



# Exhibition and Concept Design Brief

## Scope of Works: Exhibition Concept and Design

**Contract Dates:** May 2024 – July 2024

**Closing date for submission of quotation:** Friday 10 May 2024, 12 noon.

**Interview date:** Friday 17 May 2024

Showtown is seeking an individual or company to support the design, fabrication and delivery of a temporary exhibition featuring works by photographer, Andy Hollingworth. The exhibition will be the start of Showtown's rolling temporary exhibition offer. The exhibition will tour to other venues after being on display in Blackpool.

### Background to Showtown

Showtown - the museum of fun and entertainment - tells the extraordinary, rarely-shared stories of Britain's first mass seaside resort and its unrivalled role in the development of British popular entertainment over the past 150 years.

An immersive and engaging experience aimed at family audiences, Showtown's 1,200sqm of themed galleries designed by Casson Mann features exciting activities and audio-visuals and displays featuring around 800 items from Blackpool's Collection and from our partners and supporters including the Victoria and Albert Museum, the British Music Hall Society and private collections.

Showtown opened to the public in March 2024 and is Blackpool's first public museum. Located in the newly transformed Palatine Building on the Golden Mile, next door but one to Blackpool Tower. Showtown has a dedicated street-level entrance and shop on Bank Hey Street. The museum's permanent and temporary exhibition spaces occupy a large portion of the first floor.

Visit [www.showtownblackpool.co.uk](http://www.showtownblackpool.co.uk) for more information.

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## The Commission

### Overview

'I photograph comedians!' exclaims British photographer Andy Hollingworth. His incredible photographs of some of Britain's most iconic comedians feature in Showtown's first major exhibition.

Andy has a unique connection with his subjects and has captured legends like Rowan Atkinson and Victoria Wood. He is the go-to photographer for many modern favourites like Rosie Jones and Romesh Ranganathan. This exhibition celebrates the people that make Britain laugh!

Visit <http://www.andyhollingworth.com/> to see more of Andy's work.

### Details of the Commission

The works will mainly be wall-based photographic prints, but there is also the potential to include some of Andy's personal collection which includes what he refers to as 'humourabilia'. This is the 'stuff' that's created for comedy shows, whether it be items of clothing and props, tickets or flyers.

This is not just a photography exhibition, however. This exhibition needs to appeal to Showtown's core audiences, as well as pulling in cultural tourists who might not otherwise come to Blackpool. There should be elements that will appeal to children and families, so some interactivity would be required. Development of these would be done alongside the Exhibitions Teams at Showtown.

Development of an interactive touchscreen would also be required, allowing visitors to explore a curated display, pulling from Andy's digital archive as well as archive assets and audio recordings.

Andy's archive is extensive. The intention of 'I photograph comedians' is to showcase around 50 prints of different sizes which explore different genres of British comedy, loosely grouped into the four themes of:

- stand-up comedy
- live performance
- portraits of sitcom greats
- 'humourabilia'.

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## Key dates

The exhibition will run from 12 July 2024 until 23 Feb 2025.

Install will take place from 10 June 2024.

## Specifications

The space is 140sqm.

There is approximately 70 linear metres of wall space which includes a reusable wall system. The designer will have access to Showtown's existing technical and audio-visual equipment, including monitors and a projector with interactive potential.

There are two showcases, comprised of one costume case and one tabletop vitrine available for this exhibition, and the temporary exhibition gallery has fully adaptable lighting throughout.

## Key Objectives

- To assess the material and create a clear and effective way to display those assets to accurately represent the four themes and celebrate the people that make Britain laugh.
- To create an exhibition space that is engaging for Showtown's key audiences and for traditional museum-going audiences as the exhibition tours.
- To create an exhibition that will appeal to other venues for hire, that is robust, easy to replicate and reproduce.
- The exhibition must reflect Showtown's voice, embedding Showtown values in the design.

## Contract Value

The total cost of the project is £8000 which includes all expenses, contingencies and prelims. The fee also covers any design materials and equipment needed.

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## Payment Terms

Payment terms to be discussed upon appointment.

## Requirements of the Commission

- Design, deliver and install an exhibition that is robust and adaptable for touring to other venues and sites. Working with existing prints and archive material produced by the artist.
- Work with the Showtown Exhibitions Teams to develop the exhibition design approach, including a storyboard for interactivity, and a way for visitors to give feedback as part of the exhibition.
- Agree and fulfil an exhibition development schedule with Showtown, including the exhibition install.
- Attend meetings with the Exhibitions Manager and Exhibitions Assistant.
- Relinquish the intellectual property for the designs, and provide the design files to Showtown for use in future iterations of the exhibition. Andy Hollingworth retains all photographic copyright.
- Provide training for staff on setting up/closing down of the exhibition and any special requirements.
- Take part in our evaluation process.

## Required Knowledge, Skills and Experience

We are looking to appoint an individual or company with considerable experience of working within the cultural sector and demonstrable evidence of the following:

- A proven track record of designing and delivering museum displays and exhibitions.
- Knowledge and experience of working with a range of media, including interactive digital assets.
- Knowledge and experience of creating exhibition spaces reflective of and authentic to themes, values and ethos.
- Excellent self-monitoring and motivational skills
- Excellent planning and communication skills.

## Management

The contract will be managed by Jill Carruthers, Exhibitions Manager and Emily Langridge, Exhibitions Assistant. You will liaise with Jill and Emily on all aspects of the brief.

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## How to apply:

Your submission must include:

- No more than two sides of A4 providing an outline proposal of your approach to delivering the brief, including the skills you would use to deliver the project. Please also include evidence of demonstrable professional experience of working in the sector.
- A proposed budget for the work and how you envisage you will manage your time (resource optimisation).
- Submit a portfolio of up to three similar / relevant projects as case studies.
- Two referees with whom you have worked on similar projects. Please ensure they are in a position to provide a reference/testimonial for the team members you propose (if applicable) for this project.
- CVs may be attached in addition to your proposal.

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

**Please send your proposal to:** Emily Langridge, Showtown Exhibitions Assistant, [emily.langridge@showtownblackpool.co.uk](mailto:emily.langridge@showtownblackpool.co.uk) by **12 noon** on Friday 10 May 2024. For further information on the project or any enquiries regarding the role please contact Emily on the email above.

## Selection process

The quotations will be selected based on the following criteria;

- Response to brief 40%
- Skills, knowledge and experience 40%
- Value for money 20%

**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

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## 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>

### 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 Showtown’s due diligence process. Showtown 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, Blackpool Heritage and Museum Trust may obtain a credit rating report for the Preferred Bidder. The Trust 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 Heritage & Museum Trust is the Data Controller for the personal information you have provided in this tender/quotation. The Trust’s Data Protection Officer (DPO) can be contacted at [Dataprotectionofficer@blackpool.gov.uk](mailto:Dataprotectionofficer@blackpool.gov.uk).

We are permitted to process your personal information under the lawful basis of performance of a contract (including prospective). 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 Trust’s Contracts register. We may ask a trusted external representative to join the evaluation

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panel and we would be required to share your personal information with them for the evaluation process. We will only 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.

Further Information about the processing of your data and your information rights under GDPR can be obtained from the DPO, whose contact details are above.

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