



## A Showtown and LeftCoast co-commission

### Scope of works for Creative Team for Get Dancing

**Closing date:** midnight Friday 17 July 2020

**Interview date** (if required): Tuesday 28 and Wednesday 29 July 2020

**Contract begins:** week beginning 3rd August 2020

This brief is a co-commission between Showtown and LeftCoast. We are looking to appoint a creative team who will lead on the development of a new participatory dance project for Blackpool with an integrated digital strand. This is an ambitious and experimental project and we are looking for artists with a contagious passion for their artform and experience in delivering large scale work.

In this team we have opportunities for:

1. Creative Lead with a specialism in dance
2. Digital Artist
3. Musician/ composer

*Please note: We are open to individuals applying for one of the roles above. We are open to companies/organisations applying for all three. We are open to a group of collaborators applying together for all three.*

Get Dancing is an ambitious creative proposal to develop a new dance for Blackpool. Inspired by a long tradition of creating new novelty dances in Blackpool the work will seek to bring together local, national and international communities to inspire people to dance together culminating in a performance in October 2021.

This is an exciting and far reaching project that will bring different communities of people together to celebrate Blackpool's international influence in popular entertainment.

#### **Background**

In 1938, Lawrence Wright, renowned composer and music publisher created the Blackpool Walk, a novelty dance similar to the famous Lambeth Walk. This became extremely popular in both Blackpool's ballrooms as well as across the UK as people visiting the resort took the sheet music back home with them. Although one of the most famous examples, it was not the only one! Every

summer, thousands of people would flock to Blackpool eager to learn the latest dance craze created within the town.

Musical entrepreneurs such as Wright were drawn to the promotional opportunities that large seaside resorts such as Blackpool provided. Wright was known for his flamboyant publicity stunts to promote his music including orchestrating a daring plan for Jack Hylton's band to play 'Me and Jane In A Plane' whilst flying over Blackpool and dropping sheet music on to the crowds below. Blackpool had the talent, the audiences and a focus on fun and entertainment, making it the perfect place to create new works.

Blackpool continues to be a leading light within the world of dance, from the Blackpool Dance Festival, the most important competitive dance festival in the world, to Breakin' Convention, the alternative festival for hip hop dance. Known as the spiritual home of ballroom and an integral part of the history of Northern Soul, Blackpool has had a lasting influence on social and competitive dancing. During Wakes Weeks the mill workers would leave their backbreaking work and smoky towns behind to feel transformed as they stepped out onto the dance floor.

We want to build on Blackpool's legacy as a place of fun, transformation and innovation to create a new work that will once again connect people to Blackpool and each other.

You can hear the Blackpool Walk music through the museum blog post:

<https://blackpoolmuseum.com/lawrence-wright/>

### **The Idea: Get Dancing**

The primary objective of this new work is to involve the Blackpool community in the creation of a new social dance. By bringing people together through a variety of methods we want evoke a sense of pride and connection to the town in which they live. We see this as a multi-layered work that will include a variety of ways to get involved.

The project will take a two-strand approach, culminating in a live spectacle with digital projection to coincide with Blackpool's Lightpool Festival in October 2021.

#### **Strand One: A New Dance for Blackpool**

First and foremost we would like to create a new Blackpool Dance. Using the modern equivalent of selling sheet music we would like to use digital methods to crowd source a new dance that references the future, present and past of the town. We will use our connections to both the international dance world and local communities to encourage people to submit short phrases to be included in this dance. This process will be used as a vehicle to connect with people, explore new popular dance styles and create a mass participation spectacle on the seafront in Blackpool in October 2021. A key aspect of this work is the development of a new piece of music which could be inspired from the large archive of sheet music at Blackpool History Centre.

#### **Strand 2: Dancing in the streets**

A dedicated programme of activity will work with local communities to explore the power of dance to connect people together. This strand will include taster sessions, dance parties and food sharing.

As well as taking dance to the streets of our neighbourhoods, it will offer those involved the opportunity to become participants in the live performance.

## **Brief**

### Creative Lead

We would like to engage an exceptional Creative Lead with a specialism in dance – either a company or individual- to drive this project forward. This opportunity would suit someone with experience of working on cross disciplinary projects. As this is primarily a dance project we need someone who has an intimate understanding of dance and movement. The ability to embed platforms such as digital and virtual in the delivery to reach people in different ways is crucial.

We are looking for someone with experience of delivering meaningful and powerful live performances. They should have experience of working with the community and performance. They should be able to demonstrate the delivery of multi-layered projects.

The Creative Lead will work with both the Showtown and LeftCoast team to shape the delivery of this project, leading on the development of the new dance, innovative ways to engage an audience and the creation of the live show in 2021.

### Digital Artist

We would like to work with a digital artist – either a company or individual- who will work with the creative lead to explore the potential of creative digital platforms to deliver this project. The digital element of this work is important as it allows us to connect with both a younger generation and an international audience. We are keen to explore the opportunities available on existing platforms to engage with already established communities. People visit Blackpool to dance from all over the world and we would like to give them the opportunity to connect with the project virtually from their home towns.

### Musician/ Composer

To complement Blackpool's new dance we are seeking a musician/composer to develop a new piece of music. Using Blackpool Council's recently catalogued sheet music collection, the musician/composer will draw inspiration from historic sheet music which has been played for decades in Blackpool's famous entertainment venues. The new piece of music should be influenced by novelty sheet music in this collection with a modern twist for the contemporary listener. The musician will need to work closely with the creative lead to ensure that music developed is suitable for the artistic visions and choreographic style of the new Blackpool dance.

## **Project objectives**

The project will aim to improve people's sense of wellbeing, help combat loneliness and encourage people into the town centre and the new Museum.

Outcomes include:

- People feel less lonely and isolated
- People feel more connected to Blackpool

- People will have learnt more about their local history
- People will have increased pride in their town
- People are excited about visiting Showtown
- People are more willing to try new things
- People are interested in taking up further dance activity
- People are getting physically active

## **Background to the Showtown**

Blackpool is internationally significant as the world's first mass seaside resort. Today it remains the byword for the seaside holiday world-wide. However this amazing success story has never been told – until now.

The Project is now entering its most exciting, and critical stage, as we work towards the opening of the Museum.

Located in the heart of Blackpool town-centre, The Museum will be an immersive experience that captures the spirit of this amazing town and will make you see it in a whole new light. Get up close with the entertainers who put Blackpool on the map – the comedians, dancers, acrobats, performers and larger-than-life characters who turned a seaside resort into the world capital of show business. Get on the dance floor, smell the sawdust, discover the backstage secrets – whether you're a fun-seeker or future star performer, everyone is welcome in Showtown.

The Museum will be located in the landmark and historic Sands Building on the Golden Mile, next door but one to the Tower. The Sands Building is being transformed into Blackpool's first 5\* hotel and leisure complex. The Museum will be part of this important redevelopment with a dedicated street-level entrance and shop, and will occupy the first floor of the new complex.

[www.showtownblackpool.co.uk](http://www.showtownblackpool.co.uk)

## **Background to LeftCoast**

LeftCoast is Blackpool and Wyre's Creative People and Places project. Our vision is that Blackpool and Wyre is strengthened by communities that share their talents, feel connected to each other and are confident to 'have a say' in the matters that effect their daily lives. We programme ambitious arts activities and events to facilitate an ongoing 'tilt of perspective' among our participants/audience, our artists and our partners.

Currently going into our 7<sup>th</sup> year we continue to bring people together through our work as creative disrupters and joy makers who place art, and making, at the centre of all our activity.

[www.leftcoast.org.uk](http://www.leftcoast.org.uk)

## Get Dancing project team

The Creative Team will work with both the Showtown and LeftCoast team to shape the delivery of this project. Showtown's Learning and Engagement Manager will manage the contract (a contract with Blackpool Council) working closely with the LeftCoast team.

## Get Dancing Project Value

The cost of the total project is £70,000 which includes; Creative Team fees, engagement programme, digital development, Comms/marketing and PR, the Live Show production costs, evaluation and contingency.

Creative Team fees:

Creative Lead (Aug 20 – Nov 21)	£11,000
Digital artist (Aug 20 – Apr 21)	£7040
Composer (Aug 20 – Nov 20)	£2640

The above fees are inclusive of expenses and prelims.

## Means of appointment

We are inviting proposals for this contract.

Payment terms will be staged payments between appointment and November 2021.

## Programme

Project milestones:

Timescale	Milestone
Aug 2020	<ul style="list-style-type: none"><li>• Creative team planning with Showtown and LeftCoast</li></ul>
Sep 2020	<ul style="list-style-type: none"><li>• Music for new Blackpool dance composed</li><li>• Digital development planning</li></ul>
Nov 2020 – Feb 2021	<ul style="list-style-type: none"><li>• Digital campaign to get people involved in the creation of a new Blackpool dance.</li></ul>
Feb – Apr 2021	<ul style="list-style-type: none"><li>• Development and launch of new Blackpool dance for people to learn.</li></ul>
Apr - Jul 2021	<ul style="list-style-type: none"><li>• Community engagement programme</li></ul>
Sept 2021	<ul style="list-style-type: none"><li>• Rehearsals for Live Show</li></ul>
Oct 2021	<ul style="list-style-type: none"><li>• Live Show</li></ul>
Nov 2021	<ul style="list-style-type: none"><li>• Final evaluation</li></ul>

Please note this programme will be discussed during the planning stage and subject to Covid19 impacts.

## How to apply

Your submission must include:

- Which opportunity you are interested in and why you are interested in it
- No more than three sides of A4 please providing an outline proposal of your approach to delivering the brief, including the skills you would use to deliver the project, and indicating the time allocation and daily rate for each of the required outputs. Please also include evidence of relevant experience of developing successful programmes.
- A completed pricing schedule
- Two referees with whom you have worked on similar projects. Please ensure they are in a position to provide a reference for the team members you propose (if applicable) for this project.
- CVs may be attached in addition to your proposal.

Please also:

- Complete the attached Grounds for Exclusion, Form of Tender, Certificate of Non-Collusion and Non-Canvassing Information Provided In Confidence & Commercial Interests, Blackpool Council Supplier Charter

Your price must be inclusive of ALL disbursements and exclusive of VAT.

**Musicians:** If you are applying as a lone musician please send us your CV alongside an outline approach to show us how you would deliver this part of the brief.

**Please send your proposal to:**

**Kerry Vasiliou, at Showtown via email [kerry.vasiliou@blackpool.gov.uk](mailto:kerry.vasiliou@blackpool.gov.uk) by midnight 17 July 2020.**

For further information on the project or any enquiries regarding the role please contact Kerry Vasiliou on the email above.

## Selection process

The quotations will be selected based on the following criteria;

- Response to brief 60%
- Skills, knowledge and experience 30%
- Value for money 10%

**Assessment Criteria:** Assessment of the extent to which the response demonstrates and evidences:

- Robust delivery proposal
- Previous experience and successful delivery
- Sector specific knowledge and experience
- Adequate resources / capacity to deliver the brief
- Clear and robust contingency plans to ensure continuity of service and sufficient cover
- Appropriate plans to manage and coordinate activity
- Quality commitment throughout proposal

- Appropriate consideration given to working and communicating effectively
- Contract price

You may be invited to attend an interview conducted virtually by the Showtown and LeftCoast teams. This will give the scoring panel the opportunity to re-visit your proposal and may result in the initial scoring being altered up or down as appropriate.

### **Mandatory requirements**

The attached Grounds for Exclusion have been designed to assess your organisation’s suitability to deliver the Authority’s contract requirements and will be evaluated on a pass / fail basis. If these mandatory criteria cannot be met bids will be classed as non-compliant and will be discounted. Only compliant bids will move to Quality and Pricing Scoring.

### **How we will evaluate your submission**

Your proposal will be evaluated using scores that reflect the extent to which the responses address the published assessment criteria.

### **Scoring:**

<b>0</b>	<b>No response provided/ does not address any of the issues</b>
<b>1</b>	<b>Very poor response with minimal issues addressed</b>
<b>2</b>	<b>Poor response with few issues addressed</b>
<b>3</b>	<b>Satisfactory response with majority of issues addressed</b>
<b>4</b>	<b>Good response with all issues satisfactorily addressed</b>
<b>5</b>	<b>Outstanding innovative response</b>

### **How we will evaluate Price**

Please complete the attached Pricing Schedule. The lowest price submitted (which is assessed as being realistic) will receive the full allocation of marks available. The percentage difference between your submitted price and the lowest submitted price is calculated as follows:

$$\% \text{ of the available allocation received} = 1 - \left( \frac{\text{Your submitted price} - \text{lowest submitted price}}{\text{Your submitted price}} \right) \times 100$$

Any bids received which are in excess of the specified budget will be considered to be a failed bid and will not be evaluated.

### **Due Diligence**

The Preferred Bidder will be subject to a reality check i.e. this may involve (but not limited to): financial viability/risk checks (D&B), a site visit, checking references, checking capability and track record and, where appropriate, speaking to organisations who will be involved in supporting the Contractor e.g. sub-contractors, regulatory agencies, etc.

References will be sought as part of the Council's due diligence process. The Council reserves the right not to enter into a contract with the preferred bidder should any of the references prove unsatisfactory.

As part of the due diligence process, the Authority may obtain a credit rating report for the Preferred Bidder. The Authority reserves the right not to enter into a contract with the Preferred Bidder, should any of the financial assessments demonstrate an unsatisfactory financial standing.

### **Data Privacy**

Blackpool Council is the Data Controller for the personal information you have provided in this tender/quotation. The Council's Data Protection Officer can be contacted at [DPA@blackpool.gov.uk](mailto:DPA@blackpool.gov.uk).

Any personal information included in your bid submission will only be used to clarify and evaluate your bid as part of the procurement process. If your bid is successful, we will also use the information to form a contractual agreement which will be signed by both parties and held on the Council's Corporate Contracts register. We are allowed to ask for your personal information as the Council has a statutory duty to comply with the Public Contract Regulations 2015 and to conform to its own Contract Procedure Rules.

We may ask a trusted external representative to join the evaluation panel and we would be required to share your personal information with them for the evaluation process.

We will share your personal information with others if we are required to do so by law and as set out in the terms and conditions of the contractual agreement.

For further information about how Blackpool Council uses your personal information, including your rights as a Data Subject, please see our website <https://www.blackpool.gov.uk/Your-Council/Transparency-and-open-data/Data-protection/Privacy-notice/Privacy-notice.aspx>.

### **Additional Information**

The Council cannot guarantee the amount of business which will be generated to the successful bidder - any stated volumes, quantities or usages are a guide only.

Please also note that the Council will not be liable for any costs / prices not identified in your submission. No responsibility will be borne by the Authority for errors in Bidders' pricing submission

The Authority may at its absolute discretion reject any submission which does not provide all the information required and requested by the Authority, in the form requested.

The Authority does not bind itself to accept the lowest or any offer, and reserves the right to accept the whole or part of any offer. Each party shall be responsible for its own costs in submitting this offer.

If at award stage the preferred bidder chooses not to accept the offer to enter in to a contract, the Council reserves the right to award to the next highest scoring bidder and so on.

If your offer is successful, you will be expected to provide the goods and/or service in accordance with the Authority's terms and conditions and specific requirements detailed in this document.

Bidders should be clear that should their offer be accepted, the submitted method statements and pricing and social value responses will be integral to the contract and will be enforceable under the terms of the contract.

