

Instructions

Design and Install Interactive Digital Tourist Information Point

Project Reference: EC/Tourism/SPFTIP

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INSTRUCTIONS TO SUPPLIERS

These Instructions are provided to assist Suppliers in preparing their tender but do not form part of any ensuing contracts. Failure to comply with these Instructions may result in the rejection of the tender.

1. INTRODUCTION

Conwy County Borough Council (the 'Authority') wishes to appoint a suitable Supplier (the 'Supplier(s)') to Design and Install an interactive digital Tourist Information Point in Conwy Culture Centre.

The term of the contract period will be for 4 months.

This tender pack sets out the information which is required by the Authority in order to assess the suitability of Suppliers.

No information contained in this tender pack, or in any communication made between the Authority and any Supplier in connection with this tender pack, shall be relied upon as constituting a contract, agreement or representation that any offer shall be presented in accordance with this tender pack.

The Authority reserve the right, subject to the appropriate procurement regulations, to change without notice the basis of, or the procedures for, the competitive tendering process or to terminate the process at any time. Under no circumstances shall the Authority incur any liability in respect of this tender pack or any supporting documentation.

In assessing the answers to the tender questions, the Authority will be seeking evidence of the Suppliers suitability to provide the services as set out in the tender pack. Qualification criteria will be a combination of price and quality scoring as advised in the documentation.

2. SERVICE DETAILS AND REQUIREMENTS

Suppliers should refer to the 'Specification' document of the tender pack for full details of the requirements.

3. COST OF TENDERING

The Authority will not be responsible for or pay for expenses or losses which may be incurred by any Supplier during preparation of the tender. No payment shall be made by the Authority for abortive work during preparation of the tender, or any expenses incurred in connection herewith, if the contract does not proceed or to any Supplier who fails to submit a tender.

4. DOCUMENT OWNERSHIP

The tender documents are, and shall remain, the property of the Authority. If a tender is not to be submitted, the documents are to be returned together with a short statement of the reason(s) for declining to tender to the Authority.

5. TENDERS CONFIDENTIAL

By receiving this tender pack Suppliers agree to keep confidential the information contained in it, or made available in connection with any further enquiries, during the course of the procurement process.

Suppliers should not disclose the fact that they have been invited to tender or release details of the tender pack other than in an 'In Confidence' basis to those who have a legitimate need to know or whom they need to consult for the purpose of preparing the tender.

6. PRICES

Suppliers are required to state the price for the service in the Price Schedule in accordance with the Specification and Conditions of Contract given in these tender documents.

All monetary values shall be in Pounds Sterling and exclude VAT.

Further information can be found in the Price Schedule of the Invitation to Tender document.

7. APPRAISAL

Suppliers should refer to the 'Tender Appraisal' (page 10) of these Instructions.

8. ACCEPTANCE OF A TENDER

The Authority will make every effort to reach a decision on the award of any contract within 90 days of the closing date for submission of tenders. If the 90 day period appears likely to be exceeded, the Authority will initially seek to negotiate an extension of that period with the Suppliers. However, if exceptionally this is not possible or the delay appears to be excessive, the Authority shall re-tender the services. **Tenders MUST therefore remain open for acceptance for a minimum of 90 days from the tender return date.**

The Authority does not bind itself to accept the lowest or any tender.

No tender shall be deemed to be accepted until the Authority has notified such acceptance to the Supplier in writing.

All information supplied by the Authority in connection with this tender pack will be supplied in good faith but unless specifically warranted shall be treated as for information only and any defects, errors or omissions therein shall not vitiate the Agreement. All information shall be treated as confidential by prospective Suppliers.

The tender shall be submitted in the Form of Tender (Appendix 1 of the Invitation to Tender). The Form shall be signed by the Supplier and submitted in the manner and by the date and time stated.

All documents requiring a signature shall be signed: -

- Where the Supplier is an individual - by that individual.
- Where the Supplier is a partnership - by two duly authorised partners.
- Where the Supplier is a Company - by two Directors or by a Director and a Secretary of the Company, such persons being duly authorised for that purpose.

9. LANGUAGE

Suppliers should note that tenders and supporting information must be written in the English or Welsh language.

Any resulting contract, its formation, interpretation and performance will be subject to and in accordance with the law of England and Wales.

10. ILLICIT TENDER INFORMATION REQUESTS

Any Supplier who directly or indirectly canvasses any member or official of the Authority concerning the award of the contract, or who directly or indirectly obtains or attempts to obtain by whatever means from

any such member or official, information concerning any other tender or proposed tender will be disqualified.

11. ERRORS

Should arithmetical errors be discovered in a tender submission, the Supplier will be afforded the opportunity to amend the arithmetical errors by correcting the arithmetical errors. However, apart from these genuine arithmetical errors no other adjustment, revision or qualification will be accepted. Should any other errors be identified, the Supplier will be required to stand by their submitted tender or withdraw from the process.

12. NON-COMPLIANT TENDERS

Tenders which do not comply with these Instructions may not be considered.

13. PROCUREMENT TIMETABLE

Set out below is the proposed procurement timetable. This is intended as a guide and whilst the Authority does not intend to depart from the timetable, it reserves the right to do so at any time: -

Date	Activity
16/09/25	Notice published on the Sell2Wales website.
16/09/25	Tender packs available to interested Suppliers via Sell2Wales.
25/09/25	Deadline for Suppliers to submit queries via Sell2Wales (12 pm).
02/10/25	Authority to provide responses to queries via Sell2Wales.
07/10/25	Completed tender submission date via Sell2Wales (12 pm).
08/10/25 – 10/10/25	Provisional date for the evaluation process.
13/10/25	Provisional date to advise Suppliers of the outcome.
14/10/25	Provisional standstill period commencement.
21/10/25	Provisional standstill period ends.
22/10/25	Provisional contract award date.

14. CONTRACT COMMENCEMENT

It is anticipated that this contract will commence on 22nd October 2025

15. INSTRUCTIONS FOR COMPLETION

Suppliers should follow the instructions outlined below when completing the Invitation to Tender document.

The tender documentation contains details of the project and submissions that are sought from suitable Suppliers. The Invitation to Tender requests basic information and data which if not supplied by the return date may preclude Suppliers from being considered for the tendering process.

Suppliers should answer all questions as accurately and concisely as possible in the same order as the questions are presented. Where a question is not relevant to the Supplier's Organisation, this should be indicated with an explanation.

Failure to provide the required information, make a satisfactory response to any question or supply documentation referred to in responses within the specified timescale may mean that a Supplier is not invited to participate further. In the event that none of the responses are deemed satisfactory, the Authority reserves the right to terminate the procurement and, where appropriate, re-advertise the opportunity.

Suppliers must be explicit and comprehensive in their responses to this tender as this will be the single source of information on which responses will be scored. Suppliers are advised neither to make any assumptions about their past or current supplier relationships with the Authority nor to assume that such prior business relationships will be taken into account in the evaluation procedure unless duly expressed in the submission.

No unauthorised alteration can be made to the Invitation to Tender document without permission from the Authority.

16. COMPLETION AND SUBMISSION OF DOCUMENTS

For the preparation of your tender please find enclosed: -

- Specification document.
- Instruction document (this document).
- Invitation to Tender document.
- The General Terms and Conditions of for the Supply and Installation of Goods
- GDPR Processing of Personal Information Schedule A.

In order for your tender to be considered, please can you ensure that: -

- You fully complete and submit the Tender document by the submission date.
- You complete and sign the Form of Tender (Appendix 1).
- You complete and sign the Declaration (Appendix 2).
- You complete and sign the Anti-Collusion Certificate (Appendix 3).
- You provide any requested supporting documentation.

The Authority will accept electronic tender submissions only via the Postbox facility on www.sell2wales.gov.wales. A user guide for the Postbox facility is available at: https://www.sell2wales.gov.wales/sitehelp/help_guides.aspx

The completed tender submission, together with any requested supporting information, must be uploaded and submitted electronically through the Sell2Wales website and must be received by and no later than **the date and time stated in section 13 Procurement Timetable above**.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

Failure to submit the tender submission as required may result in the relevant Supplier being excluded from any further participation in this procurement process.

Any tender submitted and / or received after the date and time specified above may not be considered and the Supplier will be advised of this.

17. AUTHORITY CONTACT POINT

For any queries relating to the procurement process or tender documents, please use the Q & A facility on the Contract Notice via the Sell2Wales website as described in Section 19 below.

18. SUPPLIER CONTACT POINT

Suppliers are asked to include a single point of contact in their Organisation for their response to the tender. The Authority will not be responsible for contacting the Supplier through any route other than the nominated contact. The Supplier must notify the Authority of any changes relating to the contact promptly.

19. QUERIES

The tender pack is being provided on the same basis to all Suppliers who have registered their interest for this opportunity.

All queries should be directed through the Q & A section of the Contract Notice on the Sell2Wales website (www.sell2wales.gov.wales). No telephone, e-mail or in person queries will be accepted. No approach of any kind in connection with this tender pack or the procurement process generally should be made to any other person within, or associated with, the Authority.

If it is considered any question or request for clarification to be of material significance, both the question and the response will be published through the Q & A or Additional Information section of the Contract Notice on the Sell2Wales website anonymously to all Suppliers who have registered their interest in the opportunity through the website.

All queries arising from these documents which may have a bearing on the offer should be received via the website as soon as possible but **no later than 12 noon on the day specified in Section 13 Procurement Timetable.**

Please be advised that any and all changes relating to this tender pack will be communicated through the Q & A or Additional Documents sections of the Contract Notice on the Sell2Wales website.

Subject to the provisions of the previous paragraph and to any legal requirements imposed upon the Authority (such as those relating to FOIA), all responses received and any communication from Suppliers will, to the extent possible, be treated in confidence.

20. ADDITIONAL INFORMATION

The Authority expressly reserves the right to require a Supplier to provide additional information supplementing or clarifying any of the information provided in response to the requests set out in this tender pack.

21. CONSORTIA AND SUB-CONTRACTING

Where a consortium or sub-contracting approach is proposed, all information requested should be given in respect of the proposed prime contractor or consortium leader. Relevant information should also be provided in respect of consortium members or sub-contractors who will play a significant role in the delivery of services or products under any ensuing contract. Responses must enable the Authority to assess the overall service proposed.

The Authority recognises that arrangements in relation to consortia and sub-contracting may be subject to future change. Suppliers should therefore respond in the light of such arrangements as are currently envisaged. Suppliers are reminded that any future change in relation to consortia and sub-contracting must be notified to the Authority so that it can make a further assessment by applying the selection criteria to the new information provided.

Details should also be provided in relation to the proportion of any contract awarded that the Supplier proposes to sub-contract.

22. DATA PROTECTION

The information obtained from Suppliers within these tender documents / the tender process, such as name, job title, contact details, details of any consortium partners and subcontractors, CV's, TUPE, etc, is for the purposes of: -

- Tender evaluation activities.
- Business related communication and correspondence.
- Clarification requests and queries.
- Financial and business checks.
- Financial activities.
- TUPE.
- Reporting.
- The award of the contract and formation of the contract documents, where applicable.
- Ensuing contractual and monitoring arrangements.
- Maintaining a contract list and up-to-date list of the Supplier key personnel, where applicable.
- Declaration of interest activities.
- Freedom of Information responses.

This information will be retained and securely stored electronically by the Authority in accordance with the applicable retention periods for tender and contracting processes. The retention period shall be 7 years from completion of the contract unless otherwise stated in line with the Authority's retention policy.

No unauthorised parties will have access to your personal data unless the law allows them to do so. Your information will be shared on a need to know basis with the following recipients: -

- Within Authority departments with authorised officers and their nominated representatives.
- Other agencies such as other local authorities, BCUHB or appointed consultants, where applicable.
- E-procurement portal, such as Sell2Wales, for the successful completion of procurement activities, where applicable.
- Internal computer management systems such as Purchase to Pay (P2P), Paris, contracts list, etc.

The Authority's full Privacy Notice can be found here: <http://www.conwy.gov.uk/en/Council/Access-to-Information/Privacy-Notices/How-Conwy-County-Borough-Council-uses-your-Information.aspx>

23. FREEDOM OF INFORMATION

In accordance with the obligations and duties placed upon public Authorities by the Freedom of Information Act 2000 (the 'FoIA'), all information submitted to the Authority may be disclosed in response to a request made pursuant to the FoIA.

In respect of any information submitted by a Supplier that it considers to be commercially sensitive the Supplier should: -

- Clearly identify such information as commercially sensitive.
- Explain the potential implications of disclosure of such information.
- Provide an estimate of the period of time during which the Supplier believes that such information will remain commercially sensitive.

Please submit responses to the above as an Appendix with the completed tender submission.

Where a Supplier identifies information as commercially sensitive, the Authority will endeavour to maintain confidentiality. Suppliers should note, however, that even where information is identified as commercially sensitive, the Authority might be required to disclose such information in accordance with the FoIA. Accordingly, the Authority cannot guarantee that any information marked 'commercially sensitive' will not be disclosed.

24. SUPPLIER SELECTION

The Authority may disqualify any Supplier who fails to:

- Comply with the requirements of this tender pack and / or fails to certify on the Declaration that it has fulfilled these requirements.
- Provide a satisfactory response to any questions in the tender pack or inadequately or incorrectly completes any question.

The Suppliers who are not disqualified in accordance with the above grounds shall be evaluated on the qualification criteria.

The Authority may seek independent financial and market advice to validate information declared or to assist in the evaluation.

Where a Supplier has a valid reason for being unable to provide the information requested in relation to economic, financial and insurance matters, other information considered appropriate by the Authority will be accepted.

TENDER APPRAISAL

Tenders shall be appraised on 80% Quality / 20% Price basis.

The Authority is not bound to accept the lowest priced or any tender.

25. QUALITY EVALUATION – Overall 80%

The quality assessment will be based on the following table with the associated weighting provided and the Supplier shall include within their tender submission all necessary information in order to allow the quality assessment to be completed.

The information supplied will be checked for compliance before responses are evaluated.

The evaluation will be undertaken by an Evaluation Panel who will follow a systematic and comprehensive process as detailed below. This comprises scoring the submitted information against the required standard. The scoring system will give a score for your ability to meet each criterion.

Each criterion will be weighted as shown below:

Evaluation Criteria	Weighting
Section 1 – Basic Information About Your Organisation.	For information purposes.
Section 2 – Sub-contracting and Consortia.	For information purposes.
Section 3 – Financial Information.	Will be risk assessed.
Section 4 – Insurance.	Will be risk assessed.
Section 5 – Capacity and Commercial Aspects.	Will be risk assessed.
Section 6 – Previous Experience and Specialist Skills. 6.1 – not scored 6.2 - scored	20%
Section 7 – Project Specific Information: 7.1) Describe your proposed design for the tourist information point, focusing on aesthetics, user accessibility (including DDA compliance), durability in high-traffic environments, and ease of content updates (both digital and printed). 7.2) Outline your proposed approach to project management, including key milestones, installation timelines, health and safety considerations, and coordination with other contractors or site managers. 7.3) What security measures will you implement to protect the digital screen and leaflet racking from theft, vandalism, and unauthorised access or tampering? Please include both physical and software security considerations in your response. 7.4) How does your proposal address sustainability in the design, materials, energy consumption, and long-term operation of the tourist information point? Include any environmentally friendly practices, recyclable materials, or energy-efficient technologies used. 7.5) Detail the technical specifications of the digital screen and the materials to be used in the leaflet racking. Include information on power	20% 10% 10% 10% 10%

requirements, connectivity, software/hardware warranties, and any ongoing maintenance or support services offered.	
Section 8 – References	For information purposes.
Section 9 – Price Schedule: Core requirements.	20% price score.
Section 10 – Other Information Required.	Will be risk assessed.

The information given in Sections 3, 4, 5, 6 and 10 will be risk assessed in order to sustain the current climate and must be successful for the Evaluation Panel to be able to evaluate the rest of the submission. The Authority will take in to consideration the age of the company and any other relevant criteria, avoiding discrimination.

The evaluation panel will assess quality scores and award marks based on the tender score criteria shown in the table below. Suppliers scoring full marks will be awarded the full weight of that criterion:

Marks	Risk Assessment Criteria
Pass	Information provided as required and sufficient to indicate that there would be no risk or an acceptable level of risk if the Authority were to award a contract.
Fail	Information not provided or demonstrates that the level of risk associated with awarding a contract is unacceptably high. Organisations will be eliminated if any of the elements detailed in the Invitation to Tender achieve a Fail score.

Score	Classification
5	Exemplar response with a high level of substantiating information and detail provided. The information provided is relevant and exceeds the standards as specified.
4	High standard response with a good level of substantiating information provided. The information is sufficient to indicate that the Supplier is capable of achieving the required standard of service / goods delivery. Meets the standard as specified.
3	Good standard of response with majority of requirements met but with some minor reservations. The information demonstrates the Supplier has ability / expertise / resources / structures to deliver the service / goods required but some information has little relevance to the specific project requirements.
2	Acceptable basic response with reservations. The information provided indicates the Supplier has some relevant ability / expertise / resources / structures to deliver the service / goods required but some information is irrelevant.
1	Unsatisfactory response. The information provided does not fulfil the requirement and does not meet minimum requirements in any way.
0	An unanswered response.

26. PRICE EVALUATION – Overall 20%.

All prices, rates, etc. quoted are to be exclusive of Value Added Tax.

The price element of the tender shall be assessed based upon the rates submitted in the Price Schedule and Form of Tender (**Appendix 1**).

The scoring of the price element equates to 20% of the total mark. The percentage which will be scored by each Supplier is based on the submission of the lowest priced bid. The lowest bid will score maximum 20%.

All other tenders will be awarded a percentage based on a proportion of this score i.e. lowest price / price of submission x 20%.

27. AWARDING THE CONTRACT

The successful tenderer will be the one with the highest percentage when price and quality are added together.

When the Authority is intending to award the contract, all Suppliers will receive details of the award, the scores they obtained, the name(s) of the successful Supplier(s) and the total score of the Supplier(s) intended to be awarded the contract.

Following these published outcomes, Suppliers are advised that there will be a standstill period of seven calendar days between publishing the outcomes and signing a contract.

A Contract Details Notice will be issued on the Sell2Wales (www.sell2wales.gov.wales) website within 30 days of the contract signing.

For this information to be issued electronically without delay, it is essential that tender submissions contain the Unique Supplier Identifier, the name and email address of the person within the Organisation to receive the details of the assessment summary