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02.12.08

### **Application Form**

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For inclusion in the shortlist to be invited to tender for the provision of S4C's digital switchover communications campaign

## 1. Introduction and Background

S4C is the Welsh television channel and one of the UK's five public service television broadcasters. It is an independent broadcasting authority established under the Broadcasting Act 1981, and regulated by the Communications Act 2003 and the Broadcasting Act 1990.

S4C provides a broad range of high quality and diverse programming, and the channel airs 45 hours per week of Welsh language programming on its analogue service (which also re-broadcasts English language Channel 4 programmes during out-of-peak hours) and around 110 hours on its all-Welsh digital service, S4C Digidol. In addition to the above S4C Digidol is available to watch live on the S4C website via broadband and the 'Clic' catch up service. It is also available on IPTV (internet protocol television) through the Freewire service for University campuses throughout the UK. S4C2 is available on the digital platforms and broadcasts proceedings of the National Assembly for Wales as well as extended coverage of major events.

S4C is uniquely funded through a mixture of grant in aid and advertising and commercial revenue, and in addition approximately £23m per annum of Welsh Language programming is received from the BBC. Channel 4's programming for the S4C Analogue service is provided free of charge.

Among the benefits of digital television is that viewers are able to access many more channels and services, providing more choice for consumers. Digital television is available on a number of platforms, e.g. through an aerial (Freeview), by satellite (Sky or Freesat) and via cable (e.g. Virgin). The UK's broadcasting system is undergoing a major change as the process of digital switchover is rolled out. The switchover, which will be completed in 2012, is being managed by Digital UK (digitaluk.co.uk). The process involves switching off the old "analogue" television broadcast signal and replacing it with a digital signal. Any television set that is not converted to digital post switchover will no longer receive television programmes. With digital switchover taking place in Wales between July 2009 and March 2010, S4C will for the first time become a wholly Welsh language channel as S4C's digital service becomes available to all households.

84% of TV households in the UK have already converted to digital. In Wales, the figure is higher still at 90%. The switching off of the analogue signal has already started in parts of England and the Scottish borders. Wales will be the first nation in the UK to complete the transition in a phased programme linked to eight transmitter groups, between August 2009 and the first quarter of 2010.

The current confirmed timetable for Wales is:

12 August 2009	Kilvey Hill
19 August 2009	Preseli
26 August 2009	Carmel
21 October 2009	Llanddona
28 October 2009	Moel y Parc
4 November 2009	Long Mountain
Q1 2010	Blaenplwyf
Q1 2010	Wenvoe

To see a transmitter map of Wales go to:  
<http://www.digitaluk.co.uk/when/wales>

The challenge for S4C will be to ensure that it remains a vital and visible presence in this fully multi-channel environment and fragmenting audiences.

S4C is seeking through this tender process to appoint a company to create, develop and manage a bi-lingual (Welsh and English) multi-media communications campaign to promote S4C Digidol, the digital television service (and extended coverage on S4C2), in the run up to, during and beyond the switch to exclusively digital television in Wales in 2009/10. The successful applicant will be required to actively engage and inform the public of the exciting changes to the delivery of the S4C service through an involved community communications campaign. The anticipated value of the contract is around £400,000. This is a guide price only and is given as an indication of the funds available. The duration of the contract will be 15 months, from April 2009 to August 2010.

Applicants must have experience of and expertise in the following areas:

- Creative concept development
- Project management
- Audio and visual production
- Event management
- Marketing
- Press and PR
- Working in partnership with other companies.

and must have robust systems and procedures in place to ensure the accurate and timely delivery of each element of the contract within each switchover area.

## **2. The Tender Process**

The purpose of this Application Form is to enable S4C, following assessment of all completed Application Forms in accordance with section 6 below, to assess the suitability of Applicants to provide the required services in terms of technical knowledge and experience, capability/capacity, organisational and financial standing. S4C is seeking to short-list between 3 and 5 Applicants (numbers permitting) to be invited to tender for the provision of S4C's digital switchover communications campaign.

Completion and submission of this Application Form in accordance with the conditions and instructions detailed herein is the first stage of this tender process. Following this stage, those Applicants who are short-listed will be issued with an invitation to tender. Tender responses will need to be completed in accordance with the instructions set out in the invitation to tender and submitted to S4C by the deadline set out in the invitation to tender. Subject to the provisions of section 7.6 below, S4C will review all completed tender responses received by S4C in compliance with the invitation to tender. Please note that Applicants who are short-listed and invited to tender, will be required to take part in an interview with S4C at S4C's offices in Cardiff as part of the tender process. S4C will select the successful Applicant on the basis of the tender response judged by S4C to be the most economically advantageous using the criteria set out in the invitation to tender.

## **3. Instructions for Completion of this Application Form**

- 3.1 Applicants **MUST** answer each and every question in the Application Form and **MUST** provide **ALL** of the information requested in this Application Form. Failure to provide any such information may result in exclusion from this tender process. If an Applicant considers that a particular question is not applicable it should mark it as "not applicable" or similar.
- 3.2 The Applicant should attach, where appropriate, any supporting documents to this Application Form clearly marked with the name of the Applicant and the number of the question in this Application Form to which the document relates.
- 3.3 Please note that S4C may require clarification of any answers/information provided.

## **4. Instructions for Submission of the Completed Application Form**

- 4.1 The completed Application Form must be scanned and submitted in electronic format only by email addressed to: [tender.communications@s4c.co.uk](mailto:tender.communications@s4c.co.uk) and must be received by S4C no later than 12.00 midday on 7 January 2009.
- 4.2 Separate continuation sheets may be added should you experience insufficient space to provide your response to any question.

- 4.3 The e-mail containing the completed Application Form should be clearly marked “Application Form – Digital Switchover Communications Campaign”.
- 4.4 No Application Form submitted in any medium other than that detailed in section 4.1 above or received after the closing date and time detailed in section 4.1 above will be considered.
- 4.5 It is the responsibility of the Applicant to ensure that its completed Application Form is actually received by S4C by the closing date and time detailed in section 4.1 above. S4C accepts no responsibility for the shortcomings of any delivery system for any lost, delayed or defective Application Form. It is up to the Applicant to ensure that its Application Form (and all related attachments) is completed in good time (taking into account the possibility of staff absences or technical failures) and is submitted by the closing date and time detailed in section 4.1 above.
- 4.6 Please note that 20Mb is the maximum email size that S4C can accept and permissible file formats are Word, Excel, PDF and Jpeg. These file formats are acceptable as Zip Files. Tenderers should be aware that their own ISP (Internet Service Provider) may impose lower limits on the maximum email capacity and as such are advised to check the size limit with their own ISP or IT department well in advance of despatch and deadline.
- 4.7 Proof of despatching will not be deemed to be proof of delivery and Applicants are advised to seek an acknowledgement of receipt in a separate email.

## **5. Further Information and Guidance**

- 5.1 All requests for further information and/or guidance in completing this Application Form and/or this tender process should be addressed to: [tender.communications@s4c.co.uk](mailto:tender.communications@s4c.co.uk). Please note that no queries or requests for information relating to this tender process should be addressed to any individual officer, employee or representative of S4C.
- 5.2 The closing date for receipt of requests for additional information and for guidance in completing the Application Form is 12:00 midday on 17 December 2008.
- 5.3 In the interests of fairness and transparency please note that requests for further information and/or guidance in completing this Application Form and/or this tender process and S4C's responses to such requests and guidance may be published on S4C's website at: [s4c.co.uk/tenders](http://s4c.co.uk/tenders).
- 5.4 For further background information about S4C, please refer to the Annual Report 2007, available on the S4C website ([s4c.co.uk](http://s4c.co.uk)).

## **6. Short-Listing Applicants**

A panel of S4C representatives will assess all Application Forms submitted in accordance with the conditions and instructions detailed in this Application Form in accordance with the following procedure:

- Stage 1: Application Forms submitted by the deadline referred to in section 4.1 above will be checked for completeness and compliance before they are evaluated.
- Stage 2: all completed and compliant Application Forms will be evaluated by the S4C panel as follows:

<b>Information Requested</b>	<b>% of total points available</b>
Parts A (Basic Information), B (Status) and C (Bank Details)	Not scored but must be completed
Part D (Personal Situation)	Not scored but must be completed with no failures. Any failures will result in disqualification
Part E (Financial)	15
Part F (Technical)	30
Part G (Staff and Key Personnel)	20
Part H (Quality Assurance)	35
Part I (Sub-Contractors)	Not scored but must be completed
Part J (References)	Not scored but must be completed
Part K (Declaration)	Not scored but must be completed

## **7. Conditions of Participation**

### **7.1 Freedom of Information**

S4C is subject to the provisions of the Freedom of Information Act 2000 (“FOI Act”). Information supplied by any Applicant to S4C during the course of this tender process, whether in a completed Application Form or otherwise, may be disclosable by S4C under the provisions of the FOI Act. If any Applicant considers that any information supplied by it to S4C pursuant to this Application Form is commercially sensitive or confidential in nature, it should identify this to S4C and explain the reasons why. Applicants should note, however, that identifying information as confidential or commercially sensitive does not guarantee that it will be exempt from disclosure. By completing and submitting this Application Form Applicants accept that S4C may disclose such information in response to any request under the FOI Act if S4C determines in its discretion that it is appropriate to do so.

### **7.2 Applicant Confidential Information**

By completing and submitting this Application Form, Applicants authorise S4C to process all information provided as part of their application and confirm that they have obtained all necessary third party consents to enable S4C to do so.

### **7.3 S4C Confidential Information**

By completing and submitting this Application Form, Applicants agree to keep confidential any information which is disclosed or otherwise made available to them by S4C in any medium whatsoever during or in connection with this tender process.

### **7.4 Consortia**

If this Application Form is being completed on behalf of a consortium, each member of the consortium should provide the information requested at sections A, B, C, D, E, F, G, H, I, J, and K

below and it should be made clear which member of the consortium is acting as the lead member of the consortium. If a consortium is short-listed, an invitation to tender will be issued to the lead member of the consortium only. Please note that if a consortium is invited to tender and its tender response is ultimately successful S4C may require: (i) the consortium to form a legal entity before entering into the contract; and/or (ii) joint and several liability of all consortium members; and/or (iii) guarantees and/or undertakings by some or all of the consortium members in respect of some or all other consortium members.

## 7.5 Guarantees

S4C may require parent company guarantees to be provided.

## 7.6 No contract

No completed Application Form, or any communication between S4C and an Applicant shall constitute a contract or an offer which may be accepted nor a representation that any contract will be awarded. S4C reserves the right: (a) to withdraw from and/or abandon and/or defer this tender process at any time; (b) not to award any contract as a result of this tender process.

Without prejudice to the foregoing, if any submitted Application Form is found to be incomplete, inaccurate or misleading in any respect S4C reserves the right to remove the Applicant from this tender process at whatever stage this tender process has reached.

**A. Basic Information about the Applicant**

*(Note: if this Application Form is being completed by a consortium, please complete Part A for each member of the consortium, leaving blank the areas marked \* for all members other than the lead member).*

Full name of Applicant \_\_\_\_\_

Registered number of Applicant  
(if applicable) \_\_\_\_\_

Registered office address of Applicant (if applicable) or address of principal place of trading:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Main Telephone number \_\_\_\_\_

Main Facsimile number \_\_\_\_\_

\*Details of the individual within the Applicant to whom all correspondence should be addressed:

\*Name: \_\_\_\_\_

\*Position: \_\_\_\_\_

\*Address: \_\_\_\_\_

\*Telephone number: \_\_\_\_\_

\*Facsimile number: \_\_\_\_\_

\*email address: \_\_\_\_\_

Preferred language of future correspondence (please choose one)      Welsh       English

Is this application being made as part of a Consortium?      Yes       No

If yes, please provide the name of lead member of the Consortium:  
\_\_\_\_\_



- b)  is bankrupt or has ever had a receiving order or administration order or  
 bankruptcy restrictions order made against it or has ever made any composition or arrangement with or for the benefit of its creditors or appears to be unable to pay or to have no reasonable prospect of being able to pay a debt or granted a trust deed for its creditors or become otherwise apparently insolvent or is the subject of a petition for the sequestration of its estate or is or has ever been the subject of any similar procedure under the law of any state
  
- c)  has passed a resolution or is the subject of an order by the court for its  
 winding up or has had a receiver, manager or administrator on behalf of a creditor appointed in respect of its business or any part thereof or is the subject of any similar procedures under the law of any state
  
- d)  or any of its directors or any other person who has powers of representation,  
 decision or control over it has been convicted of a criminal offence relating to the conduct of its business or profession
  
- e)  or any of its directors or any other person who has powers of representation,  
 decision or control over it committed an act of grave misconduct in the course of its business or profession
  
- f)  or any of its directors or any other person who has powers of representation,  
 decision or control over it has been found guilty of any serious misrepresentation in supplying information required of it in relation to a procurement
  
- g)  has ever failed to fulfil any legal obligation regarding payment of social  
 security contributions or taxes under the law of any part of the United Kingdom or of the state in which it is established

**E. Financial Information**

*(Note: if this Application Form is being completed by a consortium, please complete Part E for each member of the consortium).*

- a) For how many years has the Applicant been trading? If less than three years, details of any predecessor organisation may be provided.

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- b) Provide the Applicant’s turnover figures for the last three trading years. If the Applicant has been trading for less than three years, equivalent information for any previous predecessor organisation or key personnel may be provided:

<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
From:	From:	From:
To:	To:	To:

**Turnover:**      \_\_\_\_\_                      \_\_\_\_\_                      \_\_\_\_\_

**F. Technical Capability and Professional Qualifications**

*(Note: if this Application Form is being completed by a consortium, please complete Part F for each member of the consortium).*

- a) Provide a brief description of the Applicant’s primary business activities:

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- b) Provide details of the principal services provided by the Applicant that are the subject of this tender process as specified in the final paragraph of the Introduction and Background and which have been provided by the Applicant during the past 5 years. Details of the recipients of the services, the dates on which the services were provided and the consideration received for the provision of those services should be included.

Client	Contract Dates	Contract Value	Description of Services



c) Has the Applicant had any contract for the provision of services in the nature of the services that are the subject of this tender process terminated for poor performance in the last three years, or have any damages been claimed against the Applicant under any such contract in the last three years? If so, please provide details.

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d) Provide details of all relevant professional qualifications and affiliations with trading associations relevant to the contract.

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**G. Staff and Key Personnel**

*(Note: if this Application Form is being completed by a consortium, please complete Part G for each member of the consortium).*

a) Provide details of the total number of staff employed by the Applicant and the nature of the work they are employed to do.

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b) Provide details of the key personnel who would be involved in performing the relevant services including their relevant experience and qualifications.

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**H. Quality Assurance**

*(Note: if this Application Form is being completed by a consortium, please complete Part H for each member of the consortium).*

Provide a description of the systems and measures employed by the Applicant to ensure quality of service. In particular, the correct use of the Welsh language in written correspondence, marketing material and TV trails, maintenance of technical standards in the production of audio visual material and the professional delivery and management of the events.

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**I. Sub-Contractors**

*(Note: if this Application Form is being completed by a consortium, please complete Part I for each member of the consortium).*

Provide an indication of the type of any work to be sub-contracted and the proportion of the contract (expressed as a percentage of total value) that may be sub-contracted.

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**J. References**

*(Note: if this Application Form is being completed by a consortium, please complete Part J for each member of the consortium).*

Provide contact details for three clients from whom references may be sought. The references provided must be for recent work that is similar to that to which this tender process relates.

	Reference 1	Reference 2	Reference 3
Contact Name			
Name of Organisation			
Full Postal Address			
Telephone Number			
Fax Number			

Email Address			
Contract Reference and Description			

**K. Declaration**

*(Note: if this Application Form is being completed by a consortium, please complete Part K for each member of the consortium).*

Before signing this declaration please ensure that you have answered all questions and that you have attached all supplementary documentation.

I confirm that:

- (a) I have the requisite authority to complete and return this Application Form;
- (b) all information provided in this Application Form is complete and accurate to the best of my knowledge and belief; and
- (c) S4C will promptly be informed upon the Applicant named below becoming aware that any information provided in this Application Form is incomplete or inaccurate in any respect.

I acknowledge on behalf of the Applicant named below that any false, incomplete or inaccurate information could result in this Application Form being rejected or, in the event that any such false, incomplete or inaccurate information is only discovered at a later stage, any tender being rejected or any contract awarded being rescinded.

Signed: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Duly authorised representative  
for and on behalf of: \_\_\_\_\_

Dated: \_\_\_\_\_

