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**KINGSTON UPON HULL CITY COUNCIL**

**Request for Quotations**

**for Iconically Hull Photography**

**Quotation Return Date and Time (DEADLINE):**

**18 July, 12:00 Noon**

**RFQ SUBMITTED BY:**

(Please enter name of organisation):

|  |
| --- |
|  |

**REQUEST FOR QUOTATION**

1. **GENERAL INSTRUCTIONS**

You are invited to submit a quotation for a **Photography services for the Visit Hull, Culture Hull and Hull Events teams to support promotion and recording of the city and its cultural activities.**

It is essential to comply with the following instructions in the preparation and submission of your quotation. Kingston upon Hull City Council (The Council) reserves the right to reject a quotation that does not fully comply with these instructions.

Your quotation must be completed in English and be submitted no later than **18 July , 12:00 Noon.** All completed quotations must be emailed directly to Dan.Wheeler@VHEY.co.uk.

Any quotation submitted will be deemed to remain open for acceptance or non-acceptance for not less than 90 days from the closing date stipulated above. The Council may accept the quotation at any time within this prescribed period. The Council shall, however, not be bound to accept the lowest or any quotation.

At any time after the issue of the Request for Quotation documentation and before the closing date for the submission of Quotation, the Council reserves the right to issue Quotation amendments, detailing any changes to the Request for Quotation documentation or quotation process. Suppliers must take these amendments into account in their preparation of their Quotation submission.

The standard terms and conditions of the Council together with Special Conditions (if any) will apply to all orders placed as a consequence of this process. The Terms and Conditions are attached in Appendix 1 of this document.

Suppliers shall treat the Quotation Documentation as private and confidential. Suppliers shall not disclose either:-

* The fact that they have been invited to quote or release details of the Contract; or
* Details of their Quotation submission in whole or in part prior to the award of the Contract by the Council or on receipt of notification that the Quotation submission has not been accepted as the case may be, other than on 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 Quotation submission.

If you need any clarification regarding this process or any of the information contained in this document, dan.wheeler@vhey.co.uk

## Quotations **must** be made via email to Dan.Wheeler@vhey.co.uk. The Council cautions that no quotation submission will be available for consideration unless it is received no later than **the Deadline clearly marked on the front page of the Quotation Documentation.**

## **Late quotation submissions, for whatever reason, will not be accepted. Please allow yourself adequate time to submit your documents.**

## All Quotation submission document titles should be sequentially numbered to ensure that they appear in the required order.

## While Quotation Submissions will be treated in the strictest confidence the Supplier should be aware that they may be made available to Trading Standards Departments, the Office of Fair Trading and other appropriate regulators (as the case may be) or disclosed to third parties in accordance with the Freedom of Information Act 2002.

**2. SPECIFICATION**

**Summary:**

**Visit Hull, Culture Hull and Hull Events**

Visit Hull, Culture Hull and Hull Events all form part of the Culture Place and City Centre (CPCC) team within Hull City Council. We have a responsibility to promote the local visitor economy, cultural activity and whats on guides in the city to both residents, regionally and nationally. We are dedicated to achieving economic growth, place development and sustainability to ensure a vibrant and thriving future for our amazing destination and communities.

**3. Brief Overview**

**Photography Brief: Call for Creative Proposals – Iconic Hull Images**

We are commissioning a skilled and visionary photographer to create a set of **12 iconic editorial-style images** that celebrate Hull’s creative talent and unique sense of place. These images should be visually striking, editorial in tone, and capable of standing as powerful signature visuals that reflect the contemporary spirit of the city.

This series will bring together Hull’s **local models, make-up artists, designers, and locations**, showcasing their creativity and diversity through strong visual storytelling. We’re looking for images that are bold, stylish, and highly shareable – the kind of work that could feature in national campaigns or high-end editorial spreads.

**Scope of Work**

* **Produce 12 final, high-resolution images** for use across digital and print formats
* Source and manage a team of collaborators including models and stylists (with support as needed)
* Scout and secure location permissions for relevant Hull-based settings
* Obtain all model, stylist, and location release forms and permissions
* Provide imagery with **worldwide, rights-free usage** across all media
* Ensure diversity and inclusivity is represented across subjects and styles

**What We’re Looking For**

We want each image to stand alone as iconic – full of personality, creative vision, and a strong sense of place. The visuals should push beyond documentary into something aspirational, high-concept, or artistically bold.

Locations might include:

* Hull’s historic landmarks (e.g. Old Town, Humber Street, The Deep)
* Unexpected urban backdrops (e.g. car parks, rooftops, warehouses)
* Natural landscapes (e.g. parks, riverbanks)
* Interiors with character (e.g. community spaces, vintage shops, galleries)

**Response Requirements**

To help us select the right photographer for this creative commission, please include the following in your response:

1. **Portfolio / Showreel**
	* A selection of previous work that demonstrates your ability to deliver high-quality, editorial-style photography.
	* If possible, include examples that show creative use of styling, location, and storytelling.
2. **Initial Creative Response / Concept**
	* A short overview outlining how you would approach this commission creatively. This might include your visual influences, how you would capture the essence of Hull, and what editorial tone or themes you might explore (e.g. fashion, youth culture, heritage, future-forward identity).
3. **Moodboard / Visual Reference (optional but encouraged)**
	* Any sample images, sketches, or moodboard material that helps communicate your visual direction.
4. **Proposed Shoot Plan**
	* Outline your suggested timeline, process for scouting locations and sourcing talent, and how many shoot days you envisage.
5. **Fee Proposal**
	* An indicative budget including your fee, production costs (e.g. talent, styling, locations), and any post-production. We welcome creative proposals within a defined total budget – we value both efficiency and ambition.
6. **Team and Collaborators**
	* If you regularly work with a creative team (stylists, MUAs, assistants), please let us know who you might bring into the project.
7. **Licensing and Usage Agreement Acknowledgement**
	* Confirmation that all final imagery will be delivered with full global usage rights and that you will manage all release forms.

**Selection Criteria**

We will assess proposals based on:

* Creative vision and relevance to the brief
* Technical ability and past experience
* Understanding of Hull’s cultural identity
* Feasibility and professionalism of the proposed approach
* Value for money and production capability

**Creative Principles & Vision**

**See Things Differently**

Capturing alternative angles of well-known Hull and attractions and assets is a firm delivery pillar of the brief. This will then create natural and real-life experiences to grab the attention of potential visitors.

**Diverse and Welcoming**

People need to be the focal point of all images produced, creating a warm welcoming environment. We are keen to showcase every aspect of the region, with a variety of models including those with accessibility requirements to align with our business support offering aiming to equip businesses with the skills, knowledge, and confidence to ensure everyone is welcomed to the county.

**Shot Wide**

It is vastly important to ensure we have the right imagery to use in certain aspects of our marketing activity e.g., website header image, social stories, square web banner etc. Shooting wide allows for the opportunity to crop and resize the image to suit certain requirements. The deliverables need to be at least 12mp and 300dpi.

**Natural**

To create the sense of real-life experiences, the shots produced must be natural and not staged. Images should not be heavily saturated or over-edited. Models will be briefed on natural reactions and to avoid traditional stock image style, e.g., pointing, holding hands.

#### Mandatories

* **Branding** – any visible branding on clothing e.g., trainers, bags, jackets. Or when shooting in public places should be relevant to Hull. This may be renowned Hull designers, tailors, or independent shops. Highstreet brands should not feature.
* **No single use takeaway plastic.**

#### Casting / Wardrobe

* **Diversity –** in models is required. Ideally different models for different locations to add variety but if this is not possible within budget limitations / logistics please advise.
* **Hull City Council** to sign-off on the model selection where requested.

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**3. EVALUATION CRITERIA**

The Council will select the most economically advantageous quotation using the following price : quality ratio:-

40% Price:60% Quality

Your responses to the Quality questions will be assessed based on the score mechanism shown below:-

| **QUALITY ASSESSMENT SCALE** |
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| Tenderers should be aware that when scoring evaluators will be considering the following:* How well does the Tenderer’s response meets the Authority’s requirements
* How well does the Tenderer’s response demonstrate a satisfactory understanding of requirements
* Is the Tenderer’s response supported by a good standard of evidence
 |
| ***Assessor Score*** |  | ***Rating*** |
| 5 | Significant assurance supported by a robust, comprehensive Tender without any errors / omissions | excellent |
| 4 | Demonstrates overall ability to deliver the requirements with no cause for concern | good |
| 3 | Demonstrates ability to deliver in most aspects but doesn't quite meet the criteria for a 'good' score. | satisfactory |
| 2 | Demonstrates ability to deliver but has a number of omissions which preclude a higher score | fair |
| 1 | Fails to demonstrate overall ability to deliver the Services to an adequate level | poor |
| 0 | Significant shortcomings which raise major concerns for the Council | very poor |

**DOCUMENTS TO BE COMPLETED BY THE SUPPLIER**

**4.1 PRICE SCHEDULE**

Suppliers are required to fully provide a quote which includes a response to the below element and Pricing Schedule.

|  |  |
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| **Element** | **Price** |
| Provide a breakdown of number of days photography /editing / upload required/available within the budget and any restrictions on this time. Include any additional costs for model usage, travel, and any miscellaneous costs. Additional days cost can also be included.  | 40% |

**4.2 QUALITY ASSESSMENT**

Provide a sample portfolio that will allow the City Council to assess the quality score, which will consider the following principal factors:-

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| Evaluation Criteria | Weighting (%) |
| **Quality (Technical Specification)** |  |
| 1. Demonstrate the ability to create images that meet the brief outlined above.
2. Examples used to demonstrate creative approach to brief
3. Demonstrate understanding and agreement of the usage rights required.
4. Confirm ability to meet required deadline (mention of capacity and availability)
 | 20%20%5%5% |

**SECTION 5 - Organisation and Contact Details**

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| Full name of organisation tendering (or of organisation acting as lead contact where a consortium bid is being submitted) |  |
| **ORGANISATION DETAILS** |
| Registered office address | Company or charity registration number |  |
|  | VAT registration number |  |
|  | Name of immediate parent company |  |
|  | Name of ultimate parent company |  |
|  | Date of incorporation |  |
| Type of organisation | i) a public limited company |  |
|  | ii) a limited company |  |
|  | iii) a limited liability partnership |  |
|  | iv) other partnership |  |
|  | v) sole trader |  |
|  | vi) Co Ltd by Guarantee |  |
|  | vii) CIC |  |
|  | viii) other (please specify) |  |

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| **CONTACT DETAILS** |
| Contact details for enquiries about this RFQ |
| Name |  |
| Address |  |
| Post Code |  |
| Country |  |
| Phone |  |
| Mobile |  |
| Email |  |
| Consortia and Sub-Contracting | a) This organisation is bidding to provide the services required  |  |
| (please tick one box as applicable) | b) This organisation is bidding in the role of Prime Contractor and intends to use third parties to provide some services |  |
|  | c) The Potential Provider is a consortium |  |
| If your answer is (b) or (c) please indicate in a separate annex (headed by the relevant company/organisation name) the composition of the supply chain, indicating which member of the supply chain (which may include the Potential Provider solely or together with other providers) will be responsible for the elements of the requirement. |

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| **QUESTIONS 1.1 and 1.2 FOR COMPLETION BY NON-UK BUSINESSES ONLY** |
| 1.1 | Registration with professional bodyIs your business registered with the appropriate trade or professional register(s) in the EU member state where it is established (as set out in **Annexes XI A-C of Directive 2014/24/EU**) under the conditions laid down by that member state. If yes, please provide details of the member state and professional body. |  |
| 1.2 | Is it a legal requirement in the State where you are established for you to be licensed or a member of a relevant organisation in order to provide the requirement of this procurement? If yes, please provide details of what is required and confirm that you have complied with this. |  |

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| **BUSINESS ACTIVITIES/CAPACITY** |
| 1.3 | Please provide a brief description of the Potential Provider’s business structure and main business activities.(Potential Provider’s may also append a “family tree” to illustrate the structure) |  |

**SECTION 6 – SUITABILITY ASSESSMENT QUESTIONS**

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| **6.1** | **FINANCIAL INFORMATION** |
| Please provide **one** of the following set out below to evidence your annual turnover is at least twice the anticipated contract value or if contract has been divided into lots, the total anticipated value of all the lots that you elect to bid for.If you are not able to show that your annual turnover meets the minimum amount, your submission will be rejected as being non-compliant.**(please indicate which one by ticking the relevant box)** |
|  | A copy of your audited accounts for the most recent two years  |  |
|  | A statement of your turnover, profit & loss account and cash flow for the most recent year of trading |  |
|  | A statement of your cash flow forecast for the current year and a bank letter outlining the current cash and credit position |  |
|  | Alternative means of demonstrating financial status if trading for less than a year |  |

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| **6.2** | **INSURANCE****Please confirm by ticking the box that you have the following insurance cover in place and provide a copy of the relevant certificate with your submission:** |  |
| a | Employer’s liability insurance of at least [£# million].  |  |
| b | Professional indemnity insurance of at least [£# million].  |  |
| c | Public liability insurance of at least [£# million].  |  |
| d | Product indemnity insurance of at least [£# million].  |  |
| e | If your current levels of cover are less than those requested, you will be required to increase your cover at no cost to the Council. Please confirm that if you are successful you will increase your cover before entering in to a contract with the Council? |  |
| f | Are there any outstanding claims against you with a value of £50,000 or more? |  |
|  | If yes, please provide details |  |

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| **6.3 In the last 5 years has your organisation or any directors or partner or any other person who has powers of representation, decision or control been convicted of any of the following offences?****Please enter Yes or No in the relevant box. Failure to respond will be treated as non-compliant – your tender will be rejected.** |  |
| (a) conspiracy within the meaning of Section 1 or 1A of the Criminal Law Act 1977 or article 9 or 9A of the Criminal Attempts and Conspiracy (Northern Ireland) Order 1983 where conspiracy relates to participation in a criminal organisation as defined in Article 2 of Authority Framework Decision 2008/841/JHA on the fight against organised crime; |  |
| (b) corruption within the meaning of section 1(2) of the Public Bodies Corrupt Practices Act 1889 or section 1 of the Prevention of Corruption Act 1906 where the offences relate to active corruption; |  |
| (c) the offence of bribery where the offence relates to active corruption; |  |
| (ca) bribery within the meaning of section 1, 2 or 6 of the Bribery Act 2010, or section 113 of the Representation of the People Act 1983; |  |
| (d) fraud, where the offence relates to fraud affecting the financial interests of the European Union as defined by Article 1 of the Convention on the protection of the financial interests of the European Union, within the meaning of; |  |
|  (i) the offence of cheating the Revenue; |  |
|  (ii) the offence of conspiracy to defraud; |  |
|  (iii) fraud or theft within the meaning of the Theft Act 1968 and the Theft Act 1978; |  |
|  (iv) fraudulent trading within the meaning of section 458 of the Companies Act 1985 or section 993 of the Companies Act 2006; |  |
|  (v) fraudulent evasion within the meaning of section 170 of the Customs and Excise Management Act 1979 or section 72 the Value Added Tax Act 1994; |  |
|  (vi) an offence in connection with taxation in the European Union within the meaning of section 71 of the Criminal Justice Act 1993; or |  |
|  (vii) destroying, defacing or concealing of documents or procuring the execution of a valuable security within the meaning of section 20 of the Theft Act 1968; |  |
|  (viii) fraud within the meaning of section 2, 3 or 4 of the Fraud Act 2006; or |  |
|  (ix) making, adapting, supplying or offering to supply articles for use in frauds within the meaning of section 7 of the Fraud Act 2006; |  |
| (e) money laundering within the meaning of the section 340(11) of the Proceeds of Crime Act 2002; |  |
| (f) an offence in connection with the proceeds of criminal conduct within the meaning of section 93(a), 93(b) or 93(c) of the Criminal Justice Act 1988; |  |
| (g) an offence in connection with the proceeds of drug trafficking within the meaning of section 49, 50 or 51 of the Drug Trafficking Act 1994; or |  |
| (h) any offence listed in section 41 of the Counter Terrorism Act 2008; or Schedule 2 of the Counter Terrorism Act 2008 where the court has determined that there is a terrorist connection; |  |
| (i) any offence under sections 44 to 46 of the Serious Crime Act 2007 which relates to an offence covered by subparagraph (h); |  |
| (j) an offence under section 4 of the Asylum and Immigration (Treatment of Claimants, etc.) Act 2004;  |  |
| (k) an offence under section 59A of the Sexual Offences Act 2003; |  |
| (l) an offence under section 71 of the Coroners and Justice Act 2009; |  |
| (m) an offence in connection with the proceeds of drug trafficking within the meaning of section 49, 50 or 51 of the Drug Trafficking Act 1994; or |  |
| (n) any other offence within the meaning of Article 57(1) of Directive 2014/24/EU as defined by the law of any jurisdiction outside of England and Wales and Northern Ireland, or created after the day on which the Regulations were made, in the law of England and Wales or Northern Ireland.  |  |
| **6.4 Is any of the following true of your organisation within the last 3 years?****Please enter Yes or No in the relevant box. Failure to respond will be treated as non-compliant – your tender will be rejected.** |  |
| (a) being an individualis a person in respect of whom a debt relief order has been made or is bankrupt or has had a receiving order or administration order or bankruptcy restrictions order or a debt relief restrictions order made against him or has made any composition or arrangement with or for the benefit of his creditors or has made any conveyance or assignment for the benefit of his creditors or appears unable to pay, or to have no reasonable prospect of being able to pay, a debt within the meaning of [section 268](http://www.lexisnexis.com:80/uk/legal/search/runRemoteLink.do?langcountry=GB&linkInfo=F%23GB%23UK_ACTS%23section%25268%25sect%25268%25num%251986_45a%25&risb=21_T12077301839&bct=A&service=citation&A=0.7339845275647608) of the Insolvency Act 1986, or article 242 of the Insolvency (Northern Ireland) Order 1989, or in Scotland has granted a trust deed for creditors or become otherwise apparently insolvent, or is the subject of a petition presented for sequestration of his estate, or is the subject of any similar procedure under the law of any other state; |  |
| (b) being a partnership constituted under Scots law,has granted a trust deed or become otherwise apparently insolvent, or is the subject of a petition presented for sequestration of its estate; or |  |
| (c) being a company or any other entity within the meaning of section 255 of the Enterprise Act 2002has passed a resolution or is the subject of an order by the court for the company’s winding up otherwise than for the purpose of bona fide reconstruction or amalgamation, or had a receiver, manager or administrator on behalf of a creditor appointed in respect of the company’s business or any part thereof or is the subject of the above procedures or is the subject of any similar procedures under the law of any other state? |  |
| **6.5 Has your organisation:****Please enter Yes or No in the relevant box. Failure to respond will be treated as non-compliant – your tender will be rejected.** |  |
| (a) been convicted of a criminal offence relating to the conduct of your business or profession; |  |
| (b) committed an act of grave misconduct in the course of your business or profession; |  |
| (c) failed to fulfil obligations relating to the payment of social security contributions under the law of any part of the United Kingdom or of the relevant State in which you are established; |  |
| (d) failed to fulfil obligations relating to the payments of taxes under the law of any part of the United Kingdom or of the relevant State in which you are established; or |  |
| (e) been guilty of serious misrepresentations in providing any information required of you under Regulation 59 of the Regulations. |  |

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| **6.6 BLACKLISTING****Please enter Yes or No in the relevant box. Failure to respond will be treated as non-compliant – your tender will be rejected.** |  |
| Has your company ever compiled, used, sold or supplied a prohibited list as defined by Regulation 3 of the Employment Relations Act 1999 (Blacklists) Regulations 2010? |  |
| Has your company been found to have been in breach, by a competent authority, of Regulation 3 of the Employment Relations Act 1999 (Blacklists) Regulations 2010? |  |

**Section 7 FREEDOM OF INFORMATION SCHEDULE**

**Commercially sensitive information**

I declare that I wish the following information to be designated as commercially sensitive [and to be appended to the Contract at Schedule [NUMBER]].

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The reason(s) it is considered that this information should be exempt under the Freedom of Information Act 2000 is:

|  |
| --- |
|      |

The period of time for which it is considered this information should be exempt is [until award of Contract **OR** during the period of the contract **OR** for a period of [NUMBER] years until [MONTH], [YEAR]].

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| --- | --- |
| SIGNATURE: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| NAME (PRINT): | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| POSITION: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| COMPANY: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| DATE: | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

**DISCLOSURE OF INFORMATION UNDER THE FREEDOM OF INFORMATION ACT 2000**

## The Freedom of Information Act 2000 (FOIA) gives a right of access by any person (including companies) to information held by the Council, which could include information relating to or submitted as part of a quotation process. Certain information may be exempt on the grounds of confidentiality or commercial sensitivity.

## The Council encourages all Suppliers to visit the Information Commissioners website at [www.informationcommissioner.gov.uk](http://www.informationcommissioner.gov.uk) for further information on the FOIA and its effect on public authorities and service providers in relation to the disclosure of information in respect of public sector tendering and contracts and specifically to access Awareness Guidance Document No. 2 (Confidential Information) and Awareness Guidance Document No. 5 (Commercial Interests) on the application of the exemptions from disclosure under the FOIA.

## Suppliers should indicate, by way of completing the Freedom of Information Schedule, below, with supporting reasons, the parts of their Quotation Submission which the Supplier considers is commercially sensitive and/or confidential should a Freedom of Information (FOI) request be received by the Council. Suppliers are required to complete all sections of the Freedom of Information Schedule and return it as part of their Quotation Submission.

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1.4 The Council, in order to preserve the integrity of the quotation process and to respect the commercial and competitive positions of Suppliers, will endeavour to treat details of Quotation Submissions marked as confidential and commercially sensitive at least until the contract has been awarded to the successful service provider / supplier. In the event that the Council receives an FOI request and considers the information is not covered by an exemption, or there is a greater public interest in disclosure then the Council must disclose the information in order to comply with the requirements of the Freedom of Information Act 2000.

Section 8 DECLARATION OF NON-COLLUSION

In recognition of the principle that the essence of the quotation process is that the Council shall receive bona fide competitive Quotations from all those taking part

I/WE CERTIFY THAT:

1. The Quotation submitted herewith is a bona fide Quotation, intended to be competitive.
2. I/We have not fixed or adjusted the amount of the Quotation under or in accordance with any agreement or arrangement with any other person.
3. I/We have not done, and undertake that we will not do any of the following acts:
4. communicating with a person other than the person calling for this Quotation the amount or approximate amount of the proposed Quotation (except where the disclosure, in confidence, of the approximate amount of the Quotation was essential to obtain insurance premium quotations required for the preparation of the Quotation);
5. entering into any agreement with any other person that he/she shall refrain from quoting or as to the amount of any Quotation to be submitted; and
6. offering, paying, giving or agreeing to give any sum of money or valuable consideration directly or indirectly to any person for doing, having done, causing or having caused to be done in relation to any other Quotation or proposed Quotation any act of the sort described above.

|  |  |  |  |
| --- | --- | --- | --- |
| Signed | …………………………………… | Date | …………..……… |
| Name (Block Capitals)  | …………………………………… | Designation | ………..…………... |
| For and on behalf of  | ……………………………………………………………………………… |
| Registered Office Address | ……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………… |
| Contact details: | Tel: | …………………….. | Fax: | ……………………… |

In this declaration:

1. ‘person’ indicates any person, body, or association corporate or incorporate.
2. ‘any agreement or arrangements’ includes any transaction of the sort described above, formal or informal and whether legally binding or not.