



LAUNCESTON VISITOR INFORMATION CENTRE

SPECIFICATION AND TENDER PROCESS FOR WEBSITE IMAGES

The closing date for bids is noon Monday 3 May 2021.

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1. INTRODUCTION

Launceston Visitor Information Centre (VIC) is a commercial branch of Launceston Town Council (LTC). This document is a request from Launceston Town Council, to local photographers and videographers, to submit bids to supply the council with images and/or video footage for the new Visitor Information Centre website. Detailed specification may be found below.

The closing date for bids is noon Monday 3 May 2021

2. BACKGROUND

The Visitor Information Centre is central to the council's strategy of promoting Launceston as a tourist destination, as well as providing information and support for local residents. Key to this task, is an effective online and social media presence which includes a well-managed and coherent website and a linked Facebook page. A new VIC website is currently under construction with a proposed launch date set for summer 2021. The website will require a complete set of new images. Additionally, a decision has been made, for the first time, to include moving footage.

When you submit your bid, you should specify whether you are submitting a bid for still images, moving footage or both.

3. SCOPE OF THE CONTRACT

- i. The contract will be between you/your business and Launceston Town Council with an agreement to provide a specific number of still images and/or footage clips for a fixed sum, agreed at the outset of the process.
- ii. **The copyright for all images/footage will be retained, in perpetuity, by Launceston Town Council.**
- iii. 'Credit' for all artwork will be clearly published on the website/Facebook page. Images/footage may be used by third parties if bona fide permission is agreed, in advance, by Launceston Town Council. Images/footage will be specifically relevant to Launceston, the surrounding area, local amenities and attractions rather than generic locations around Cornwall.

4. DETAILED REQUIREMENTS

- i. Supply a minimum of 120 high resolution still images
- ii. Supply 3 clips of duration range 1:30 – 2:30 minutes

Images

- i. For submission deadlines for images, see Section 8 below
- ii. Images provided in jpeg or other editable form
- iii. The resolution of images should be sufficient to allow high quality printing. Exact details will be discussed and agreed with the successful photographer
- iv. The copyright of the images will belong to Launceston Town Council
- v. The production of the images must be undertaken ensuring no breach of law including, but not exclusively, copyright breach, trespass, nuisance or any action that could be perceived as detrimental to Launceston Town Council
- vi. The range of subject matter to be discussed and agreed, between the successful photographer and Launceston Town Council prior to the compiling of the images. Note: this will include seasonal subject matter

Clips and Footage

- i. For submission deadlines for clips/footage see Section 8 below
- ii. Footage provided in editable form to allow for music and/or dialogue etc to be added at a later date
- iii. Collaborate with Launceston Town Council staff to produce final edited footage
- iv. The copyright of the footage will belong to Launceston Town Council
- v. The production of the footage, including aerial shots taken by drone, must be undertaken ensuring no breach of law including, but not exclusively, copyright breach, trespass, nuisance or any action that could be perceived as detrimental to Launceston Town Council

- vi. Any use of drones must fulfil all legal licensing requirements under current UK law
- vii. The range of subject matter to be discussed and agreed, between the successful videographer and Launceston Town Council prior to the compiling of the footage.

5. MANDATORY REQUIREMENTS

- i. At the completion of the procurement process, all images and footage must be in the possession of Launceston Town Council
- ii. Copies of images and footage may be retained by the photographer/videographer/business(s) for reference purposes
- iii. Images and footage may not be released to any third party, whether on receipt of remuneration or as part of a non-financial transaction, without the express permission of Launceston Town Council or one of its representatives.

6. CONTRACT MANAGEMENT AND REVIEW

- i. The decision regarding the successful bid(s) will be made by the appropriate committee of Launceston Town Council
- ii. The specification of the contract will be agreed by the appropriate committee of Launceston Town Council.
- iii. Should any changes be required during the contract process, this will be negotiated between officers of LTC and the appropriate business.
- iv. Ultimate and binding decisions will be made between LTC councillors and representatives of the business.
- v. Launceston Town Council undertakes to ensure all reasonable steps will be taken to ensure commercial confidentiality throughout the process.

7. GENERAL DATA PROTECTION REGULATION (GDPR) AND PRIVACY IMPACT

- i. In the event of the successful bidder acquiring any data or information relevant to UK General Data Protection Regulations, all reasonable steps must be taken to ensure compliance with current GDPR requirements

8. Contract Period Timetable and Important Dates:

03 May 2021:	Closing date for submission of bids to Launceston Town Council
04 May 2021:	LTC informs successful and unsuccessful bids
10 September 2021:	Last date of submission for summer art work
19 November 2021:	Last date of submission for autumnal art work

25 February 2022: Last date of submission for winter art work

13 May 2022: Last date of submission for spring art work

Note: Images/footage submissions may be made at any time prior to the specified dates above and may include previously taken images/footage, providing that they are for the exclusive use by Launceston Town Council.

9. SUBMISSION OF BID

The bid submission may be made in any format but should include:

- i. Name of Business
- ii. Business owner/contact details
- iii. Specific quotation (not estimate)
- iv. Specify whether your bid is for still images, moving footage or both
- v. Costings may be made including or excluding VAT but clearly stating which
- vi. Any support evidence such as portfolios, examples of work or links to any website is welcomed and encouraged.
- vii. LTC undertake to ensure all reasonable care of physical portfolios is taken and to safeguard confidentiality regarding electronic submissions. However, LTC cannot be held responsible for unforeseen breaches of these commitments
- viii. If appropriate, possible variations in timescale should be identified in the submission.
Note: small variations to timescale will not necessarily disqualify a bid

Bids, including evidence, may be submitted electronically via email to

ewan@launcestontic.co.uk or

in person to

Launceston Visitor Information Centre, White Hart Arcade, Launceston PL15 8AA.

10. PAYMENTS

- i. Request for payment should be presented in 4 phases with invoices submitted simultaneously with each phase of art work
- ii. Submissions made early will be remunerated in line with the submission date, rather than the specified dates in Section 8 above
- iii. Launceston Town Council undertakes to make remuneration within its normal payment runs

APPENDIX 1 –

Changes that can/cannot occur during the lifetime of a contract.

No changes can be made, by either party to:

- i. the originally agreed costings/payment dates
- ii. the originally agreed payment dates

For exceptions, see Section 10 (ii)

Possible changes made only by mutual agreement

- i. Small variations to the artwork submission dates
- ii. Small variations to the duration of the video footage

Launceston Town Council greatly appreciates your endeavours in supporting this project.