

**Tender for Sport Presentation at
England Netball's Major Competitions and Events
and the Netball World Cup 2019**



Overview

The following document is an invitation to tender for Sport Presentation services for both England Netball (EN) Major Competitions and Events and Netball World Cup 2019 Ltd (NWC2019) for the Netball World Cup 2019, Liverpool.

Introduction to England Netball

The All England Netball Association (England Netball (EN)) is a company limited by guarantee which operates as a members' association. EN is the governing body for netball in England and has its head office in Loughborough. Approximately 40 staff work from this office, while approximately 100 staff work across England to deliver a programme which covers the entire spectrum from grassroots participation to elite performance.

Over the last seven years, EN has undertaken research projects with the aim of identifying the motivations, expectations, capabilities and needs of current netballers and future potential participants. We believe that with this intelligence, we can shape our products (including membership products), programmes and structures to service our audiences effectively, placing us in the best possible position to increase participation, sustain involvement and enhance performance, all aspirations that underpin our strategy (Your Game, Your Way 2 – 2017/21).

EN has a proud history of hosting competition and events; this includes hosting the inaugural World Netball Series in 2009 and continuing to host this in 2010 and 2011 as well as hosting other international and national netball competitions and events including conferences and award ceremonies. The range of competition and events EN currently hosts include the Netball Quad Series, a competition formed in 2016 that features four of the top five nations (Australia, New Zealand, England and South Africa) competing against each other twice a year. Currently, Australia and New Zealand host this competition in August / September each year and England and South Africa host this in January / February. England Netball also hosts at least one International Netball Series against some of the top ranked International Netball Federation (INF) teams in the world, annually.

Domestically, EN manages the Vitality Netball Superleague, which is the elite domestic netball competition featuring 10 franchises and within this competition hosts both a season opener event called 'Super Ten', featuring Round 1 of the schedule with all 10 teams playing in one venue on one day and the Grand Final, the end of season finale to determine the Superleague champions.

A key driver for all of the above events is the generation of commercial income and the last three years have seen significant growth in events, both financially and from increase in spectators. Our venue selections have grown from small sports hall facilities with under 1,000 people in attendance, to now selling out large scale arenas including The SSE Arena, Wembley, the Genting Arena, Echo Arena and the Copper Box. Additionally, all of these major events are covered by our broadcast partner, Sky, giving netball regular exposure and profile to a large audience.

Also within the portfolio of competition and events within this tender, there are a range of National Finals, including our U14 and U16 Club Finals and 16-19 Netball Open. These events place the participant experience at the heart of the delivery, so we are looking for a company to demonstrate creative solutions to continue to improve this experience.

Introduction to Netball World Cup 2019 Ltd

England Netball (EN) and its event partners, UK Sport, Liverpool City Council and ACC Liverpool will be hosting the 15th edition of the Netball World Cup from 12-21 July 2019 in Liverpool. Netball World Cup 2019 Ltd. has been set up by EN as a Special Purpose Vehicle (SPV) for the delivery of the event including the management of all supplier relationships.

The vision for NWC2019 is to produce 'the best World Cup in female sport'. It is our intention to create the best ever female world cup; creating the best event for women and girls.

We aim to empower all those who are involved and provide an environment where everyone can be themselves, revelling in shared successes on and off the court.

The event will celebrate women and girls across the globe, as well as the sport of netball, bringing our community together in Liverpool, a truly international city.

For more information on the mission and values supporting the vision please see the supporting information section in Appendix 2.

Scope of Tender

EN and NWC2019 are looking to work with an experienced sport presentation company with a broad experience in large scale sporting events and a proven track record of delivering a high-quality, engaging and innovative experience for fans attending.

The services required within this invitation to tender are split across EN Major Competition and Events and Netball World Cup 2019. These will exist as two separate contracts and therefore companies wanting to submit for both must clearly demonstrate this within their proposal. Where efficiency savings for working across both areas can be achieved, these should be clearly presented. Applications for just one area will also be considered within this process.

Please see information in the appendices for the specific requirements and supporting information (including budgets) for each area.

Tender Timescales

The tender timescales are defined below. Failure to meet the dates and times stated below will eliminate the supplier from the process.

Monday 6 November 2017	Tender invitations distributed
Monday 6 November – Thursday 14 December 2017	Ian Holloway (EN Competitions and Events Manager) and Anna Flanders (NWC2019 Marketing and Commercial Manager) will be available for informal questions from prospective suppliers. Questions may be submitted by email, phone or face-to-face appointments to be booked in advance.
12 noon Thursday 14 December 2017	Closing date for tender applications
Friday 15 December – Wednesday 3 January 2018	EN and NWC2019 to shortlist preferred applicants based on submissions and evidence provided
Wednesday 3 January – Friday 5 January 2018	EN and NWC2019 to inform companies whether they have been shortlisted
Monday 8 – Friday 12 January 2018	References taken up for shortlisted companies
Thursday 25 January 2018	Presentation from shortlisted applicants to tender panel (Loughborough)
w/c Monday 5 February	Successful applicant notified and implementation discussed

Tender Process

The tender panel will consist of:

- Lindsay Impett, Event Director for Netball World Cup 2019
- Anna Flanders, Marketing and Commercial Manager for Netball World Cup 2019
- Ian Holloway, Competition and Events Manager for England Netball
- Liam Wordsworth, Competition and Events Delivery Manager for England Netball

Tender applicants should submit digitally to Ian Holloway (ian.holloway@englandnetball.co.uk). The subject line should be marked "Private and Confidential - Tender". The tender application should include:

- Covering letter that clearly states if you are submitting proposals for EN Major Competition and Events (Appendix A) and / or Netball World Cup 2019 Ltd.
- Attach the relevant information required within each of the appendices for either / both proposals.

The second stage of the process will be communicated to those shortlisted as per the timescales above.

Selection criteria

The tender panel will have selection criteria against which they will evaluate the applicants. The selection criteria will be based on:

- Applicants' ability to satisfy EN/NWC2019 requirements
- Commercial terms/cost of the bid
- Experience with similar work, specifically other NGBs and high-profile sporting events
- Referees
- Capability/capacity
- Project management and service levels

General Comments and Disclaimers

- All queries relating to the information contained in this document or the tender process should be directed to Ian Holloway for England Netball (ian.holloway@englandnetball.co.uk) or Anna Flanders for NWC2019 (anna.flanders@nwc2019.co.uk).
- If an organisation is successful it will be required to enter into a formal agreement with EN and/or NWC2019.
- All costs and expenses associated with the preparation of this proposal and the tender process are the responsibility of the applicant.
- Proposals submitted outside the timescales in the tender document will not be accepted by the tender panel.
- The tender documentation is an indication of EN and NWC2019 needs, it should not be seen as an exhaustive list of requirements. EN/NWC2019 expect the successful applicant to work with EN/NWC2019 to further define requirements and provide additional support as and when required.
- All information supplied by EN/NWC2019 in connection with this tender shall be treated as confidential by applicants, except that such information may be disclosed so far as is necessary for the purpose of obtaining referees and information necessary for the preparation and submission of the tender.
- EN/NWC2019 must be made aware of any potential conflicts of interest at the time of submitting a proposal.
- By submitting the tender, EN/NWC2019 will assume that the applicant has sufficient authority to enter into an agreement on behalf of the organisation.
- Documentation provided by the applicant during this process will be held on file for three years (as evidence of the tender) and/or disposed of in a secure manner.
- The tender is issued on the basis that nothing contained in it shall constitute an inducement or incentive nor shall have in any other way persuaded an applicant to submit a tender or any other contractual agreement.
- EN/NWC2019 reserves the right to:
 - Amend the terms and conditions of the invitation to tender process,
 - Cancel the evaluation process at any stage; and/or
 - Require the applicant to clarify its tender in writing and/or provide additional information. (Failure to respond adequately may result in the tender application not being selected or proceeding to the next stage)

Appendix A – EN Major Competition and Events Tender information

The engagement with EN will be over a three-year period (with the successful company commencing work from February 2018 for the first events in April, May and July 2018) and EN is looking to appoint a company with vast expertise in the staging of sport events and most specifically, sport presentation at international competition level which will enhance the events for players, spectators, sponsors, stakeholders and the media audience and our reputation as a leading National Governing Body.

The following list sets out the areas of expertise that EN would expect a provider to offer. The list is not exhaustive, is not a guarantee of actual work and additional services may be requested on an event by event basis:

1. Plan, develop, implement and deliver the Sport Presentation for all home International Netball Series (including the Netball Quad Series) events, the Netball Superleague Super Ten and Grand Final and the annual Golden Globe Awards event, this should include, but not be limited to:
 - a. Developing a Sports Presentation concept for all matches;
 - b. Planning and logistics of the programme including production, announcements (including MC appointment), in-venue music, lighting, vision, entertainment including anthems and teams on court arrivals and integration of any other EN or sponsor specific items and post-match/series presentations;
 - c. Floor management of entertainment acts and presentation ceremonies;
 - d. The generation of running orders and schedules to manage all activity and rehearsals on court during build up periods, intervals and outside of competition times;
 - e. Delivery of the Sports Presentation programme at all matches.

2. Plan, develop, implement and deliver the Sport Presentation for a series of England Netball National Finals, this may include the following events:
 - National U14 Club Finals
 - National U16 Club Finals
 - 16-19 Netball Open

This should include, but not be limited to:

- a. Planning and logistics of the presentation including MC appointment, in-venue music and integration of any other EN or sponsor specific items;

The above events are subject to the annual competition calendar, however would usually include the following per year:

- Two / three (2/3) home International Netball Series events (including Netball Quad Series), with a minimum of two (2), usually three (3) matches per series
 - One (1) Netball Quad Series, usually hosted in January / February
 - One (1) International Netball Series usually hosted November / December
- One (1) Netball Superleague Super Ten (Opening Round), usually hosted in February each year (not for 2018)
- One (1) Netball Superleague Grand Final, usually hosted in June each year

- One (1) Goalden Globe Awards event, usually hosted in September
- One (1) of each of the following events, with dates in brackets:
 - National U14 Club Finals (May)
 - National U16 Club Finals (May)
 - 16-19 Netball Open (June/July)

Process and Submission Requirements

Applicants are requested to present a digital tender submission which includes:

- Proposals for each of the events (listed above)
- Estimated costs for each of the events – you should explain how you would cost the work related to this contract (hourly rates, time, materials, hire and management fee etc) plus VAT if applicable.
- Two references from current customers
- Case study to show how the tender applicant has worked collaboratively with an NGB or at high-profile sporting events
- Year the company established and company history
- Evidence of financial security/stability, including copies of audited accounts for the last three years.
- A copy of the structure of your Production/Operations Team, indicating who the key staff will be.

Budget Guidance for EN Tender

The following table provides a rough outline of the budgets that will be allocated for the successful Sport Presentation provider to work with. These are solely for guidance at this stage to support the production of the tender and may change at any time:

Event	Number of Events per year	Approximate budget for Sport Presentation
Netball Quad Series (2/3 matches/event days per series)	1	£20,000 - £25,000 per Series
International Netball Series (minimum of 3 matches per series)	1 - 2	£20,000 (per series)
Netball Superleague Super Ten opener	1	£12,000
Netball Superleague Grand Final	1	£10,000
Goalden Globe Awards	1	£14,000
National U14 Club Finals	1	£1,000
National U16 Club Finals	1	£1,000
16-19 Netball Open	1	£1,000

Appendix B – Netball World Cup 2019 Tender information

NWC2019 is looking to appoint an experienced sports presentation partner with a background in delivering at international sports events and a proven track record in innovative production, to meet the presentation needs of the tournament. Experience of delivering sports presentation at netball events is desirable but not essential.

The below information provides an overview and sets out the specific areas NWC2019 would expect a provider to deliver. The list is not exhaustive, is not a guarantee of actual work and additional services may be requested:

Overview of requirements

Plan, develop, implement and deliver the sports presentation for NWC2019. This should include, but not be limited to:

- a. Developing a sports presentation concept, based on the NWC2019 vision, values and mission for the tournament;
- b. Planning the logistics of the presentation programme including production, announcements, in-venue music, lighting, entertainment including anthems and teams on-court arrivals, integration of crowd and sponsor engagement;
- c. Working with the NWC2019 team to scope and confirm all sports presentation technology requirements including, but not limited to large screens, PA system and lighting;
- d. Floor management of entertainment acts and presentation ceremony;
- e. The generation of running orders and schedules to manage all activity and rehearsals on court during build up periods, intervals and outside of competition times;
- f. Working collaboratively with the appointed host broadcaster to agree a second-by-second scripted schedule;
- g. Supporting the Ceremonies Artistic Director on the Opening Ceremony delivery.
- h. Delivery of the sports presentation programme at all matches in the tournament.

Process and submission requirements

Applicants are requested to present a written tender submission which includes detail of your proposed delivery and projected itemised costing across the following areas:

- One initial concept idea and a top level proposal of how this might be implemented
- Outline of the equipment and facilities required including costs
- Outline of the staffing structure in support of the planning and delivery including costs/fees
- An overview timeline of work between February 2018 and the event
- An overview of the project management skills of the company and how risk will be minimised.
- Two client references

Below is a list of suggested elements which may be considered when identifying costs for the programme.

Vision

- Big screen (s)
- Scoreboard
- A vision production system
- Interactive social media
- Licenced RF camera and all associated technical support
- Courtside LED Boards

Audio/communications

- Augmentation of the venue PA system
- All audio operators and sound engineers.
- The necessary communications systems including all base stations, head sets and engineer support

Lighting

- Augmentation of in venue lighting
- Possible uses of external lighting for venue approach/last mile

Music

- Music programming and development including background, in competition and ceremony music
- Sound effects and stings
- Software required to be able to deliver a full music production

Graphics

- Graphics templates for big screen package in line with event brand guidelines (not yet available)
- Consideration for any holding logos and crowd interactions

Additional content/spectator engagement ideas

- Any VT production and explanation of the use of these
- Crowd interaction ideas
- Sponsor activation ideas

Victory ceremony delivery

- National anthem provision and sign off procedure
- Digital version of national flags
- Delivery of medal ceremony

Staffing and talent

- Commentary team/announcers – names not necessarily needed but how they would be selected and used is important.
- Presenter(s)
- A breakdown of event staff needed and inclusion of accommodation requirements.

Account management

- Details of personnel who will be working on the project, their level of experience and which areas of the project they will work on
- An up-front indication of your management fee- this is a percentage of final budget then it is understood that it may change
-

Supporting Information

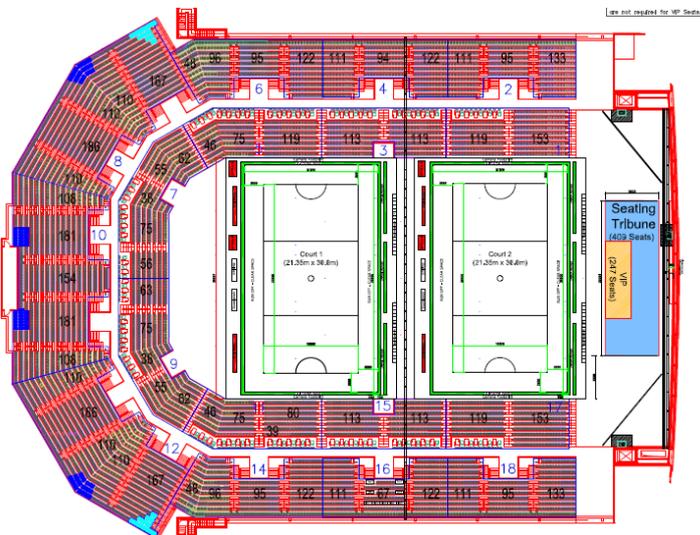
1. Competition format

An updated competition format for NWC2019 was approved at the 2017 INF Congress in Botswana. There are 16 teams competing in the event and the competition takes place over 10 days with 60 matches split into three phases as detailed below:

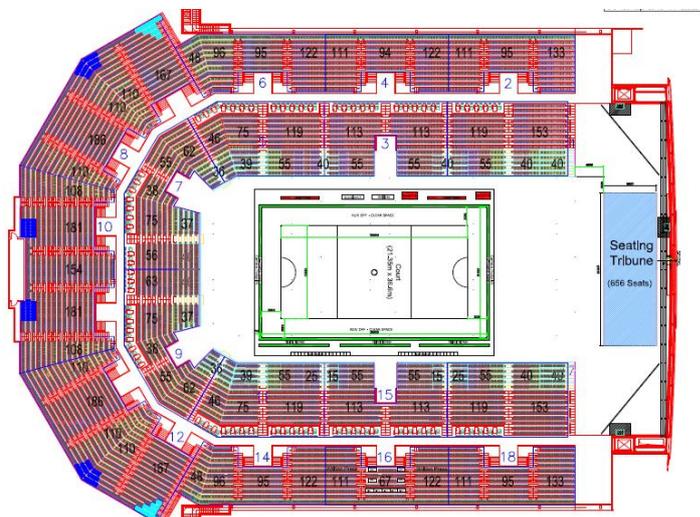
- Phase 1: preliminaries, 12- 14 July, 24 matches
- Phase 2: qualifiers: 15 – 18 July, 24 matches
- Phase 3: finals: 19 – 21 July, 12 matches

All preliminary matches (phase 1) are played with two courts set up in the arena and all teams play the first round of phase 2 matches in this set-up. From 16 July onwards all matches will be played in a single-court set-up. Competition days are split into two sessions with either two or three matches per court per session.

Two-court set-up (12-15 July)



One-court set-up (16 – 21 July)



The competition schedule is currently under review. The below provides an initial proposal of competition hours; however, it should be noted that this is subject to change:

Date	Open Hours (from doors open)
12/07/2019	08:00 - 21:00
13/07/2019	08:00 - 19:00
14/07/2019	08:00 - 19:00
15/07/2019	08:00 - 19:00
16/07/2019	08:00 - 21:00
17/07/2019	08:00 - 21:00
18/07/2019	07:30 - 22:00
19/07/2019	08:00 - 19:00
20/07/2019	08:00 - 19:00
21/07/2019	08:00 - 19:00

2. Budget

The budget for this piece of work is dependent on the success of the tickets sales programme. Therefore we ask you to provide two costing proposals, firstly in the region of £100k and secondly what additional delivery could be provided for a budget of approximately £175k.

3. Mission and values

The NWC2019 Mission and Values support the Event Vision to create the 'best World Cup in female sport'.

The mission is:

Host an **innovative, world-class** Netball World Cup that **celebrates and inspires women and girls across the globe** as well as delivering tangible benefits for **performance, participation, profile and commercial return**.

The values are:

We will inspire and empower women and girls the world over.

We will promote the dynamic nature of the sport we love reflecting this through the work we do.

We will strive for excellence through a culture of collaboration and unity promoting fun and enjoyment for all who attend.

We will respect each other and work together as the team to deliver a world class event that exceeds expectations. After all this is **netball** – the ultimate team game where individual talent cannot be successful alone without the involvement and support of the other players.

The vision, mission and values create the essence of the tournament and we expect them to be reflected through the sports presentation programme.

4. Venue information

ACC Liverpool has hosted a large number of major events including international netball matches. However; for most events the existing rig is supplemented for the support of screens, audio systems and lighting as required.

There is a PA system; however it is likely that this will need to be supplemented for the event. The competition floor will be lit to 1,500 lux to provide the conditions for broadcast; however; additional affect lighting may be required. It should also be noted that the sport lighting cannot be turned off and on to provide instant illumination.

Suppliers can utilise existing power within the venue (at cost) and the build of the venue is supported by forklifts etc. from ACC Liverpool.

Due to the hire period of the venue, high level rigging may need to be installed on 3rd/4th July with the remainder of the build taking place on 8th/9th July before team venue familiarisation begins on 10th July. The de-rig will take place following the event on 21st and 22nd July.