

SOCIAL AMPLIFICATION

SECOND BEST PERFORMING INSTAGRAM POST

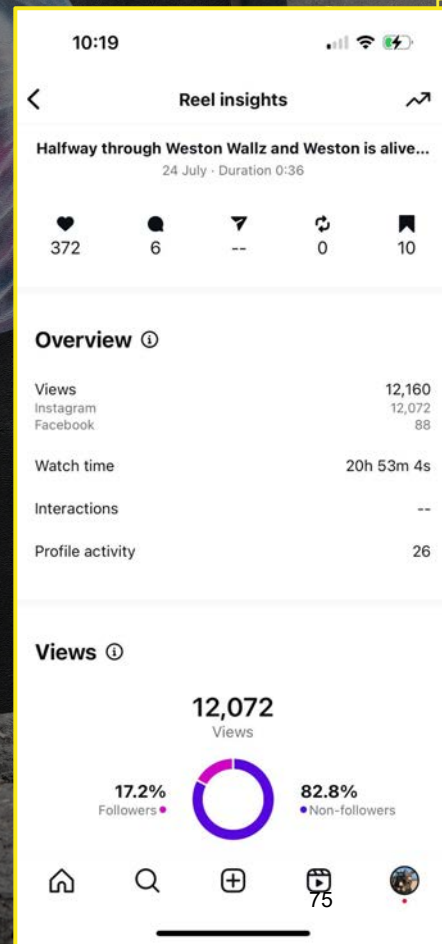
REACH: **8,710**

VIEWS: **12,160**

INTERACTIONS: **402**

SAVES AND SHARES: **24**

Content creator captured the first half of Weston Wallz, showcasing the artwork and summer vibes in the area. This reel focused heavily on the artists getting stuck into their work, showing them painting, discussing work and the process of being part of Weston Wallz.



SOCIAL AMPLIFICATION

THIRD BEST PERFORMING POST ON INSTAGRAM

REACH: **7,787**

VIEWS: **13,259**

INTERACTIONS: **318**

SAVES AND SHARES: **45**

The post announcing the full line-up for Weston Wallz was well received, creating the first initial buzz surrounding the festival. The line-up was delivered with a striking hard-to-miss graphic and encouraged followers to share the line-up with their friends and family.



FACEBOOK LOVES WESTON WALLZ!

In the lead up to the festival, information about Weston Wallz was shared in 12 local Facebook groups, letting the Weston-Super-Mare Facebook community know about the event and the workshops taking place:

FACEBOOK GROUP

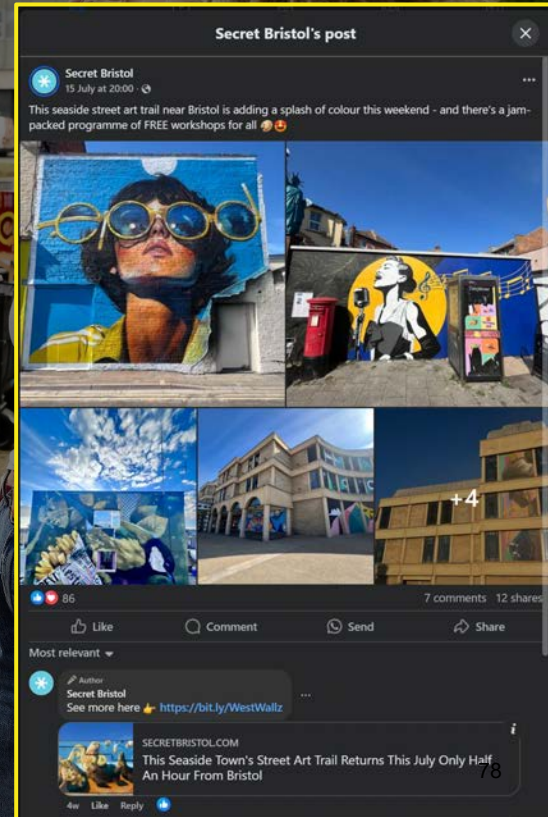
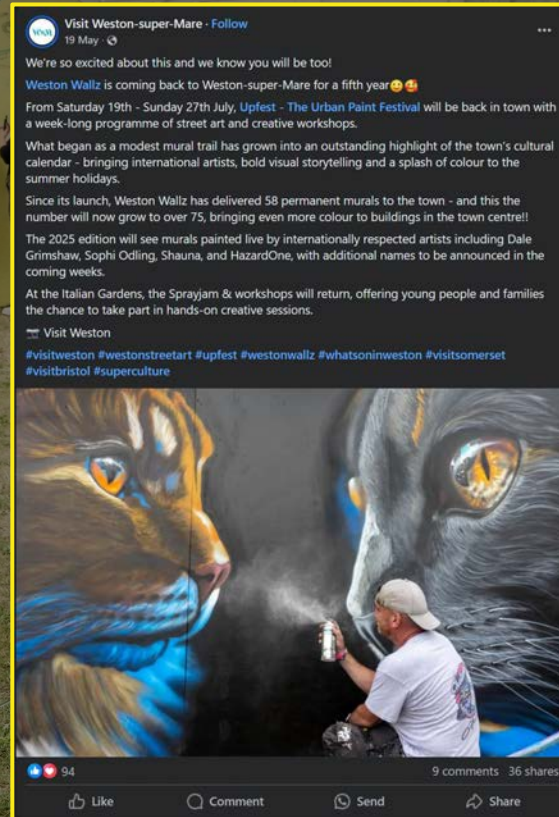
Weston Super Mare and Somerset Photography
Weston-super-Mare Spotted
Weston What's On
Weston Walking Group
EVERYTHING Clevedon, portishead & Weston
Weston Super Mare
What's On in Weston-super-Mare
Weston-super-Mare in the Spotlight
Heart of Weston - North Somerset Community
Weston-super-mare community spotlight
Weston Super Mare information
New Weston-super-Mare local group for local people

MEMBERS

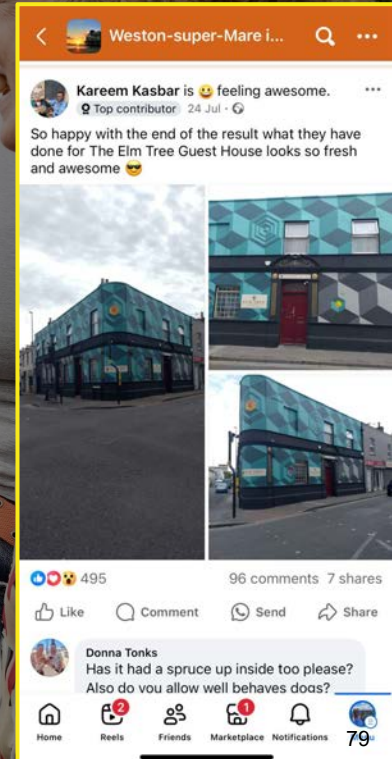
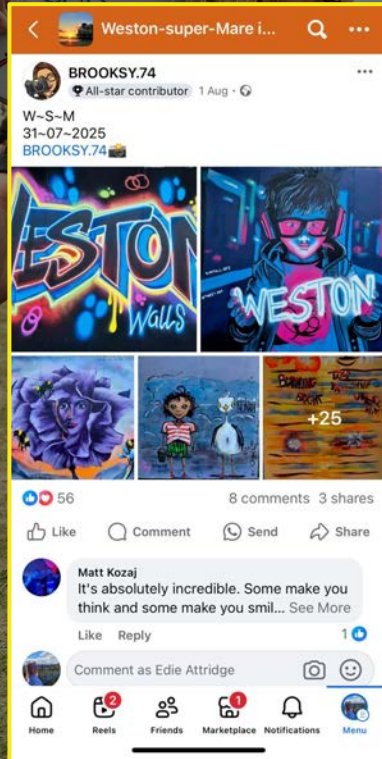
1.1K members
45.2K members
4.3K members
376 members
3K members
1.7K members
19.9K members
66.8K members
739 members
137 members
611 members
1K members

FACEBOOK LOVES WESTON WALLZ!

Throughout the festival, members of the Weston community shared their snaps to Facebook community groups, celebrating the festival and the vibrancy it brings to town.



FACEBOOK LOVES WESTON WALLZ!



POSCA

As well as mentions in all social media posts to highlight support from Posca, the partnership was also mentioned in Visit West, Secret Bristol and Bristol Live.

To coincide with the summer holidays, Weston Wallz will host a packed weekend of free creative workshops on Saturday 26th and Sunday 27th July at the Italian Gardens. Open to all ages, activities include MTN spray-painting with Jamel, character illustration with POSCA pens led by Ejits, printmaking with Amy Hutchings, and hands-on zones run by Colourful Minds. Families can also create blooms with Crafty Sew & So and join guided street art tours led by expert Lindsey D.

On top of all the free bookable activity you'll be able to draw out your inner self at the drop-in Posca doodle hut and creative station. Bring your own bits to upcycle with paint pens or dip into the box of unusual canvases whilst admiring the live painting work of 25+ regional artists as part of the S M Art Sprayjam in the Italian Gardens.

And once again, the Italian Gardens will host a weekend of **free creative workshops for all ages** (July 26 & 27)—including MTN **spray-painting** with Jamel, **character illustration** with POSCA pens led by Ejits, **printmaking** with Amy Hutchings, and **hands-on zones** run by Colourful Minds. Plus, families can also create blooms with Crafty Sew & So and join **guided street art tours** led by expert Lindsey D.

On top of all the free bookable activities—which you can do by [heading here](#)—you'll be able to draw out your inner self at the **drop-in Posca doodle hut and creative station**. Bring your own bits to upcycle with paint pens or dip into the box of unusual canvases whilst admiring the live painting work of 25+ regional artists as part of the S M Art Sprayjam in the Italian Gardens.

The Italian Gardens will play host to S.M.Art Sprayjam and workshops, giving young people and families the chance to take part in hands-on creative sessions and getting the opportunity to try out Posca Paint-pens and MTN Spray-paint.

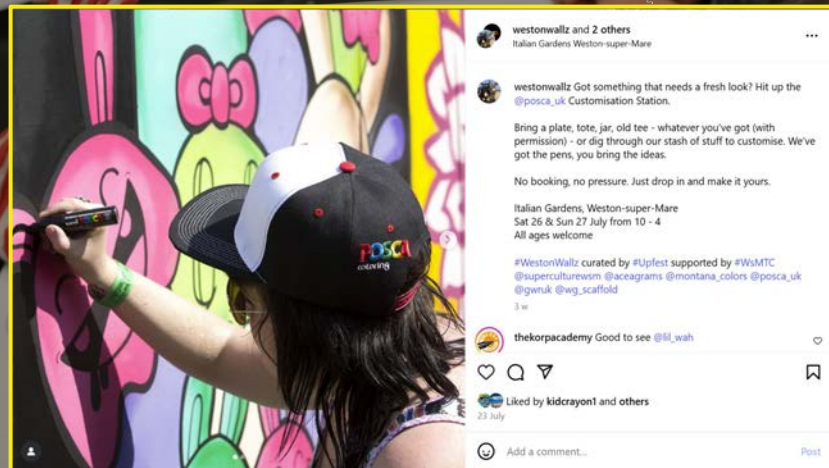
Weston Wallz is supported by Weston Town Council, Arts Council England, Super Culture, Posca Paint-pens and MTN Spray-paint.

VISIT WEST

SECRET BRISTOL

BRISTOL LIVE + BRISTOL POST

To coincide with the summer holidays, Weston Wallz there will also be free creative workshops next weekend on July 26 and 27 at the Italian Gardens. Open to all ages, activities include MTN spray-painting with Jamel, character illustration with POSCA pens led by Ejits, printmaking with Amy Hutchings, and hands-on zones run by Colourful Minds. Families can also create blooms with Crafty Sew & So and join guided street art tours led by expert Lindsey D.



MTN WORLD

As well as mentions in all social media posts to highlight support from MTN World, the partnership was also mentioned in Visit West, Secret Bristol and Bristol Live.

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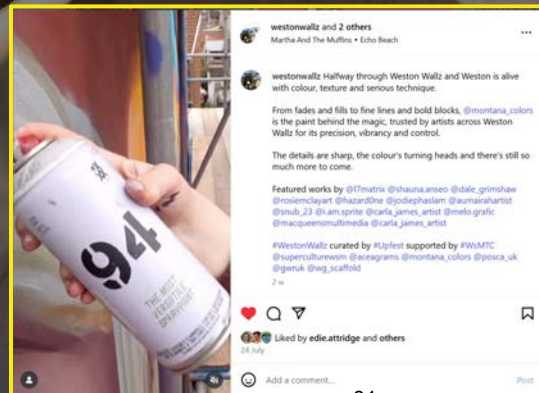
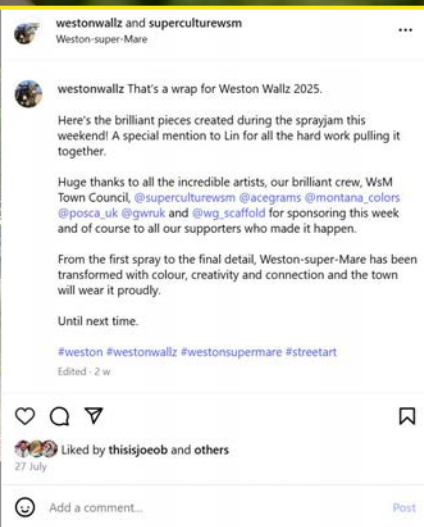
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VISIT WEST

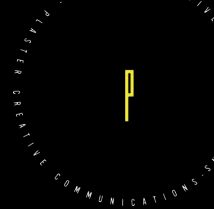
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THANK YOU



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Coniston Green			
Action	Date	Officer	Time Allowed
CONSULTATION	27/10/2025 - 21/11/2025	MM	4 WEEK
EOI advert devised and agreed by SMT	03/11/2025	SP	
EOI advert on find a tender	03/11/2025	MM	
EOI on TC website	03/11/2025	EL	
EOI deadline	27/11/2025		4 WEEK
Checks/evaluation of expressions of	28/11/2025	MM/HM	1 day for checks
Approval of Tender List	28/11/2025	SP	
Tender packs to go out	01/12/2025	MM	
tender deadline	06/02/2026		10 weeks at tender
Tender information to officer for analysis	06/02/2026	WSMTC officers	2 week for tender analysis
Tender Analysis	09/02/2025 - 13/02/2026	WSMTC officers	1 week
request for clarification from contractors	if required	MM	
deadline for tender clarifications	20/02/2026		
interviews	WC 23/02/2026	MM, SP and Cllrs	1 Week for interviews
Draft reports	23/02/2026 - 06/03/2026	MM	2 week for drafting report
Deadline for tender report	09/03/2026		agenda out 1 week before
Amenties, Culture and Leisure	16/03/2026		
Notification of award	17/03/2026 onward	MM	ASAP after decision

Maltlands			
Action	Date	Officer	Time Allowed
CONSULTATION	27/10/2025 - 21/11/2025	MM	4 WEEK
EOI advert devised and agreed by SMT	03/11/2025	SP	
EOI advert on find a tender	03/11/2025	MM	
EOI on TC website	03/11/2025	EL	
EOI deadline	27/11/2025		4 WEEK
Checks/evaluation of expressions of	28/11/2025	MM/HM	1 day for checks
Approval of Tender List	28/11/2025	SP	
Tender packs to go out	01/12/2025	MM	
tender deadline	06/02/2026		10 weeks at tender
Tender information to officer for analysis	06/02/2026	WSMTC officers	2 week for tender analysis
Tender Analysis	09/02/2025 - 13/02/2026	WSMTC officers	1 week
request for clarification from contractors	if required	MM	
deadline for tender clarifications	20/02/2026		
interviews	WC 23/02/2026	MM, SP and Cllrs	1 Week for interviews
MM draft reports	23/02/2026 - 06/03/2026	MM	2 week for drafting report
Deadline for tender report	09/03/2026		agenda out 1 week before
Amenties, Culture and Leisure	16/03/2026		
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Amenities Culture and Leisure Committee – 10th November 2025

Visit Weston Website Design and Build

Report of the CEO / Town Clerk & Senior Development Officer

Tender Report

Visit Weston Website Design and Build



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1. Introduction

1.1. Generally

This Tender Report provides an analysis of the tenders submitted in response to a concession advert which went live October 2025 for the procurement of a Design & Build Contractor to support the creation of the Visit Weston Website, with ongoing maintenance.

Options within the tender process

The meeting of Amenities Culture and Leisure on 15th September 2025 resolved to run two simultaneous tender exercises for the procurement of the Visit Weston Website. These options were as follows:

- Option A - would be to find a Digital/Web Development Agency – in to include full product build, CMS system, hosting and technical support, with a total budget available of £35,000, with an additional quote required for ongoing maintenance.
- Option B – would be to find a Shopify developer/agency – for a full product bespoke build, solution architecture with ongoing support and e-commerce integration, with a total budget available of £20,400, with an additional quote required for ongoing maintenance.

It was felt that this would be the best way to find the most appropriate solution for the design and build of the website, in recognition of how two separate approaches can achieve the same goal.

For the sake of evaluation, the technical analysis was mirrored across both options, with the only difference in Option A. with a higher value contract, it come within the value required to assess social value (£65,000+). As such, Option A has been assessed against pre-set social value criteria, which has been detailed below.

Procurement Act 2023

In line with the new Procurement Act 2023, a new tender process was used for this contract. This was the first time using an ‘Open Tender’ process, which is single stage

without the use of an Expression of Interest Phase. This meant that for the 4 weeks the opportunity was live on Find a Tender, everyone interested had the opportunity to receive tender packs. A register was kept of all of the companies who requested tender packs for either (or both) tender opportunities. This enabled the circulation of tender clarifications when questions were raised, in order to maintain a transparent process. Ahead of the tender deadline, a total of 141 tender packs had been circulated.

Digital/Web Development Agency	84
Shopify Development/Agency	43
Withdrew ahead of the tender deadline	14
Total Tender packs out	141

Tender Scoring

The two main tender formats that Weston-super-Mare Town Council uses are as follows:

1. Design and Build – this uses a set budget but enables creativity within the design process. Parameters are set to guide tenders within the set budget. This might include technical reports, community engagement and any potential restrictions. With a design and build process, you would not have the tender value scored, because the available budget is pre-set. In the case of design and build, the evaluation normally consists of a technical assessment and an interview. An example of a design and build tender process is a Play Area refurbishment
2. Specification of works – this uses a set specification, and asks for companies to quote against it. This is a more rigid process, and is aimed at building projects with very little room for interpretation. This means you should receive tenders of the same delivery, but with variations in price. In order to score the tender, price normally given a high percentage of weighting, alongside the quality of the tender response (which can include interview).

This tender exercise was designated a 'Design and Build' process. With this in mind, there was no mechanism for scoring the quoted value, which was communicated within the tender pack. We did, however, receive variations in quoted value and as such this has been included below for information. PLEASE NOTE: whilst these values differ, they will not affect the final score, and this should be considered within the tender award.

1.2. Tenders

Tenders were due to be received by 12.00 noon on 27th October 2025.

Compliant tenders received:

Option A:

1. Blue Level Media Ltd - Unit 1 The Ajm Centre, Prospect Business Park, Swanage, Dorset, United Kingdom, BH19 1FE
2. DDX Holdings Limited - 71-75 Shelton Street, Covent Garden, London, United Kingdom, WC2H 9JQ

3. My Digital Hero Consulting Ltd - 5 St. Nicholas Road, Harrogate, England, HG2 7PX
4. Plaster Creative Communications Ltd - 101-106 Wells Road, Bristol, England, BS4 2BS
5. Twelve Design Ltd - 123 Camden High Street, London, England, NW1 7JR
6. Granicus Firmstep Ltd (Simpleview) - Ground Floor 3 Wellbrook Court, Girton, Cambridge, United Kingdom, CB3 0NA
7. Local IQ (part of Newsquest Media Group) - Newsquest Media Group Limited The Echo Building, 18 Albert Road, Bournemouth, United Kingdom, BH1 1BZ
8. TEK Headquarters Ltd - 11 Brindley Place, Brunswick Square, Birmingham, England, B1 2LP
9. 1 SC Media - Monocle, 184 Ferensway, Hull, England, HU1 3UT
10. Squarebird Agency Ltd - 88 High Street, Nailsea, Bristol, England, BS48 1AS
11. Zonkey Solutions Ltd - Runway East, Kings Court, Parsonage Lane, Bath, England, BA1 1ER

Option B

1. Aware Digital Ltd - Unit 3 Campbell Road, Stoke-On-Trent, England, ST4 4RJ
2. Twelve Design Ltd - 123 Camden High Street, London, England, NW1 7JR
3. Local IQ (part of Newsquest Media Group) - Newsquest Media Group Limited The Echo Building, 18 Albert Road, Bournemouth, United Kingdom, BH1 1BZ

All Tenders were correctly labelled for the offices of Weston-super-Mare Town Council at 32 Waterloo Street, however, three tenderers returns did not contain a form of tender. The Tenders submitted and delivered to 32 Waterloo Street were opened on the 27th October 2025 in the presence of Councillors; John Standfield and Caroline Reynolds Town Councillor Officers Sarah Pearse and Warren Parker-Mills at the offices of Weston-super-Mare Town Council. Both councillors present initialled each tender to record the opening.

Non-compliant tenders:

One tender was received physically, but was not delivered until the 28th October, which was outside of the deadline.

1. Evident BD Ltd

The following tenders were received digitally, but not delivered physically to the offices of Weston-super-Mare Town Council and were therefore not compliant with our standing orders and financial regulations.

1. Chimpare
2. Clear Touch
3. Driven Webs
4. Juicy Media
5. The Herd

2. Tender Process

2.1. Process

This Tender Report provides an analysis of the tenders submitted in response to enquiries sent out companies for the Design and Build for the Visit Weston Website.

The tender process has been undertaken in accordance with Weston-super-Mare Town Council standing orders.

The report considers the submissions in terms of the compliance of the companies' submission with the Town Councils tender instructions, the financial assessment of the tenders, a technical assessment of the quality information submitted and a formal interview.

2.2. Assessment of the Submission

The quotes submitted have been assessed through the use of a matrix weighted, 60% to the technical assessment and 40% to the interview. The option A tender had the technical assessment further split out into 40% for the technical assessment and 20% to social value. This is due to the value of the contract being above the social value threshold within financial regulations of £65,000.

It is intended that this will allow the quality of the submissions to form part of the successful bid. The maximum score that can be achieved under the assessment process will be 100.

All scores are taken to two decimal places, and rounded once at the end to ensure accuracy and consistency.

3. Technical report

3.1. Submission of Forms of Tender

Option A

Company Name	Form of Tender
Blue Level	no form of tender
DDX	form of tender returned
My Digital Hero	form of tender returned
Plaster	form of tender returned
Twelve	form of tender returned
Granicus	form of tender returned
Local IQ	no form of tender
Tek HQ	form of tender returned
1SC media	form of tender returned
Squarebird	form of tender returned.
Zonkey	form of tender returned.

Option B

Company Name	Form of Tender
Aware Digital	form of tender returned
Twelve	form of tender returned
Local IQ	no form of tender

4. Financial Report

As noted above, there is no score for the financial element of this tender, with the budget having been preset. The following is for information only, and may well inform decision making, but is not reflected within the scores.

For ease of reading, the two different tender options have been reported separately.

Option A

Company	Build Cost	Maintenance	Financial checks – concerns of note
Blue Level	£24,950	£600 plus additional support options	
DDX	£30,000	£6,000	CH accounts show no net assets
My Digital Hero	£34,580	£9,600	Net assets less than contract value – would require further checks
Plaster	£33,750	£4,800	
Twelve	£30,985	£10,000	Net assets less than contract value – would require further checks
Granicus	£25,833	£9,977	
Local IQ	£35,000	£7,800	Dormant company
Tek	£18,000	£4,650	Net assets less than contract value – would require further checks
ONE SC media	£29,700	£5,450	Net assets less than contract value – would require further checks
Squarebird	£27,365	£6,659.76	No accounts filed on CH to date – would need to be requested
Zonkey	£32,000	£9,000	Net assets less than contract value – would require further checks

Option B

Company	Build Cost	Maintenance	Financial checks – concerns of note
Aware Digital	£19,843.25	£3,350	
Twelve	£20,185	£3,350	Net assets less than contract value – would require further checks
Local IQ	£25,000	£6,600	Dormant company

5. Quality Report

5.1. Quality Assessment Criteria

Weston-super-Mare Town Council have adopted a Social Impact policy within their procurement procedure and financial regulations, in order to comply with this requirement, the 'Option A' tender has been assessed on a quality matrix including a social impact statement and used to assess the Social Value of the works.

5.2. Submission Evaluation

Set out below are the scores from the quality element submission. This received 60% of the final score.

20% of the score is given for answers to the specific social value questions. Social value follows the 5 pillars as set out in the Town Councils Strategy. They are:

1. Weston View
2. Cleaner and Greener
3. Healthier and Happier
4. A Bright Future
5. Heritage Arts and Culture

To allow for the other areas which fall under the banner of social value, a further set of supplementary questions are asked.

20% of the score is given to an assessment of the quality questions.

5.3. Table - Social Value Assessment

OPTION A ONLY

Company	Score out of 15	% of points available	Marks Available (Max 20)
Blue Level	8.00	53.33%	10.67
DDX	8.00	53.33%	10.67
My Digital Hero	10.00	66.67%	13.33
Plaster	15.00	100.00%	20.00
Twelve	5.00	33.33%	6.67
Granicus	10.00	66.67%	13.33
Local IQ	0.00	0.00%	0.00
Tek HQ	5.00	33.33%	6.67
1SC Media	8.00	53.33%	10.67
Squarebird	15.00	100.00%	20.00
Zonkey	9.00	60.00%	12.00

5.4. Table – Written Quality Assessment

Option A

Company:	Score out of 50	% of points available	Marks Available (Max 40)
Blue Level	43.00	86.00%	34.40
DDX	42.00	84.00%	33.60
My Digital Hero	50.00	100.00%	40.00

Plaster	50.00	100.00%	40.00
Twelve	35.00	70.00%	28.00
Granicus	50.00	100.00%	40.00
Local IQ	12.00	24.00%	9.60
Tek HQ	32.00	64.00%	25.60
1SC Media	35.00	70.00%	28.00
Squarebird	50.00	100.00%	40.00
Zonkey	50.00	100.00%	40.00

Option B

Company:	Score out of 50	% of points available	Marks Available (Max 60)
Aware Digital	48.00	96.00%	57.60
Twelve	35.00	70.00%	42.00
Local IQ	12.00	24.00%	14.40

5.5. Table - Combination of Quality Scores (Written Quality Assessment and Social Value Assessment)

OPTION A ONLY

Company	Social Value Total Marks (Max 20)	Written Proposal Total Marks (Max 40)	Quality Total Marks (Max 60)
Blue Level	10.67	34.40	45.07
DDX	10.67	33.60	44.27
My Digital Hero	13.33	40.00	53.33
Plaster	20.00	40.00	60.00
Twelve	6.67	28.00	34.67
Granicus	13.33	40.00	53.33
Local IQ	0.00	9.60	9.60
Tek HQ	6.67	25.60	32.27
1SC Media	10.67	28.00	38.67
Squarebird	20.00	40.00	60.00
Zonkey	12.00	40.00	52.00

6. Elimination Prior to Interviews

6.1. Process

The decision was made to reduce the amount of companies invited to interviews due to capacity. It was decided that any company with a score lower than 43 would not be invited to interview, given the calibre of the proposals received.

6.2. Scores following technical assessment

The above scores show that the following companies should be invited to interview:

Option A

Company	Quality Total Marks (Max 60)
Blue Level	45.07
DDX	44.27
My Digital Hero	53.33

Plaster	60.00
Granicus	53.33
Squarebird	60.00
Zonkey	52.00

Option B

Company:	Marks Available (Max 60)
Aware Digital	57.60

Unfortunately, Aware Digital were unable to meet the requirements of the interview timeline, and as such were withdrawn from the process.

7. Interview

7.1. Interview

The Town Council has appointed a weighting of 60% to the technical submission (including social value), 40% to the interview process.

7.2. Interview process

Interviews took place on the 29th and 30th October 2025. The interview panel was formed of Councillors Owen James, Caroline Reynolds and John Standfield. Officers Sarah Pearse, Warren Parker-Mills and Dave Peters were also in attendance but did not score. A total of eight questions were asked, with a total score available of 40.

7.3. Interview Evaluation Table

	Cllr J	Cllr R	Cllr S	Total Score	Available Evaluation Score (no. of panel members x 40)	As % of evaluation score	Overall tender weighting available for interview (%)	% of Available Weighting
Blue Level	29	33	32	94	120	78.33	40	31.33
DDX	6	6	20	32	120	26.67	40	10.67
My Digital Hero	35	36	32	103	120	85.83	40	34.33
Plaster	31	36	37	104	120	86.67	40	34.67
Granicus	24	26	22	72	120	60.00	40	24.00
Squarebird	29	33	37	99	120	82.50	40	33.00
Zonkey	26	33	27	86	120	71.67	40	28.67

8. Summary & Recommendations

8.1. Summary

14 submissions were received across the two tender options. The tenders have been assessed on a using a weighting of 60% to the technical evaluation (including social value for Option A only), and 40% to the interview. The final scores are set out below.

8.2. Table – Score Summary

Company:	Written Submission Score	Social Value Score	Interview Score	Total (unrounded)	Total (Rounded)
Option A					
Blue Level	34.40	10.67	31.33	76.40	76
DDX	33.60	10.67	10.67	54.93	55
My Digital Hero	40.00	13.33	34.33	87.67	88
Plaster	40.00	20.00	34.67	94.67	95
Twelve	28.00	6.67	n/a	34.67	35
Granicus	40.00	13.33	24.00	77.33	77
Local IQ	9.60	0.00	n/a	9.60	10
Tek HQ	25.60	6.67	n/a	32.27	32
1SC Media	28.00	10.67	n/a	38.67	39
Squarebird	40.00	20.00	33.00	93.00	93
Zonkey	40.00	12.00	28.67	80.67	81
Option B					
Aware Digital	57.60	n/a	n/a	57.60	58
Twelve	42.00	n/a	n/a	42.00	42
Local IQ	14.40	n/a	n/a	14.40	14

The tender process has been designed to allow an assessment of the quality of the companies being considered, a process that demonstrates Plaster and Squarebird both represent good value option (both being within the £35,000 budget for Option A – section 4), and a quality design. The had consistent scores throughout the process, with Plaster just coming out on top overall.

8.3. Recommendation:

1. To consider the outcomes of the scoring and procurement process and appoint a contractor to undertaken the Visit Weston Website requirements, (noting the highest scoring overall was for Plaster with a overall score of 95. The next highest score went to Squarebird (93)). The Council do not have to appoint the highest scoring but should have regard for the process that has been undertaken and was advertised within this procurement exercise.
2. If 1 is agreed, recommend to full Town Council on the 24th November 2025, that the order for the works can be raised, whilst recognising that the budget provision for the works has been included within the 2026/2027 budget setting process to allow the build to commence and be completed prior to the current website contract ceasing 31/03/26

Molly Matthews

Senior Development Officer

3rd November 2025