

Officer Non Key Executive Decision

Relevant Chief Officer (Decision Maker):	Alan Cavill, Director of Communications and Regeneration
Relevant Cabinet Member (for consultation purposes):	Councillor Gillian Campbell, Cabinet Member for Tourism and Culture
Report Author (Officer name and title):	Susan Ashworth, Showtown Project Manager
Implementation Date of Decision:	6 April 2021

SHOWTOWN LARGE ARTWORK ILLUSTRATION

1.0 Purpose of the report:

- 1.1 To seek approval for the appointment of Alex Williamson to provide the suite of large artwork illustrations required for Showtown's exhibition scheme.

2.0 Recommendation(s):

- 2.1 To approve the appointment of Alex Williamson to provide the suite of large artwork illustrations required for Showtown's exhibition scheme.

3.0 Reasons for recommendation(s):

- 3.1 The Showtown exhibition design includes a suite of graphic images that are not within the realm of the graphic artist. We were advised by our designers, Casson Mann, that a specialist artwork illustrator would be needed for this work.

A formal tendering exercise was undertaken between January and March 2021 in order to select an illustrator to undertake this creative work.

The tender package went out to three highly experienced illustrators – Peepshow Collective Ltd, Underway Studio and Alex Williamson. The Project Manager was informed by Peepshow Collective Ltd that they were withdrawing from the process as they did not feel they could fulfill the requirements of the brief at this time.

Two tender proposals were received with the following costings:-

- **Underway Studio** £ 30,000
- **Alex Williamson** £ 29,960

This commission/tender package has an important creative requirement, that the

successful submission must work in a style and manner that dovetails with Showtown’s aims, ambitions and aesthetics.

Following evaluation, Alex Williamson was deemed to have submitted the most advantageous bid, based on a combination of price, response to the brief and experience. It is, therefore, the intention is to enter into a contract with Alex Williamson.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council’s approved budget? Yes

3.3 Other alternative options to be considered:

None

4.0 Council Priority:

4.1 The relevant Council Priority is;

- “The economy: Maximising growth and opportunity across Blackpool”

5.0 Background Information

5.1 The Council is creating a brand new museum (Showtown) for Blackpool and for the nation. It will be a fun and interactive Museum about why Blackpool is famous and what it is famous for; a celebration of Blackpool’s unique place in the story of British popular culture and entertainment.

Showtown will be based in the former Sands Entertainment Venue on Blackpool Promenade and is part of a larger redevelopment of this major landmark building on Blackpool Promenade, conducted in partnership with a private developer Coolsilk Property & Investments Limited. It will occupy part of the ground floor level and majority of the first floor level. Part of the basement level and roof level is being utilised for the servicing of Showtown along with riser access through developer occupied spaces. On completion of the whole project, the space will be a fully operational interactive museum providing an entrance for visitors, visitor shop, exhibition spaces, temporary exhibition gallery, learning space, ancillary visitor facilities along with back of house spaces for the Showtown operational team.

The project is split into two phases; base build works and the Exhibition Fit Out works. This opportunity relates to the Exhibition Fit Out works only.

Following evaluation, Alex Williamson was deemed to have submitted the most advantageous bid, based on a combination of price, response to the brief and experience. It is, therefore, the intention is to enter into a contract with Alex Williamson.

Does the information submitted include any exempt information?

No

List of Appendices:

None

6.0 Legal considerations:

6.1 The process has been undertaken in line with the Council's Contract Procedure Rules. The Council will enter into a formal letter of agreement with Alex Williamson. It is anticipated that a copy of this will be retained on the Council's Contracts Register.

7.0 Human Resources considerations:

7.1 None

8.0 Equalities considerations:

8.1 None

9.0 Financial considerations:

9.1 The project has been successful in achieving funding from a variety of sources including National Lottery Heritage Fund (NLHF), Northern Cultural Regeneration Fund (NCRF), Coastal Communities Fund (CCF), Lancashire LEP Growth Deal, The Council and fundraising.

The Council has a variety of obligations to comply with relating to funding. The successful contractor will be expected to assist the client team as required throughout the project to meet the requirements of the funders.

In this tender process Alex Williamson was deemed to have submitted the most advantageous bid, based on a combination of price, response to the brief and experience.

10.0 Risk management considerations:

10.1 Arrangements for delivery of the service, including close liaison with the designers and exhibition fit out works contractors, were addressed within the tender submissions.

11.0 Ethical considerations:

11.1 The preferred supplier has signed the Council's Supplier Charter prior to contract award.

12.0 Internal/ External Consultation undertaken:

12.1 N/A

13.0 Decision of Chief Officer

13.1 To approve the appointment of Alex Williamson to provide the suite of large artwork illustrations required for Showtown's exhibition scheme.

14.0 Reasons for the Decision of the Chief Officer

14.1 Following evaluation, Alex Williamson was deemed to have submitted the most advantageous bid, based on a combination of price, response to the brief and experience. It is, therefore, the intention is to enter into a contract with Alex Williamson.