statement:** Methodology for producing the deliverables listed in Section 1.2 of the *Specification, Brief and Instructions*. We are particularly interested in how you will capture the Trust’s unique position and create a visual identity that communicates this. (This statement should be a maximum of two sides of A4.) | 50% |
| **Information on similar work:** Providing least two examples of similar work you have undertaken, including the software you used to undertake it. Please also provide details of referees for all examples provided. (This section should be a maximum of one side of A4.) | 50% |
| **Total** | 100% |

The following table set out the scoring method for the quality questions:
Table B

<table>
<thead>
<tr>
<th>PASS / FAIL SCORE</th>
<th>Score</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAIL</td>
<td>0 Points</td>
<td>Failed to submit a proposal or address a question.</td>
</tr>
<tr>
<td></td>
<td>1 to 2 Point</td>
<td>A limited response with poor supporting evidence and lacks clarity.</td>
</tr>
<tr>
<td></td>
<td>3 to 4 Points</td>
<td>Answers and meets some, but not all of the requirements. Lacks convincing evidence and understanding of the requirement.</td>
</tr>
<tr>
<td>PASS</td>
<td>5 to 6 Points</td>
<td>Acceptable answer to the question. Answer is comprehensive and meets the required standard in all material aspects, but is lacking or inconsistent in others.</td>
</tr>
<tr>
<td></td>
<td>7 to 8 Points</td>
<td>Answer demonstrates an understanding and gives much more detail to the proposal.</td>
</tr>
<tr>
<td></td>
<td>9 to 10 Points</td>
<td>Answer gives real confidence that the proposal provides much more added value, is realistic and achievable and gives greater understanding than that of an acceptable answer.</td>
</tr>
</tbody>
</table>

If any scores are deemed ‘fails’, the application will be discounted altogether.

- Scores out of 10 will be given in accordance with Table B for Questions 1 and 2.
- The weightings listed in Table A will then be applied to these scores to give an overall score for Quality.

### 4.3.2 Price

The score for Price will be calculated as follows:

- The Council will evaluate tender submissions using the Charted Institute of Public Finance & Accountancy (CIPFA) Evaluation Model which calculates all tendered prices received from individual bidders and produces an overall mean price value, i.e. the arithmetic average value bid across all tenders received.
- Each bidder is automatically allocated an initial 30 points (i.e. half of total weighting points allocated to price available (i.e. 60).
- Individual scores are then allocated for each 1% the bidder’s tender value was above or below the mean price received for all bids, as detailed below:
Table C – Allocation of Price Scoring (Above/Below Mean Bid Value)

<table>
<thead>
<tr>
<th>Tendered Value Above/Below Mean Price</th>
<th>% Bidder Tender Value Above/Below Mean Price</th>
<th>Point Allocation</th>
<th>Maximum / Minimum Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below</td>
<td>For each 1% a tender value <em>falls below</em> the mean price</td>
<td>1.2 points are <em>added</em> to the 30 points allocated</td>
<td>Maximum Possible Score Available = 60</td>
</tr>
<tr>
<td>Above</td>
<td>For every 1% a tender value submitted <em>exceeds</em> the mean price</td>
<td>1.2 points are <em>deducted</em> from the 30 points allocated</td>
<td>Minimum Possible Points Available = 0</td>
</tr>
</tbody>
</table>

4.4 The Client

Tenderers are required to direct all queries to the nominated project officer. No verbal clarifications will be given.

The nominated project officer is:

Matthew Smallwood-Conway  
Project Officer, Leisure and Culture  
London Borough of Bromley, Civic Centre, Stockwell Close, Bromley, BR1 3UH  
matthew.smallwood-conway@bromley.gov.uk | 020 8313 4342

4.5 Award of Contract

- The overall score will be calculated by adding together the weighted scores awarded for each specific criterion of the Quality/Technical element to the Financial score to give an overall Tender score. The winning Tender will be that with the highest overall Tender score.

- Unsuccessful Tenderers will be provided with evaluation information formatted as required within the appropriate regulatory guidance and may request further feedback on why their Tender was unsuccessful.

4.6 Rejection of Tenders

The Council may reject a tender if:

- The tender is qualified in any way; unless the qualification has been previously agreed with the Council

- The tender is not submitted in accordance with the instructions set out in this document or if anything is omitted

- The tender is not submitted on the forms provided or in the format requested

- The Tenderer acts in any way improperly, including but not limited to canvassing, price fixing or inducements (which relate to offences under the
Bribery Act 2010, Section 117 of the Local Government Act 1972 or any future legislation);

- The Tenderer alters the Tender Documents in any way.

### 4.7 Legal and Contracting Arrangements

- On 25th May 2018 the General Data Protection Regulation 2016 comes into force. In addition, a new Data Protection Act 2018 is likely to come into force on the same date. The Services to be provided as a result of this procurement will be subject to both these pieces of new Data Protection Legislation, which relate to Personal Data

- The Council / CPPSB may, at its absolute discretion, extend the closing date and time

- The Council / CPPSB may, at its sole discretion, terminate the tendering procedure at any time.

- The Council / CPPSB is not bound to make any award of Contract.

- The Council / CPPSB will not be responsible, nor will they pay, for any expense or loss which may be incurred by Tenderers in the preparation of their tenders, or any other aspect of the tender process.