

UK PAVILION MILAN EXPO 2015



EXPRESSION OF INTEREST



UK Trade
& Investment



MALCOLM
READING
CONSULTANTS

RIBA 

Chartered Practice

association for
project management

apm



ICOMOS

AIO ASSOCIATION OF
ARCHITECTURE
ORGANIZATIONS



077

Malcolm Reading Consultants Limited

T +44 (0) 20 7831 2998

F +44 (0) 20 7404 7645

office@malcolmreading.co.uk

Fourth Floor

10 Ely Place

London EC1N 6RY

© Copyright 2014. All information held within this document is the copyright of Malcolm Reading Consultants and respective contributors.

CONTENTS

PART ONE

Foreword	5
Introduction	6
Client Organisation and Arrangements for Delivery	8
Competition Process	9
Milan Expo 2015	10
UK Strategy and Content Priorities	13
Emerging Brief	14
Background, Site and Context	16
Teams	19
Budget	21
Anticipated Programme	21

PART TWO

Submission Requirements	23
Competition Requirements	25
Pre-Qualification Questionnaire	28
Evaluation Criteria	36
Submission Form	38
Declaration Form	39



PART ONE

FOREWORD

The Milan Expo in 2015 will draw visitors from all over the world to address the key question: how can we ensure sufficient, good, healthy and sustainable food for everyone on the planet?

The British Government sees Expo 2015 as a fantastic opportunity to contribute to this international exchange of ideas, as well as sending a powerful message about Britain as an excellent place to do business, and showcasing world-class British solutions to the challenges presented by a rapidly-changing world.

Through the UK Pavilion, we will be able to reach millions of visitors and build on the perception of the UK established by the UK Pavilion at Shanghai Expo 2010 and the London 2012 Olympic Games. As one of the most entrepreneurial countries in the world, and currently benefiting from a strongly-growing economy, Britain's unique global contribution flows from our values and attributes – as an open, creative, diverse and collaborative nation.

Impressive breakthroughs are being made in the British science, technology and retail sectors, including agri-tech, plant science and animal health, human health, food safety, and food/drink products. We are leading the world in these areas.

So the challenge of commissioning a structure, which expresses the British interpretation of the Expo theme, ***Feeding the Planet: Energy for Life***, is hugely exciting.

We are seeking a dedicated, inventive team that will enable us to interpret the UK's contribution to this theme, in a way which creates the most original, inspiring and memorable visitor experience possible. The project should speak across all cultures and attract visitors and investors to the UK.

The UK Pavilion at Shanghai 2010 was an outright winner, scooping accolades and bringing its designer, Thomas Heatherwick, international acclaim. At Milan the Expo organisers ask for a twist – that the defining UK concept unites the contents and the structure.

This competition offers you the chance to turn earlier British success into an emerging tradition: to follow Shanghai with another inspirational triumph.

INTRODUCTION

The Milan Expo 2015 continues the tradition of international expositions, started by the London Expo of 1851 and famous for the sensation created by the Eiffel tower at the Paris Exhibition of 1889. Not a trade fair but rather a non-commercial - charmingly named - Universal Exposition, an Expo is held by a host nation who invites other countries to participate with the aim of exchanging ideas and sharing knowledge and experiences.

The Milan Expo will start on 1st May 2015 and end on 31st October and consist of six months of performances, encounters, conventions and other events on a huge site, 1.7 million square metres, northwest of Milan and including part of the cities of Pero and Rho, has been dedicated to Expo by Italy. More than 140 countries have agreed to participate to date, commissioning up to 60 self-built pavilions – the largest number of any Expo.

Up to 140,000 visitors a day are expected at the Expo, 20 million in total over the six months. Italy expects 30 per cent of visitors to be international and 70 per cent Italian. Opening hours are 10 am – 11 pm, seven days a week. The three official languages of the Expo are Italian, English and French.

The Milan metropolitan area (with 9.3 million inhabitants) is comparable to Paris or London. It produces 10 per cent of Italy's GNP and has a per capita income which is almost double the Italian average. It can boast 40 per cent of Italy's innovative new patents, the annual production of Boston, and sells 10 million tickets a year for cultural events. Additionally, it has 650 fashion showrooms, is Italy's leading centre for design and is the Italian capital of charity work and tertiary services.

The masterplan concept for the site was devised by five internationally-famous architects: Stefano Boeri, Richard Burdett, Jacques Herzog, Joan Busquets and William McDonough. The overall design follows an orthogonal grid in a direct reference to the urban layout of ancient Roman towns. Two axes will give the visitor a sense of direction and will separate the different participating countries.

The UK Pavilion, along with the other visiting nations, will face onto the World Avenue - one long narrative of architectural and visual experience and heritage from every part of the globe. Visitors will be able to sample the widest range of food and drink from different traditions and directly experience worldwide culture for themselves.

A series of highly theatrical installations by Dante Ferretti, winner of three Oscars, will be set up along the two axes to create a continuous urban design performance inspired by the themes of the Exposition that stimulate and engage visitors' senses.

The organisers describe Expo Park as a soft and gentle landscape where architectural structures blend with natural elements: it is encircled by the canal, one of the main physical features; this will also create certain logistical constraints for the on-going maintenance and supply of the UK site once the Expo opens.

CLIENT ORGANISATION AND ARRANGEMENTS FOR DELIVERY

The client lead is UKTI (United Kingdom Trade & Investment) a joint non-ministerial Government Department of the Department for Business, Innovation and Skills (BIS), and the Foreign & Commonwealth Office (FCO) represented by Hannah Corbett, the UK Commissioner General & Project Director and Christine Losecaat, Creative & Programme Director for the UK Pavilion Milan Expo 2015.

A project board made up of key stakeholders will oversee the arrangements for the design, delivery and operation of the UK Pavilion at Expo 2015.

It is intended that the selected design team will be 'novated' to a delivery contractor, who will take responsibility for the development of the winning concept design, fit-out and contents. A parallel procurement process to engage a Principal Contractor will be undertaken, with the aim of delivering the design concept under a single point of responsibility. Further information about the delivery mechanism will be provided in the ITT, at Stage Two.

THE COMPETITION PROCESS

To engage as widely as possible with potential design and content providers, and to encourage collaborations between creative partners, the search for a design team for the UK Pavilion at Expo 2015 is being undertaken as a two-stage process.

The procedure is being conducted to meet EU procurement guidelines, under the Restricted Procedure.

The first stage is an open call for participation – an Expression of Interest – based on financial standing and technical and professional capability. We invite as wide a response as possible, meeting the criteria identified in the PQQ section in this document.

A shortlist of five teams will be selected to move to Stage Two, the Invitation to Tender, and will be asked to produce a concept design. These teams will be provided with detailed briefing material and invited to a briefing day, in London, to receive information on the Expo and UK requirements.

Successful and unsuccessful teams will be contacted by Malcolm Reading Consultants (MRC), the competition organisers, prior to the commencement of Stage Two.

Following submission and assessment, a final interview will be held to determine a winner. As indicated in the previous section, it is anticipated that the winner of the process will be novated to a contractor to complete the design and deliver the UK Pavilion at the Milan Expo.

An honorarium of £4,000 will be awarded to each of the shortlisted teams following the selection of the winner.

Competitors should be aware that this is a tight timeframe, complex site and we will be working to a constrained budget of £6m for the delivery of the Pavilion.

Competitors should show how they deliver value for money, design quality and realistic costings and we will be especially impressed by cases which demonstrate ability to combine other disciplines successfully, and those which include potential commercial partners.

MILAN EXPO 2015

The Expo Theme and Agenda

Like all Expos, this one has a theme of universal interest: in Milan's case it is **Feeding the Planet, Energy for Life**. The theme addresses one of the key questions of our age, how do we ensure sufficient, good, healthy and sustainable food for everyone on the planet.

An estimated 900 million people suffer from malnutrition and an equal number suffer from the effects of over-eating and a poorly-disciplined diet all humans have to eat, nutrition is a global issue that involves everyone.

At Milan both food production and consumption will be explored. The ramifications for **food production** include how we nurture the planet itself and how we strike a balance in terms of conserving biodiversity, natural resources and the pleasures of the landscape. How do we promote the very best practice in farming and agriculture? What new and innovative scientific techniques and social ideas are available, or emerging? How do we reduce waste?

In the case of the latter, **food consumption**; sub-themes include the promotion of human well-being, the sharing of resources, the heritage and celebration of food and drink, including rituals and traditions within different cultures and societies, and connections with landscape.

The UK has enormous strengths in these areas – and we will want to use the Expo as a platform to demonstrate these in a highly visual and engaging manner. There is a wealth of materials for teams to explore here, including our world class research into the links between cancer and genes, stronger seed strains, animal health, food that delivers health benefits, the emergence of pop-up restaurants, new technologies which allow consumers to order food via their smartphones, and many other related innovations.

Associated themes which Milan has also adopted, and which you should be aware of, include highlighting the role of women and the importance of problem-solving through international cooperation. The UK is a global leader in international development, committed to supporting economic development and the poorest globally. 2015 will see the

community of states at the United Nations update the Millennium Development Goals, setting new targets for the future. While Milan will leave a concrete legacy in terms of the Expo Park and the Centre for Sustainable Development, the main emphasis is on the intangible legacy of educating and raising awareness in visitors so that they translate the messages of the Expo into their daily actions and choices.

With this as a goal, Milan is all about the staying power of the visitor experience and the strategy is to entertain, engage and interact with the visitor through participatory events, happenings, and workshops – **doing** rather than **seeing**. The emotional resonance of each country's treatment of the themes will be paramount in communicating to this international audience. Equally important is the ability to project this experience to our global target audience, particularly the emerging economies, using digital channels and even, perhaps, through portability of the physical structure and experience beyond the period of the Expo.

The Expo intends to make the best possible use of technology, both in the construction and content of the Pavilions themselves, but also through Cyber Expo (a virtual Expo for those not able to attend in person) and the digital thematic and personal itineraries which will allow visitors to optimise their trip to the Park and which will guide them on arrival.

At Milan, the theme is everything, everything is the theme. The organisers have specifically requested that the Pavilions' structures express the content, in our case the British take on the Expo theme. This is a clear break from past Expos where Pavilions have been designed as containers or architectural monuments. We want to meet this goal and exceed it by commissioning a Pavilion that is based in Milan but can be projected or even taken to a global audience.

SUMMARY OF WIDER EXPO THEMES: FEEDING THE PLANET, ENERGY FOR LIFE

SCIENCE & TECHNOLOGY:

Science and technology for food safety, security and quality

New Production and Trade measures to ensure food security for all (quantity and quality) and sustainable development.

Science and technology for agriculture and biodiversity

Finding a balance between agro-forestry, livestock farming, fishing, fish farming and natural resources, investigating the scientific, technological and ethical issues of sustainable development

Innovation in the agro-food supply chain

Science, technology, traditional knowledge and new consumer needs for production processes and food products of the future.

SOCIAL CULTURE:

Dietary education

Families, schools and universities, companies, associations and the scientific community working to improve communication on proper nutrition and on making conscious choices.

Food for better lifestyles

Relationship between food and health, both in terms of social systems and personal needs, aimed toward complete wellness.

Food and culture

Encounters and dialogues among the various cultural and social identities of the world regarding their food traditions

CO-OPERATION & DEVELOPMENT:

Cooperation and development on food

Development of methods and instruments for partnership cooperation, respective of the roles and characteristics of the various players and attentive to all innovation processes

The Expo Milan 2015 Theme is linked to certain United Nations Millennium Development Goals, the role of women, the Legacy 'Feeding Knowledge', and promoting greater awareness of nurturing the planet. For further information on this please see the Theme Guide, available to download from: <http://en.expo2015.org/theme/theme-guide>

UK STRATEGY AND CONTENT PRIORITIES

Our organising thought for the Pavilion and the six month events' programme is 'Grown in Britain'. This reflects our desire to showcase British ideas, creativity and flair for partnership, which combine to create world class opportunities, global innovation and growth.

Our top priority is to ensure an outstanding UK Pavilion at Milan Expo 2015. The aim is to promote global perceptions of the UK as an excellent place to visit and do business.

In particular we wish to:

Focus on Britain's unique qualities - as the most open, flexible and diverse European economy and society; creative and innovative; a global leader solving shared challenges and promoting international development.

Promote UK global leadership in the creative, life science, healthcare, agri-tech, food & drink and technology & innovation sectors to developed and emerging markets.

EMERGING BRIEF

The Pavilion will be built on a site near the intersection of the main axis, the Decumanus (see page 17), with the cross axis, the Cardo. The structure may comprise a single building or a number of smaller buildings with internal spaces for small and medium-sized events and a possible food offer (this will be defined further in the Brief). It should have several exits and entrances and be designed with a view to maximising visitor flows and preventing large queues or visitor bottlenecks. Fifty per cent of the site must be in the open air and be planned as additional exhibition space and with the provision for a possible food outlet. The detailed guidelines issued by the Expo Bureau will be included in the brief to the shortlisted teams.

The Expo organisers request 'light horizontal constructions that play on the contrast between alternating full and empty spaces' and allow glimpses of other landscapes and pavilions. The emphasis is on the Pavilion contents determining the overall design structure and together, these creating a memorable visitor experience. The Expo organisers acknowledge the approach may be provocative – bringing out the contrasts between desirable and undesirable practices.

We would encourage interested teams to view the descriptions of other countries' Pavilions on the dedicated Expo website at <http://en.expo2015.org/press-area/press-releases/> in order to get a feel for the international design responses so far: what's been done, which themes recur, what hasn't been explored. This should help you develop your thinking and identify an approach which is distinctive.

Summary of Key Objectives for UK Pavilion:

An innovative and unconventional exploration of the project is strongly encouraged.

- Exemplary, original and outstanding design
- Site design expressing content and messages – the British ‘take’ on the main Expo theme - rather than acting as a ‘container’
- Sustainability – careful use of materials, demonstrating recycling and reuse, energy efficiency, sustainability in use, and a waste-management strategy
- The design to be in harmony with nature and integrated with the landscape of the wider Expo site
- Capable of coping with projected visitor numbers without creating queues
- Innovative in build, content and visitor experience
- The site needs to be capable of hosting medium-scale events and delivery of a retail, food and/or drink offer by sponsor partners
- Low cost to staff and maintain over the course of the Expo
- Comprehensible to an international, multicultural audience
- Conceived as an installation which interacts with the public; transforming, modifiable and/or portable in some sense or portion.
- We would welcome the capacity to ‘relocate’ the Pavilion or experience to other parts of the globe as part of the UK Legacy.

BACKGROUND, SITE AND CONTEXT

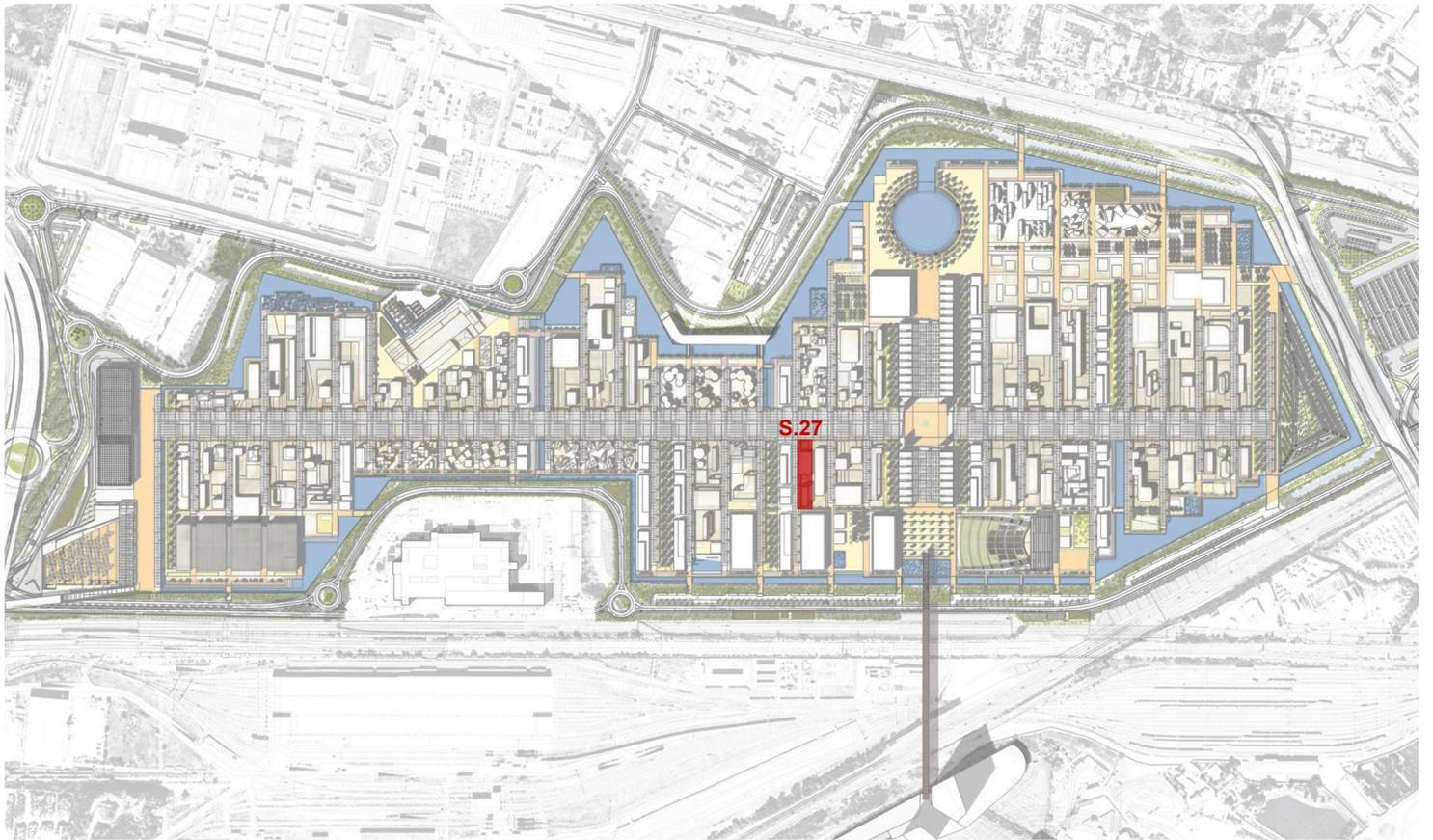
The Expo site is located in the northwest of the Milan metropolitan area along one of the city's historical axes: the route to the Simplon Pass. The promoter's aim is for the site to offer a 'concentrated experience' that is up-to-date, environmentally friendly and focused on the theme of the Expo: ***Feeding the Planet, Energy for Life.***

The site is arranged in a grid pattern along a central avenue known as the Decumanus and a cross axis known as the Cardo. The system of perpendicular axes provides each participating country with a frontage onto the main avenue, and a variable depth. The opposing axis of the Cardo hosts the Italian exhibition spaces and structures. The UK has been awarded Lot S.27 in the Expo masterplan. This is directly in front of the Future Food Pavilion which includes components such as the 'Supermarket of the Future' curated by MIT. The Lot covers 1910 square metres, with the short dimension 20 metres, and the long dimension 95.5 metres.

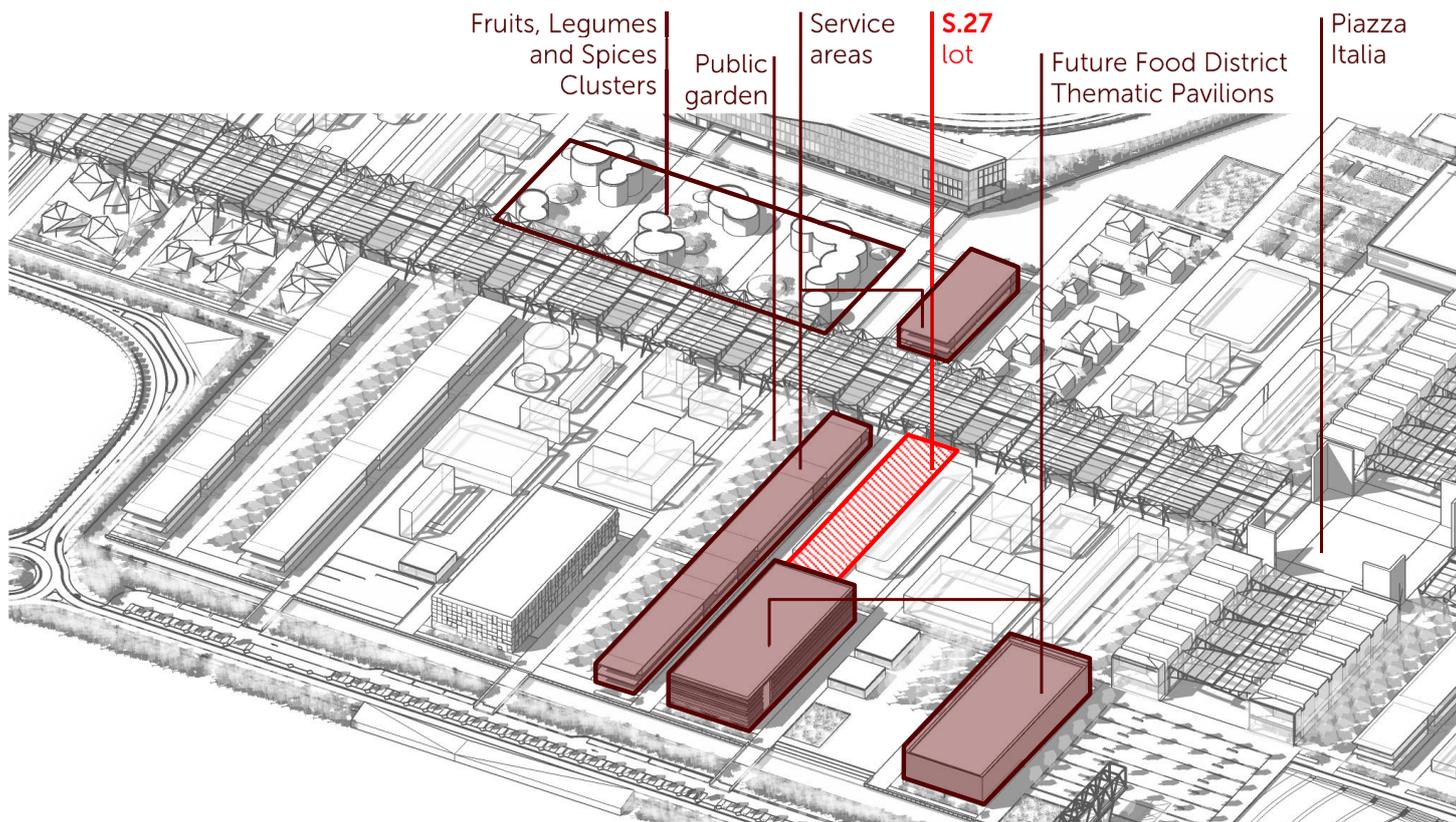
The site coverage is limited to 960.8 square metres (with the remainder as open exhibition space) and can be developed as one or more buildings and more than one level, subject to a maximum height of 12 metres (17 metres is allowed for parts or architectonic portions of the building).

The highlights of the overall site include the Expo Centre, a roofed venue for indoor events, which will be at one end of the Decumanus, while the Mediterranean Hill will be at the other. To the north of the Cardo is the amphitheatre on the Lake Arena and to the south there is the large Open Air Theatre. Regional products from all over Italy will be sampled in the Cardo, which intersects with the Decumanus at the Piazza Italia, the central square of the Expo.

Additionally, there will be a Pavilion Zero (in association with the UN) which acts as the introduction to the Expo, along with a Biodiversity Park, Future Food District, Food in Art area, and Children's' Park.



UK lot location in the Expo Site



Lot S.27 is located in the heart of the Exhibition Site

TEAMS

We are looking for multi-disciplinary creative teams with expertise in contemporary design, events and exhibitions management, sustainability, engineering, digital skills, interpretation and education. We are keen to invite commercial partners and sponsors to bid within consortia. The teams should be structured under a lead consultant, identified within the submission.

Additional skills may be proposed in your submission if you feel they are necessary.

Sub-consultant companies may enter with more than one team if they wish to do so. However, the same individual within a company should not participate in more than one entry. Please ensure companies who intend to sub-consult on a number of teams should propose the inclusion of different individuals from their organisation for each separate team. This is to prevent a conflict of interest at the shortlisting stage in the event of a sub-consultant being shortlisted with more than one team.

An organisation may only be a lead consultant on one team.

We are seeking a team:

- appropriate in size and skills for the project
- strong in original, contemporary and content-inspired design
- who will be creative about sustainability, technology and education
- who will understand and reflect both the themes of the Expo as a whole, and the themes of the UK Pavilion specifically
- who include an element of integrated sponsorship which meets Expo rules on branding but allows for an increased scope of project

Teams responding to this Expression of Interest must have the necessary expertise to complete the project within the project constraints, which include: design, budget,

programme and site constraints.

Please note: UKTI reserves the right to determine the final composition of the design team appointed as the winner, and this may include the appointment of consultants that are not suggested within the competitor's bid. For the avoidance of doubt, this is to ensure the correct mix of skills and expertise and will not be imposed unreasonably.

The winning design team will be contracted via the appointed prime construction bid winner.

BUDGET

The budget for design, build and content is expected to be £6 m.

ANTICIPATED PROGRAMME

Expression of Interest, Stage 1

Competition launched	20 January 2014
Deadline for questions	13 February 2014
Submission of EOIs	19 February 2014

Invitation to Tender, Stage 2

Shortlist and issue of competition brief	4 March 2014
Briefing Day	5 March 2014 (TBC)
Final submissions by shortlisted teams	14 April 2014
Assessment including interviews	1 or 2 May 2014 (TBC)
Winner announced	13 May 2014



PART TWO

SUBMISSION REQUIREMENTS

Your response should be both well written and highly visual.

All responses must be in the order shown below, submitted as a bound A4 document, and electronically.

Please return one electronic copy (in PDF format on a CD or memory stick) and **three** A4 bound hard copies.

All copies of the submission **MUST** display the Submission Form (Page 38) on the front and be clearly marked with your registration number.

1. Pre-Qualification Questionnaire (PQQ)

Please see the Pre-Qualification Questionnaire section of this document (Page 28).

The PQQ is not available in any additional formats. Teams may apply their own formatting, providing they do not change the order of the questions.

Format: A4, hard and electronic copy (to be completed by the lead consultant only)

2. Press Statement

Each team should also provide a 150-word snapshot of the practice or collaboration that can be used for press in the event of the team being shortlisted. This statement should include the lead consultant's website (if you have one).

In addition, up to three high-resolution images of representative projects should be provided for the same reason. These will only be used in any press announcements, and should also be submitted digitally with the EOI submission.

Format: One side of A4, hard and electronic copy, with 150 words maximum. Images in JPEG or TIFF format.

3. Submission Form

Please print off and complete the Submission Form on Page 38 of this document and attach it to the front of your submission. Please also enclose a digital copy.

4. Declaration Form

Please print off and complete the Declaration Form on Page 39 of this document and enclose it within your submission. Please also enclose a digital copy.

COMPETITION REQUIREMENTS

Only candidates who respond in accordance with the submission requirements will be considered. During the Expression of Interest (EOI) stage, no contact should be made with the Foreign and Commonwealth Office, UKTI, their employees or contractors. All communication should be directed to Malcolm Reading Consultants. Failure to do this may lead to disqualification from the competition.

Receipt of Expressions of Interest

Please ensure that your submission is delivered no later than the appointed time. Your submissions may not be considered if it is received after the deadline.

Submissions must be sent securely in a single package, clearly marked:

EOI – UK Pavilion - Milan Expo 2015 Design Competition

Please return these submissions to:

Malcolm Reading Consultants
Fourth Floor
10 Ely Place
London
EC1N 6RY

Please note MRC's office hours are 8.30 am to 5.30 pm – couriers from 9 am only please.

The submission must be received by 14.00 GMT 19 February 2014.

UKTI reserves the right to exclude from further consideration any submissions received after this deadline.

Registration

Registration numbers must be obtained by registering on the competition website:

<http://competitions.malcolmreading.co.uk/milan2015>

Competitors are able to register online up until the submission deadline.

Questions

All enquiries relating to the competition should be addressed to Malcolm Reading Consultants, the independent competition organisers appointed to manage the process. Do not contact UKTI or any member of staff directly.

Questions should be emailed to: milan@malcolmreading.co.uk

A question and answer log will be compiled and uploaded to the competition website on a weekly basis, published on the following dates:

24 January, 31 January, 7 February, and 14 February.

The Q&A Log will be available to download here:

<http://competitions.malcolmreading.co.uk/milan2015/downloads.htm>

This will be your main method of communication. Please note that telephone enquiries will not be accepted, and the latest date for submitting enquiries is 13 February 2014.

Permissions

UKTI and Malcolm Reading Consultants reserve the right to make use of all presentation materials submitted in any future publication about the competition, exhibition or website. Any use will be properly credited to the competitor and the competitor warrants that the material submitted comprises solely their own work or that of any member of a team submitting an EOI response. This non-exclusive licence is irrevocable, shall survive the competitor's exit from the tendering process and is royalty-free.

Language

The official language of the competition is English. All entries must be in English, including all additional information.

Financial data

Any financial data provided must be submitted in, or converted into, pounds sterling. Where official documents include financial data in a foreign currency, a pounds sterling equivalent must be provided.

Insurance

UKTI and Malcolm Reading Consultants will take reasonable steps to protect and care for entries but neither organisation will insure the proposals at any time. Competitors are urged to maintain a complete record of their full entries and be able to make this available at any time should adverse circumstances require this.

Deviations

Only submissions that meet the basic criteria of entry will be considered. Information or supplementary material, unless specifically called for in subsequent communication, will not be considered by the assessors.

Amendments to the Expression of Interest

UKTI may, at any time prior to the submission date, amend the Expression of Interest document, and Malcolm Reading Consultants (MRC) shall notify all competitors of any such amendments. If MRC issues any circular letters to competitors during the EOI stage to clarify the interpretation to be placed on part of the documents or to make any changes to them, such circular letters will form part of the Expression of Interest document. Accordingly, all competitors will have been deemed to take account of these in preparing their submission.

Site visits and drawings

At this stage of the competition there will be no formal site visits or drawings distributed.

Competition materials

All material which is submitted as part of your response to the Competition Prospectus will be retained by UKTI and will not be returned to participants.

PRE-QUALIFICATION QUESTIONNAIRE

Guidelines:

The PQQ should be completed for the lead consultant only.

For details on the scoring system, please see Page 36.

Please answer all of the following questions. Teams may change the layout if they wish, but please ensure that submitted answers are in the order given, with clear indications of any appendices/supplementary information.

Practice Information

The questions below are for information only and will not be scored.

1	Practice name	
2	Address of registered office	
3	Contact for this tender	
4	Address, telephone number and email address of contact.	
5	Address of office where the services relating to this appointment will be provided (if different from 2)	
6	Telephone number including code	
7	VAT Registration unumber (if applicable)	
8	Company status (Partnership, Limited Company, etc.)	
9	Please provide details of any parent company or ultimate holding company (if applicable).	
10	If a Limited Company, please provide registration number and date of incorporation.	

Mandatory Grounds for Exclusion

The questions below will be marked in accordance with the Evaluation Criteria set out on Page 36.

<p>Has your organisation (or its directors or any other person who has powers of representation, decision or control of the named organisation) been convicted of any of the following offences? Please note answering yes to any of these questions may disqualify you from the process.</p>		
1.	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 3 where that conspiracy relates to participation in a criminal organisation as defined in Article 2 of Council Framework Decision 2008/841/JHA 4;	Y/N
2.	Corruption within the meaning of section 1 of the Public Bodies Corrupt Practices Act 1889 or section 1 of the Prevention of Corruption Act 1906 (as amended)	Y/N
3.	The offence of bribery, where the offence relates to active corruption and/or bribery within the meaning of section 1 or 6 of the Bribery Act 2010;	Y/N
4.	<p>Fraud, where the offence relates to fraud affecting the financial interests of the European Communities as defined by Article 1 of the Convention relating to the protection of the financial interests of the European Union, within the meaning of:</p> <ul style="list-style-type: none"> a) the offence of cheating the Revenue; b) the offence of conspiracy to defraud; c) fraud or theft within the meaning of the Theft Act 1968 and the Theft Act 1978; d) fraudulent trading within the meaning of section 458 of the Companies Act 1985; e) defrauding the Customs within the meaning of the Customs and Excise Management Act 1979 and the Value Added Tax Act 1994; f) an offence in connection with taxation in the European Community within the European Community within the meaning of section 71 of the Criminal Justice Act 1993; or g) destroying, defacing or concealing of documents or procuring the extension of a valuable security within the meaning of section 20 of the Theft Act 1968; 	
5.	Money laundering within the meaning of the Money Laundering Regulations 2003	Y/N
6.	Other offence within the meaning of Article 45(1) of the Public Sector Directive	Y/N

Please confirm whether any of the following applies to your organisation. Where the answer is yes, please provide details.

Please note answering yes to any of these questions may disqualify you from the process.

1.	Please state if any Director or Partner has been involved in any company that has been declared bankrupt or been put into Administration, Liquidation or Receivership.	Y/N
2.	Is the organisation bankrupt or being wound up, having its affairs administered by the court, or have you entered into an arrangement with creditors, suspended business activities or any analogous situation arising from similar proceedings under national laws or regulations?	Y/N
3.	Is the organisation the subject of proceedings for a declaration of bankruptcy, for compulsory winding-up or administration by the court or for an arrangement with creditors or of any other similar proceedings under national laws or regulations?	Y/N
4.	Has any employee whom you would propose to use to deliver this service been convicted of an offence concerning his professional conduct by a judgement which has the force of res judicata?	Y/N
5.	Has any employee whom you would propose to use to deliver this service been guilty of grave professional misconduct?	Y/N
6.	Has the organisation failed to fulfil obligations relating to the payment of social security contributions in accordance with the legal provisions of the United Kingdom or the country in which it is established?	Y/N
7.	Has the organisation failed to fulfil obligations relating to the payment of taxes in accordance with the legal provisions of the United Kingdom or the country in which it is established?	Y/N
8.	Has the organisation failed to obtain the necessary license in the relevant State in which he is established, or is not a member of an organisation in that relevant State when the law of that relevant State prohibits the provision of the services to be provided under the contract by a person who is not so licensed or who is not such a member;	Y/N
9.	Has the organisation not registered on the professional or trade register of the relevant State in which he is established under conditions laid down by that State.	Y/N
10.	Is the organisation or any of its Partners or directors guilty of serious misrepresentation in providing any information referred to within this regulation 23, 24, 25, 26 or 27 of the Public Contract Regulations or has not provided such information in response to a request by the contracting authority	Y/N
11.	Are you, or any member of your team, related or connected in any way to any relevant person in a senior position within the client organisation? Please note that if any conflict of interest is identified, you are required to inform UKTI of the steps you would take to satisfy UKTI that the conflict can be resolved and comply with any steps required by UKTI to resolve the conflict.	Y/N

Financial and Business Standards

The questions below will be marked in accordance with the Evaluation Criteria set out on page 36.

	Question	Response	Score Available	Weighting
1.	Please provide your organisation's bank details. Including name and address and contact number for your branch	Delete as appropriate Enclosed / Not Enclosed	For information only	
2.	Please confirm that if requested you would be able to provide a banker's reference.	Y/N	[Answering yes to this question will score 10 and an answer of no will score 1]	100%
3.	Please provide one of the below:			
a.	copies of your organisation's audited accounts for the last three years. If you are a subsidiary of a group and you are relying on group resources for the purposes of this PQQ, this information is required for both the subsidiary and the parent company; or	Delete as appropriate Enclosed / Not Enclosed	For information only	
b.	a statement of your turnover, profit and loss and cash flow position for the most recent full year of trading (or part year if full year not applicable) and an end period balance sheet, where this information is not available in an audited form as set out in 3a. above. If you are a subsidiary of a group and you are relying on group resources for the purposes of this PQQ, this information is required for both the subsidiary and the parent company; or	Delete as appropriate Enclosed / Not Enclosed	For information only	
c.	Please supply a statement of your cashflow forecast for the current year and a bank letter outlining the current cash and credit facility position. If you are a subsidiary of a group, and you are relying on group resources for the purposes of this PQQ this information is required for both the subsidiary and the parent company.	Delete as appropriate Enclosed / Not Enclosed	For information only	
4.	Please confirm you will supply a performance bond and/or guarantee if required by UKTI and that such bond and/or guarantee will be in form approved by UKTI.	Y/N	For information only	

5.	<p>Please confirm your organisation has (or would be willing to obtain if awarded the contract) Employers Liability Insurance sufficient to achieve the level of Employer's Liability Insurance required by law.</p> <p>If this insurance is already in place please provide details of this policy, along with a copy of the certificate.</p>	<p>Y/N</p> <p>Insurer: Policy Number: Extent of Cover: Expiry Date:</p>	<p>Pass/Fail</p> <p>[This question requires a yes answer, if you cannot answer yes to this question, you will be scored 0 and UKTI will not continue to evaluate your tender]</p>	
6.	<p>Please confirm your organisation has (or would be willing to obtain if awarded the contract) Public Liability Insurance to provide £5,000,000 Public Liability cover.</p> <p>If this insurance is already in place please provide details of this policy, along with a copy of the certificate.</p>	<p>Y/N</p> <p>Insurer: Policy Number: Extent of Cover: Expiry Date:</p>	<p>Pass/Fail</p> <p>[This question requires a yes answer, if you cannot answer yes to this question, you will be scored 0 and UKTI will not continue to evaluate your tender]</p>	
7.	<p>Please confirm your organisation has (or would be willing to obtain if awarded the contract) Professional Indemnity Insurance for at least £1,000,000 Professional Indemnity cover.</p> <p>If this insurance is already in place please provide details of this policy, along with a copy of the certificate.</p>	<p>Y/N</p> <p>Insurer: Policy Number: Extent of Cover: Expiry Date:</p>	<p>Pass/Fail</p> <p>[This question requires a yes answer, if you cannot answer yes to this question, you will be scored 0 and UKTI will not continue to evaluate your tender]</p>	
Total			10	100%

Technical and Professional Capability

The questions below will be marked in accordance with the Evaluation Criteria on Page 36.

	Question	Response	Score Available	Weighting
1.	<p>We are looking for interesting team collaborations to undertake this project. Please tell us why you have brought together the team members you have and why you think the team will deliver a successful project.</p> <p>Please provide a summary of the details of each of your proposed team members. State who will be the lead consultant (team lead).</p>	Six sides of A4 maximum, hard and electronic copy in PDF format.	[This question will be scored in accordance with the Evaluation Criteria on Page 36]	25%
2.	<p>Does your organisation hold a recognised quality management certificate (ISO9001 certificate or equivalent)?</p> <p>If yes, please enclose a copy.</p>	Y/N Delete as appropriate Enclosed / Not Enclosed	[A "Yes" will score 10 and a "No" will score 1.]	15%
3.	<p>Please confirm you have a written health and safety at work policy and enclose a copy of your organisation's health and safety management system, enclosing any certificates.</p>	Y/N Delete as appropriate Enclosed / Not Enclosed	[Providing this information will gain a maximum score of 10; failure to provide this information will be evaluated in accordance with question 3b.]	15%
3b.	If "No" please explain why		[This question will be scored in accordance with the Evaluation Criteria on Page 36]	
4	<p>Has any court/industrial/employment tribunal or equivalent body upheld a decision of unlawful discrimination against the Bidder in the last 2 years?</p>	Y/N	[A "Yes" will score 1 and a "No" will score 10.]	15%

5	Please confirm that you have an equal opportunities policy which ensures compliance with all anti-discrimination legislation, and sets out steps to treat all people fairly and equally. Please provide details of this equal opportunities policy.	Y/N Delete as appropriate Enclosed / Not Enclosed	[A "Yes" will score 10 and a "No" will score 1.]	15%
6.	Has any court/industrial/ tribunal or equivalent body upheld a decision under Health & Safety Legislation against the Bidder in the last 2 years	Y/N	[A "Yes" will score 1 and a "No" will score 10.]	15%
	Total		60	100%

Relevant Experience

The questions below will be marked in accordance with the Evaluation Criteria on Page 36.

	Question	Response	Score Available	Weighting
1.	<p>Please provide examples of relevant projects or experience that demonstrate your approach to similar challenges and how you have worked to maximise value for the client or end user. These examples could include analysis of programme, budget and buildability, as well as a description of your approach to fast-track, visually arresting temporary structures.</p> <p>Illustrations and sketches should be used where appropriate. Client references may be taken up.</p> <p>Please identify:</p> <p>Client name, email address and contact number.</p> <p>Date of project completion.</p> <p>Previous experience of working as a team, where possible with the team members proposed in this EOI.</p> <p>Anticipated and final budget.</p> <p>Anticipated and final duration of the project.</p> <p>Aspects of the design or design approach that are relevant or showcase equivalent challenges to the Milan Expo 2015 UK Pavilion design project.</p>	<p>Eight sides of A4 maximum, hard and electronic copy in PDF format.</p>	<p>[This question will be scored in accordance with the Evaluation Criteria on Page 36]</p>	100%
	Total		10	100%

EVALUATION CRITERIA

Responses to the PQQ will be scored in accordance with the selection criteria set out in this section.

Summary

Practice Information: This section must be completed, but will not be scored.

Mandatory Grounds for Exclusion: Failure to answer “no” to these questions may result in your PQQ being rejected and not evaluated further.

Financial and Business Standards: Questions marked as mandatory pass/fail criteria, must be answered such as to meet the ‘pass’ requirements - failure to do so will lead to your PQQ not being assessed further. Remaining questions will be assessed in accordance with the Scoring Approach on Page 37.

Technical and Professional Capability: Responses will be assessed in accordance with the Scoring Approach on Page 37.

Relevant Experience: This section will be assessed in accordance with the Scoring Approach on Page 37.

Summary of Score Awarded

The following criteria will be used to select in the scoring a shortlist:

Criteria	Total Score available for this section	Weighting (%)
Ability to meet essential financial and business standards for the commission, based on the Financial and Business Standards section of the PQQ.	10	15%
Technical and professional capability of the proposed team, including the communication of ideas and composition of team, based on the Technical and Professional Capability section of the PQQ.	60	40%
Overall experience and examples of previous work, including the ability to deliver to specification, budget and programme, based on the Relevant Experience section of the PQQ.	10	45%
Total	80	100%

Scoring Approach

The following scoring approach will be used to award the scores for each of the written response questions:

Score	Classification of response	Reason for classification
0	Failure to reply with a mandatory pass/fail question. Response will not be considered further.	
1	Unacceptable in whole or part	No answer has been provided or the response fails to answer the question provided; all elements of the response are not justified or unsupported by evidence where required; fails to demonstrate any understanding of the question or the context.
2	Poor and significantly below requirements	Very significant gaps or lack of justification/ evidence in response where required; responses given are very generic and not relevant in whole or part; fails to demonstrate considerable understanding of the question or context.
3	Poor and below requirements	A lack of content or explanation in one of more aspects of the question; significant gaps or lack of justification/ evidence in response where required; responses given are generic and not relevant in whole or part; a degree of a failure to demonstrate understanding of the question or context.
4	Satisfactory response but does not meet all requirements	The question is answered satisfactorily overall but some key aspects lack sufficient detail or explanation.
5	Satisfactory response that meets most requirements	The question is answered satisfactorily for the most part and some aspects lack sufficient detail.
6	Satisfactory response that meets requirements and is a good response in some areas	The question is answered well for the most part and in areas is particularly clear and justified.
7	A strong response that is very satisfactory in all areas and exceeds expectations in some areas	The question is answered very well for the most part and in areas is particularly clear and justified.
8	A very strong response	The question is answered very well throughout and in all areas is clear and justified.
9	Outstanding quality response	The question is answered in an outstanding way throughout, meets all requirements and in all areas is extremely clear and justified.
10	Exceptional response that exceeds the Authority's requirements	The answer demonstrates an exceptional response that meets all requirements and exceeds the level of quality required in some key areas.

SUBMISSION FORM

Competitors **MUST** complete the following form and attach it to the **FRONT** of their submission:

UK Pavilion Milan Expo 2015 Design Competition

Registration number: _____

Competitors will have received this by registering for the competition on the website:

<http://competitions.malcolmreading.co.uk/milan2015>

Name of Team Lead: _____

Names of all Collaborators:

Company Name

Role (e.g. architect, landscape architect)

DECLARATION FORM

The following declaration should be completed by the lead consultant only.

I declare that to the best of my knowledge the answers submitted in this PQQ and any supporting documents are true and correct. I understand that the information will be used in the process to assess our suitability to be invited to tender for the UKTI's requirements. I acknowledge that UKTI may reject this PQQ and/or disqualify this team from the procurement process if there is a failure to answer all relevant questions fully or if I/we provide false/misleading information.

I confirm (please tick) that our submission includes:

- 1. Completed 1-4 of Submission Requirements (Page 23)
- 2. CD or memory stick with PDF files (obligatory)

Signed _____

Name _____

Position (Job Title) _____

On behalf of _____

Date _____

Telephone number _____



www.malcolmreading.co.uk

