



# Penmaenmawr Museum

## INVITATION TO TENDER

**Museum Interpretation, Design and Fit-out**

### SECTION ONE

**Submission Receipt Deadline:  
12 p.m. (midday) on Friday 22nd February 2019**

Penmaenmawr Museum, Old Post Office, Pant yr Afon, Penmaenmawr LL34 6UT  
[www.penmaenmawrmuseum.co.uk](http://www.penmaenmawrmuseum.co.uk)



**Funding raised by  
The National Lottery**  
and awarded by the Heritage Lottery Fund

**Cyllid a godwyd gan  
Y Loteri Genedlaethol**  
ac a ddyfarnwyd gan Gronfa Dreftadaeth y Loteri

## **1. INTRODUCTION**

- 1.1 Penmaenmawr Museum has secured Heritage Lottery Funding to refurbish the Museum's exhibition gallery and implement an activity programme that uses our collection and interpretation as a catalyst for engagement with the local community and visitors. This exciting new project will enable us to preserve, interpret and make accessible Penmaenmawr's history collections by improving standards of display, interpretation and collection management, and make Penmaenmawr Museum more accessible to a wider audience.
- 1.2 This document sets out Penmaenmawr Museum's preferences for the heritage interpretation in our exhibition gallery. The museum design and fit-out will comprise the design, fabrication and installation of engaging display areas featuring interactive multimedia interpretation and object displays. The design will develop from interpretation plan that has been prepared for the project. The multimedia items and their content will be procured by Penmaenmawr Museum, and these will need to be considered as integral to design and fabrication planning.
- 1.3 The Museum's interpretation will be vibrant, accessible, and will appeal to the audiences outlined in this document. The stories told in the exhibitions will create a sense of wonder, and will generate curiosity and the desire to learn more. Interpretation will feel relevant and will resonate with our visitors' lives.

## **2. PROJECT BACKGROUND**

- 2.1 Penmaenmawr Museum was established in 2002. In 2017, the Museum relocated from a small workman's cottage to a much larger building – the former Post Office in Penmaenmawr. The building is owned by Conwy County Borough Council and it is leased to Penmaenmawr Museum and Historical Society for a period of 25 years. The Museum secured a development grant from the Heritage Lottery Fund to develop its plans and engage with audiences in preparation for submitting a second-stage bid to HLF in 2018. The bid was successful and our project was granted Permission to Start in October 2018.
- 2.2 The Museum tells the story of the quarrying heritage of the town of Penmaenmawr. Over the last three years it has begun to broaden its themes to include the history of Penmaenmawr as a whole, and in particular the prehistory of Penmaenmawr's uplands, which represent one of the most significant prehistoric landscapes in Britain. The collection comprises over 700 items, the majority of which constitutes an archival photograph collection of regional significance.
- 2.3 The Museum is independent and run by volunteers and one part-time Project Manager, with support offered from Conwy County Borough Council Museums Service. As of April 2014, the society became an unincorporated community association, and a registered Charity in England and Wales no. 1148984. Penmaenmawr Museum is fully Accredited.

- 2.4 Since 2012, the number of visitors to the Museum has more than tripled from 300 to 1000. This coincides with an increase in the Museum's income via grants and revenue derived from publications. The Museum is has become even more popular since relocation and its profile has been raised through the creation of a new website and its engagement in social media activity.
- 2.5 Relocation to a larger premises now offers the Museum the opportunity to grow and develop its collections, and improve the experience it offers to its visitors.
- 2.6 Environmental Control standards are monitored in the Museum and building works scheduled as part of our HLF funding will further improve environmental conditions and Relative Humidity.
- 2.7 An increase in the number of volunteers will enable the Museum to open for more hours per week. The Museum has scheduled an ongoing volunteer recruitment and training programme into its delivery plan, to support services and opening hours.
- 2.8 Since moving to the new premises, the Museum has been using displays from the previous premises. The space available in the gallery area offers an opportunity to develop bespoke and innovative displays that will appeal to a wide audience and provide a memorable experience for that audience.
- 2.9 The re-located Museum is located in the heart of the community shops and services.
- 2.10 As part of the HLF Development Phase, an Interpretation Plan was completed and submitted as part of the second round application. Since that time, some plans had to be adjusted due to problems with floor levels that could not be rectified, concerning the main museum gallery and toilet facilities. This has resulted in a change of layout in the main gallery, to include a stud-wall that will form a corridor in the gallery to enable the toilet facility to be more private for visitors, and a space for a waiting areas for carers. Whilst this change affects floor space, it ultimately increases wall display space. These changes will need to be incorporated into interpretation plans going forward. A copy of the interpretation report is included with this Tender Documentation.
- 2.11 Building works at the Museum, which are part of this overall refurbishment and redevelopment process, commenced on 4<sup>th</sup> February 2019 and they are due to be completed on 31<sup>st</sup> March 2019. The work is being undertaken by Pen Cartref, a building company that successfully tendered for the building works element of the project.
- 2.12 The Project is governed by Penmaenmawr Museum's Board of Trustees. The management of the building works, interpretation and project implementation is the responsibility of the Museum's Project Manager (2 days per week).
- 2.13 Information about the Museum is available on Penmaenmawr Museum's website: [www.penmaenmawrmuseum.co.uk](http://www.penmaenmawrmuseum.co.uk)

### **3. PURPOSE AND AIMS OF PENMAENMAWR MUSEUM**

#### **3.1 Mission Statement**

Penmaenmawr Museum exists to promote, preserve, and celebrate the heritage of Penmaenmawr and its surrounding areas. We will conserve and interpret evidence of Penmaenmawr's past for the educational, social and economic benefit of our wider communities. We will work in partnership with organisations to foster a dynamic and innovative approach to the conservation, education and enjoyment of Penmaenmawr's past.

#### **3.2 Aims and objectives**

**Aim 1: Develop Penmaenmawr Museum as a key heritage attraction for Conwy and North Wales**

- Progress the Penmaenmawr Redevelopment Project in consultation with our wider communities.
- Build the profile of the Museum on a local, regional and national level by building strategic partnerships and improving our marketing and communications strategy.
- Build a resilient organisation with the capacity to fulfil its objectives through training, volunteer recruitment, partnership working and effective financial management.

**Aim 2: Achieve excellence in collections management and care**

- Develop our collections and encourage their use for enjoyment, research and learning.
- Improve the conservation and care of our collections, including the environmental conditions and security of their current storage arrangements.

**Aim 3: Provide excellent visitor experience and learning for a diverse and growing audience**

- Explore new methods of interpretation, using different media to appeal to different styles of learning and enjoyment. This includes seeing the landscape as part of the Museum, and using interpretation to make this landscape virtually accessible to all.
- Improve our learning and enjoyment offer for children and young people.

### **4. THE MUSEUM'S HLF PROJECT**

**4.1** The project objectives were revised during the Development Phase, to respond to feedback from consultation respondents. There are six key objectives:

**4.1.1** Marketing Penmaenmawr Museum as a catalyst for local heritage and a key contributor to the heritage economy

**4.1.2** Refurbishment of the new Museum's spaces to include:

- a) First-class, modern and accessible exhibition gallery with a blend of fixed and temporary interpretation to display and engage with our collections
- b) High-quality and accessible interpreted tea-room to contribute to our financial sustainability
- c) Museum and gallery retail space and online facility to maximise both our income opportunities and the income of local artisans

- d) Installation of an accessible 'quiet space' on the first floor of the building, to ensure the Museum caters for a wide range of learning support needs
- e) Development of fit-for-purpose Museum and Archive spaces that secures and maintains MALD Accreditation and ensures our collection is stored, preserved and displayed in accordance with nationally recognised standards
- f) A resource room facility and service that is income-generating and enables visitors to copy and print Permissible records

#### 4.1.3 Delivering an innovative programme that engages new audiences with heritage by:

- a) Implementing a 3-year rolling programme of interactive exhibitions that responds to the interests reflected in consultations
- b) Introducing a new Visitor Induction Programme, in partnership with local visitor accommodation providers that offers visitors a free induction to Penmaenmawr's heritage environment, the wider heritage and tourism environment, combined with introductory Welsh language tasters and etymology
- c) Implementing a 3-year programme of 'journey and discover' walking and accompanied trail events around Penmaenmawr, including 'accessible journeys' for marginalised groups
- d) Strengthening and extending the annual lecture programme that includes heritage themed speakers, authors, actors and artists to appeal to a wide audience
- e) Implementing a pilot programme that strengthens children's and young people's engagement with local heritage
- f) Improving access to local heritage and interpretation for deaf visitors
- g) Implementing a new social heritage engagement programme that includes informal heritage-themed coffee mornings and family activities
- h) Installation of a new Tourist Information Point to act as a hub for local heritage and tourist information
- i) Introducing an extended and flexible opening hours schedule to meet visitor needs

#### 4.1.4 Building a resilient organisation that actively and professionally contributes to the safeguarding and promotion of north Wales' heritage, by:

- a) Introducing a new Penmaenmawr Heritage Volunteer Programme and integrating it with the ambitions of Conwy Culture Centre's Heritage Volunteer Ambassador Programme, so that Penmaenmawr Museum becomes an integral volunteer placement venue and curriculum contributor.
- b) Working in partnership with local heritage, tourism, education and welfare services to cohesively link projects, promote integrated projects, share costs and financial benefits and improve accessibility for a wide range of audiences

- 4.1.5 Actively contribute to Conwy's Wellbeing Strategy, by:
- a) Working with Conwy Wellbeing to programme reminiscence and nostalgia sessions at the Museum, specifically targeting people experiencing loneliness, older people and those with Dementia
  - b) Designing the refurbishment of the Museum, its interpretation and its programmes with a focus on accessibility, including the refurbishment of toilets to ensure privacy and carers spaces, and rooms within the Museum that allow for quiet retreat and time-out
  - c) Strengthen the Museum's partnership with Conwy Culture Centre through joint approaches to wellbeing projects, to enable visitors with additional needs to experience no barriers to accessing our collections and programmes
  - d) Piloting a deaf interpretation project at Penmaenmawr Museum, to enable deaf visitors to access our heritage through sign language
- 4.1.6 Creating local employment and training opportunities in the fields of heritage management and hospitality, through:
- a) The employment of 0.5fte professional to deliver our Activity Plan
  - b) Exploring opportunities to offer placements for hospitality trainees with local colleges and training providers, in conjunction with Conwy Culture Centre's accreditation schemes

## **5. THE CONTRACT REQUIREMENTS – MUSEUM DESIGN AND FIT-OUT**

- 5.1 Layout: Please refer to the layout plans as part of Tender Documentation. These are indicative only and contractors will need to undertake their own measurements prior to commissioning of works.
- 5.2 Interpretation Plan: Please refer to the Interpretation Plan which is part of the Tender Documentation. Please note that changes will be required to the Interpretation Plan layout, to accommodate the changes in layout in the main museum exhibition gallery, including the installation of a stud wall creating a corridor in front of the access doors to the toilets, and a stud wall on entrance to the main museum gallery, which will act as a backdrop, shop display and temporary exhibition space.
- 5.3 This Tender Documentation is for the design and fit-out of the main museum exhibition gallery only. The refurbishment of the tea-room, toilets and entrance hall areas are being undertaken by the building contractor and Penmaenmawr Museum's Trustees and Project Manager.
- 5.4 The Interpretation Plan has been developed around a timeline concept, at the request of the Museum Trustees and as a result of consultation feedback. The timeline will take visitors from pre-history to modern day, and it will compare events happening in the world on those dates in history, acting as a familiar comparative. The museum's collection will be incorporated into this timeline, with three feature displays:
- a) Neolithic / Iron Age / Bronze Age Penmaenmawr
  - b) The 19<sup>th</sup> century quarry
  - c) 19<sup>th</sup> century tourism and the growth of Penmaenmawr as a tourist destination

- 5.5 The Museum main exhibition gallery furniture and displays will be designed by the successful design and fit-out contractor, to accommodate integrated displays and the museum's collection. Objects will be juxtaposed with the timeline themes and feature exhibitions to enhance the visitor experience. It is expected that a minimum of 10 boxes will be incorporated in this way. Please include the costs for these boxes within your tender. Boxes must be securely lockable to museum standards. You must liaise closely with the museum's contracted building company to ensure that shelving featuring museum boxes is near a power source and that dimensions/fixings are correct to fit within the displays.
- 5.6 The supply and content design of the museum's digital displays, including a touch table and two video/audio units, will be sourced through a separate commission. Therefore it is critical that the Contractor for the museum interpretation, design and fit-out works closely with the successful company, once appointed, to ensure that house style, furniture, colour scheme and dimensions are complementary. The digital displays are being procured according to the same timetable as this contract.
- 5.7 The main electrical works in the museum exhibition gallery are being undertaken by Pen Cartref. This includes the installation of track lighting and electricity points at designated places around the exhibition space, to accommodate the installation of lit displays. The successful contractor will need to liaise closely with Pen Cartref to ensure that electrical points are in the correct places to accommodate display units.
- 5.8 Throughout the commission, the successful contractor will also be required to liaise closely with Trustees, the Project Manager and Pen Cartref.

## **6. RESEARCH**

- 6.1 Penmaenmawr Museum will provide research data for each of the key themes / topics identified in the interpretation plan in the form of notes, images, references and, where relevant, copies of documents. The successful contractor will be expected to collate, condense and use this research information to create storylines and content that effectively interprets the collections.

## **7. ADDITIONAL INFORMATION**

- 7.1 The successful contractor will adhere to Penmaenmawr Museum's Welsh Language Policy and will ensure that all interpretation produced through the project is bilingual. Translation costs will be paid by the Contractor and translators must be approved by the Museum.
- 7.2 The successful contractor will be expected to consider the following documents while undertaking the commission:
- Penmaenmawr Museum Interpretation Plan
  - Penmaenmawr Museum Layout Plan

Copies of Penmaenmawr Museum's Business Plan and Activity Plan are available on request.

## 8. SUMMARY OF OUTPUTS

ITEM	
1	Manufacture, design and content of interpretative display areas in main Museum exhibition gallery, including graphic panels and image content
2	Museum standard showcase for main Museum exhibition gallery with integral lighting
3	Dual timeline graphic that runs around the Museum exhibition gallery
4	Mobile central display island (to accommodate touch table and potentially a microscope, both supplied by the Museum)
5	Reception desk with lockable cupboard and wheelchair access from entry
6	Lockable acrylic museum-grade display boxes incorporated into the design
7	Mini-museum unit – bespoke unit that acts as a mini-museum with framed photographs and artefacts (supplied) that children can curate. It will include a cupboard for dressing-up items.
8	Accessible and dementia-friendly directional and information signs for public areas to include Welsh, English and braille x 6 (approximately A4 size)
9	Text writing and translation
10	Fit-out
11	Delivery and installation
12	Design and management fees

- 8.1 The potential contractor should ensure that costs include attendance at a minimum of three project progress meetings throughout the course of the contract and should include an allowance for a familiarisation session for staff and volunteers.
- 8.2 Funding has been secured for temporary exhibition frames over and above the terms of this contract. The Project Manager will liaise with the successful contractor to identify frames that will suit the exhibition design, and it's likely that the successful contractor will be asked to undertake this small piece of work in addition to the contracted work. There will be a maximum of 5 frames to install / create, on the rear of the stud wall at the main gallery exhibition entrance.

## 9. PROJECT TIMETABLE

MILESTONE	DATE(S) BY
Contract award	5 <sup>th</sup> March 2019
Inception meeting	8 <sup>th</sup> March 2019
Sign off interpretation content	30 <sup>th</sup> April 2019
Fabrication	30 <sup>th</sup> May 2019
Installation	25 <sup>th</sup> June 2019



**Penmaenmawr Museum**

**TENDER INSTRUCTIONS**

**Museum Design and Fit-out**

**SECTION TWO**

**Submission Receipt Deadline:**  
**12 p.m. (midday) on Friday 22<sup>nd</sup> February 2019**

Penmaenmawr Museum, Old Post Office, Pant yr Afon, Penmaenmawr LL34 6UT  
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## **1. INSTRUCTIONS TO CONTRACTORS**

These Instructions are provided to assist contractors in preparing their tender but do not form part of any ensuing contracts. Failure to comply with these Instructions may result in the rejection of the tender.

## **2. INTRODUCTION**

Penmaenmawr Museum wishes to appoint a suitable Contractor (the 'Contractor(s)') to design and fit out the main exhibition gallery in the Museum.

The term of the contract period will be from the agreed start date to 30/06/19.

This tender pack sets out the information which is required by Penmaenmawr Museum in order to assess the suitability of Contractors.

No information contained in this tender pack, or in any communication made between Penmaenmawr and any Contractor in connection with this tender pack, shall be relied upon as constituting a contract, agreement or representation that any offer shall be presented in accordance with this tender pack.

Penmaenmawr Museum reserves the right, subject to the appropriate procurement regulations, to change without notice the basis of, or the procedures for, the competitive tendering process or to terminate the process at any time. Under no circumstances shall the Museum incur any liability in respect of this tender pack or any supporting documentation.

In assessing the answers to the tender questions, Penmaenmawr Museum will be seeking evidence of the Contractor's suitability to provide the services as set out in the tender pack. Qualification criteria will be a combination of price and quality scoring as advised in the documentation.

## **3. SERVICE DETAILS AND REQUIREMENTS**

Contractors should refer to this tender pack for full details of the requirements.

## **4. COST OF TENDERING**

Penmaenmawr Museum will not be responsible for or pay for expenses or losses which may be incurred by any Contractor during preparation of the tender. No payment shall be made by Penmaenmawr Museum for abortive work during preparation of the tender, or any expenses incurred in connection herewith, if the contract does not proceed or to any Contractor who fails to submit a tender.

## **5. DOCUMENT OWNERSHIP**

The tender documents are, and shall remain, the property of Penmaenmawr Museum. If a tender is not to be submitted, the documents are to be returned together with a short statement of the reason(s) for declining to tender to Penmaenmawr Museum.

## **6. TENDERS CONFIDENTIAL**

By receiving this tender pack Contractors agree to keep confidential the information contained in it, or made available in connection with any further enquiries, during the course of the procurement process.

Contractors should not disclose the fact that they have been invited to tender or release details of the tender pack other than in an 'In Confidence' basis to those who have a legitimate need to know or whom they need to consult for the purpose of preparing the tender.

## **7. PRICE SCHEDULE**

Contractors are required to state the price for the service in the Price Schedule in accordance with the Specification and Conditions of Contract given in these tender documents.

All monetary values shall be in Pounds Sterling and exclude VAT. The maximum budget available for this contract is £48,300 net including professional fees.

## **8. ACCEPTANCE OF A TENDER**

Penmaenmawr Museum will make every effort to reach a decision on the award of any contract within 7 days of the closing date for submission of tenders.

Contractors are advised that there will be a standstill period of seven calendar days between publishing the information and agreeing the implementation date.

Penmaenmawr Museum does not bind itself to accept the lowest or any tender.

No tender shall be deemed to be accepted until Penmaenmawr Museum has notified such acceptance to the Contractor in writing. A letter accepting the Contractor's tender will constitute a binding Agreement between Penmaenmawr Museum and the Contractor until a formal contract is signed between the parties.

The tender shall be submitted in the Form of Tender in this tender documentation. The Form shall be signed by the Contractor and submitted in the manner and by the date and time stated.

All documents requiring a signature shall be signed:

- Where the Contractor is an individual - by that individual.
- Where the Contractor is a partnership - by two duly authorised partners.
- Where the Contractor is a Company - by two Directors or by a Director and a Secretary of the Company, such persons being duly authorised for that purpose.

## **9. LANGUAGE**

Contractors should note that tenders and supporting information must be written in the English or Welsh language. Any resulting contract, its formation, interpretation and performance will be subject to and in accordance with the law of England and Wales

#### **10. ILLICIT TENDER INFORMATION REQUESTS**

Any Contractor who directly or indirectly canvasses any staff member or volunteer of Penmaenmawr Museum concerning the award of the contract, or who directly or indirectly obtains or attempts to obtain by whatever means from any such member or official, information concerning any other tender or proposed tender for the exhibition design and fit out for Penmaenmawr Museum will be disqualified.

#### **11. ERRORS**

Should arithmetical errors be discovered in a tender submission, the Contractor will be afforded the opportunity to amend the arithmetical errors by correcting the arithmetical errors. However, apart from these genuine arithmetical errors no other adjustment, revision or qualification will be accepted. Should any other errors be identified, the Contractor will be required to stand by their submitted tender or withdraw from the process.

#### **12. NON-COMPLIANT TENDERS**

Tenders which do not comply with these Instructions may not be considered.

#### **13. PROCUREMENT TIMETABLE**

The procurement timetable below is intended as a guide and whilst Penmaenmawr Museum does not intend to depart from the timetable, it reserves the right to do so at any time:

<b>DATE</b>	<b>ACTIVITY</b>
4 <sup>th</sup> February 2019	Notice published and disseminated to potential suppliers
4 <sup>th</sup> February 2019	Tender packs attached to notice
15 <sup>th</sup> February 2019	Deadline for Contractors to submit queries
22 <sup>nd</sup> February 2019	Completed tender submission
25 <sup>th</sup> February 2019	Tender evaluation
4 <sup>th</sup> March 2019	Presentations
5 <sup>th</sup> March 2019	Advise Contractors of outcome
8 <sup>th</sup> March 2019	Inception meeting

#### **14. INSTRUCTIONS FOR COMPLETION**

Contractors should follow the instructions outlined below when completing the Invitation to Tender document.

Contractors should answer all questions as accurately and concisely as possible in the same order as the questions are presented. Where a question is not relevant to the Contractor's Organisation, this should be indicated with an explanation.

Failure to provide the required information, make a satisfactory response to any question or supply documentation referred to in responses within the specified timescale may mean that a Contractor is not invited to participate further. In the event that none of the responses are deemed satisfactory, Penmaenmawr Museum reserves the right to terminate the procurement and, where appropriate, re-advertise the opportunity.

Contractors must be explicit and comprehensive in their responses to this tender as this will be the single source of information on which responses will be scored. Contractors are advised neither to make any assumptions about their past or current supplier relationships with Penmaenmawr Museum nor to assume that such prior business relationships will be taken into account in the evaluation procedure unless duly expressed in the submission.

## **15. COMPLETION AND SUBMISSION OF DOCUMENTS**

### **Your completed tender submission must contain:**

1. Completed Quality Questionnaire
2. Method Statement and approach – this can build on the ideas from the interpretation plan or use the existing interpretation plan as a framework for delivery. Penmaenmawr Museum is particularly looking for Contractors who are experienced in working with voluntary sector groups and the approaches you will use to develop the interpretation for the museum with Trustees.
3. Previous relevant experience with up to three photographs of museum installations undertaken and managed by the Contractor
4. Full budget including a breakdown of costs by item/activity

Please also ensure that:

- You fully complete and submit the Tender document by the submission date.
- You complete and sign the Declaration
- You complete and sign the Anti Collusion Certificate
- You provide any requested supporting documentation

Tender documents can be submitted via email to: [info@penmaenmawrmuseum.co.uk](mailto:info@penmaenmawrmuseum.co.uk), with the subject heading: Museum Interpretation, Design and Fit-out Tender, and addressed for the attention of Suryiah Evans.

All tender documents must be submitted by **12noon on Friday 22<sup>nd</sup> February 2019.**

Main contact name: Suryiah Evans  
Email address: [info@penmaenmawrmuseum.co.uk](mailto:info@penmaenmawrmuseum.co.uk)

## **16. CONSORTIA AND SUB-CONTRACTING**

Where a consortium or sub-contracting approach is proposed, all information requested should be given in respect of the proposed prime contractor or consortium leader. Relevant information should also be provided in respect of consortium members or sub-contractors who will play a significant role in the delivery of services or products under any ensuing contract. Responses must enable Penmaenmawr Museum to assess the overall service proposed.

Penmaenmawr Museum recognises that arrangements in relation to consortia and sub-contracting may be subject to future change. Contractors should therefore respond in the light of such arrangements as are currently envisaged. Contractors are reminded that any future change in relation to consortia and sub-contracting must be notified to Penmaenmawr Museum so that it can make a further assessment by applying the selection criteria to the new information provided.

## **17. DATA PROTECTION**

The information obtained from Contractors within these tender documents / the tender process is for the purpose of:

- The Evaluation Panel to evaluate your tender submission, such as allocating scores in accordance with the Tender Appraisal criteria.
- Communication and correspondence, such as clarification queries relating to your tender submission and outcome correspondence.
- The award of the contract and formation of the contract documents, where applicable.
- Ensuing contractual and monitoring arrangements.

This information will be retained and securely stored electronically by Penmaenmawr Museum in accordance with the applicable retention periods for tender and contracting processes.

## **18. TENDER APPRAISAL**

Tenders shall be appraised on 80% Quality / 20 % Price basis.

The quality assessment will be based on the following table with the associated weighting provided and the Contractor shall include within their tender submission all necessary information in order to allow the quality assessment to be completed.

The information supplied will be checked for compliance before responses are evaluated.

The evaluation will be undertaken by an Evaluation Panel appointed from Penmaenmawr Museum's staff and Trustees who will follow a systematic and comprehensive process as detailed below. This comprises scoring the submitted information against the required standard. The scoring system will give a score for your ability to meet each criterion.

Each criterion will be weighted as shown below:

EVALUATION CRITERIA	WEIGHTING
Project Specific Information:	<b>80% overall quality score:</b>
Quality Questionnaire	30%
Methodology and approach	30%
Previous experience and examples	20%
Cost Schedule	<b>20%</b>

The top scoring submissions (up to a maximum of three companies) will be invited to attend a presentations and the scores for the presentation will be added to the quality scores and converted to a total out of 80%. The presentation will be to discuss for 20 minutes how you will approach the unique requirements of this contract and develop interpretation that will engage our community audiences and visitors.

The evaluation panel will assess quality scores and award marks based on the tender score criteria shown in the table below. Contractorss scoring full marks will be awarded the full weight of that criterion.

Score	Classification
5	Exemplar response with a high level of substantiating information and detail provided. The information provided is relevant and exceeds the standards as specified.
4	High standard response with a good level of substantiating information provided. The information is sufficient to indicate that the Contractor is capable of achieving the required standard of service delivery. Meets the standard as specified.
3	Good standard of response with majority of requirements met but with some minor reservations. The information demonstrates the Contractor has ability / expertise / resources / structures to deliver the service required but some information has little relevance to the specific project requirements.
2	Acceptable basic response with reservations. The information provided indicates the Contractor has some relevant ability / expertise / resources / structures to deliver the service required but some information is irrelevant.
1	Unsatisfactory response. The information provided does not fulfil the requirement and does not meet minimum requirements in any way.
0	An unanswered response.

## 19. COST SCHEDULE EVALUATION

The scoring of the cost schedule element equates to 20% of the total mark. The number of marks which will be scored by each Contractor is based on the submission of the lowest priced bid. The lowest bid will score maximum points of 100. All other tenders will be awarded points based on a proportion of this score reflected in a percentage i.e. lowest price / price of submission x 100. This will then be converted into a percentage out of 20 to give each tender a price total and a ranking.

For an example see the table below:

Price 20% weighting						
Contractors		A	B	C	D	
a)	Cost (£)	100000	98000	99000	97000	
b)	Cost score (% of lowest)	97	99	98	100	lowest price / price x 100
c)	Price weighting	20	20	20	20	
d)	Weighted price score	19.4	19.8	19.6	20	
e)	Overall ranking	4	2	3	1	

- 19.1 This Contract shall be formed on the basis of the costs submitted in the Price Schedule. Penmaenmawr Museum requires the fully inclusive price for your Organisation based on the requirements outlined in the Interpretation Plan and in this tender document.
- 19.2 Contractors are required to state the cost at which they are willing to supply the services and goods in accordance with these tender documents.
- 19.3 The pricing must show the cost for each requirement and should include all associated costs for the contract.
- 19.4 Each of the items shall be priced independently.
- 19.5 All monetary values shall be in Pounds Sterling (to two decimal places), excluding VAT.
- 19.6 Prices will be fixed for the duration of the Contract.
- 19.7 Please note the maximum contract value is £48,300 inclusive of fees.