**Tender Specification**

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| --- | --- |
| Tender Title | Design, Print, Web Development and Hosting |
| Procurement Process Nº | PR 0116 |
| Issue of Specification | 03rd May 2017 |
| Deadline | 09th June 2017 |

# About us

The South East Midlands Local Enterprise Partnership (SEMLEP) was set up in May 2011 as one of 38 Local Enterprise Partnerships (LEPs) in England. Established by the Coalition Government, LEPs play a central role in determining local economic priorities and undertaking activities that drive economic growth and the creation of local jobs. More information can be found on our website [www.semlep.com](http://www.semlep.com).

We have a large number of partners including 14 local authorities, local businesses, business organisations and many other private and public organisations.

In addition to the work that SEMLEP carries out we also have a business support arm, called Velocity Growth Hub.

SEMLEP is formed as a company limited by guarantee.

# Overview

Velocity Growth Hub is looking for one supplier who can provide services in Design, Print, Website development, hosting (Velocity Growth website) and to help us deliver our 2017/18 marketing communications strategy.

All work must comply with ERDF branding and publicity guidelines. <https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/564432/esif_branding_and_publicity_requirements.pdf>

This project is part funded through European Regional Development Fund.

# Background information

Velocity Growth Hub was established by [SEMLEP](http://www.semlep.com/) (South East Midlands Local Enterprise Partnership) in 2014 with funding from the Regional Growth Fund through Lancaster University. The Velocity Growth Hub aims to connect small and medium sized businesses in the South East Midlands with tailored support to enable them to grow.

The main elements of the Growth Hub are:

* A business information portal
* A team of seven business advisers
* Revenue and capital grants for business support
* A programme of business workshops
* Focussed business development within the four showcase sectors identified by SEMLEP

More information can be found on our website [www.velocitygrowthub.com](http://www.velocitygrowthub.com)

# Requirements

**Design work:**

Below is a list of examples of marketing collateral that SEMLEP anticipates that will required during the lifetime of the contract, please add on your proposal how many design changes are included in the price provided.

* Business cards (10 staff)
* Leaflets 6pp
* Workshop Brochures – A4 4pp cover and 20 pp text
* Flyers x 5 tailored designs - A5
* Quarter, Half and Full page advertisements for business publications
* E-blast and newsletter template design
* A4 Event Invitations for our yearly Velocity conferences (pdf and HTML)
* Infographics x 3
* Exhibition stand – 3mx3m
* Pull up banner– 850mm x 2500mm
* PowerPoint Template to be used at workshops and networking events (price per designed page)
* Event promotional material – pens with Velocity and ERDF logos and Velocity website details (up to 5 colours)
* Artwork Images – Stock pics, royalty free inclusive of search fees

We will require ownership of a high-resolution copy, including print-ready files of all completed work, with all design assets provided in .pdf .png, .jpeg .Ai, .EPS where relevant.

**Print work:**

All printed material will need to be delivered to our offices: Unit 39, Cranfield Innovation Centre, University Way, Cranfield, Bedfordshire, MK43 0BT, unless otherwise stated.

Print requirements will vary depending on our programme of activity. Estimated annual quantities are below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Description** | **Estimate Quantity -2017** | **Estimate Quantity - 2018** |
| Business cards | 55mm x 85mm, 350gsm uncoated, 1pp | 2,500 | 4,000 |
| Leaflets | 6pp DL | 500 | 1,000 |
| Brochures | A4 4pp cover and 20 pp text, printed in full colour onto 250gsm cover and 150gsm text, perfect bound | 500 | 5,000 |
| Flyers | A5, 200gsm, silk, 1pp | 500 | 1,000 |
| Exhibition Stand | 3x3m | 01 | 0 |
| Pull up banner | 850mm x 2500mm with carry case | 15 | 0 |
| Pens | Velocity and ERDF logos and Velocity website details (up to 5 colours) | 500 | 1,000 |

**Web development and maintenance:**

Velocity Growth Hub’s website provides information about the Velocity programme offer, workshops, grants and national business support resources.

Working closely with us, we require a creative and strategic web developer to enhance our web presence through improvement and maintenance of our Growth Hub web offer. This will focus on ensuring the site provides a professional and attractive interface to engage with a diverse audience of business leaders from a variety of sectors.

Design and development: The website must showcase Growth Hub services and events and be capable of hosting rich media content. We would expect to work with the developers on SEO and content strategies.

The website will need a full Content Management System to enable regular updates to be made by the Velocity team. Our website must meet web accessibility standards and must be compatible with mobile devices. We will also continue to require live chat functionality provided by the National Helpline by BEIS.

For website maintenance, we will require on-going support via phone, online or face-to-face to address any snagging lists and make required fixes, as well as undertake minor design and developer updates from time to time to ensure our website remains engaging.   
  
Velocity Growth Hub will welcome interest from a web development and maintenance company that could work closely with a designer.

**Selection Criteria**

The Tender application form has a “2-stage” process, to evaluate initial criteria before considering the bid submission in accordance with stated “Award Criteria”.

Application form Part “A” has a pass/fail questionnaire and will need to result in a an adequate score to allow progression to Part ”B”;

* Economic and Financial standing of the Applicant
* Suitability
* Equalities
* Insurance; confirmation that appropriate levels of insurance cover exist and details of relevant claims experience

Experience and Professional Ability will be scored on a five point scale and will take into consideration experience of previous work that has been undertaken that is similar to that outlined in the tender specification.

**Award Criteria**

Part “B” the Contract Award Criteria, the section 4 provides information to applicants to clarify how their application will be evaluated and the weighting of each criteria. If an application is approved under Part A, it will be evaluated considering the Award Criteria.

This will assess, based on the content of the tenders, the ability of the tenderers to perform a contract according to the criteria set out below:

* The provider will be required to demonstrate the ability to deliver the required service quality and to deliver within timescales. Please provide a timetable of key dates and work plan showing the number of days required for each of the key tasks as set out below on the timescales.
* Pleaseoutline the resources and technical ability to carry out the service. Providing information on the workforce to be employed for performance of the service and level of experience and level of resources to be used along with two references.
* The proposal needs to show the social value of the contract and how your business contributes to the society and community in which you operate.

**Key dates**

Inception Meeting – 03rd July 2017

Scoping – two weeks

Digital template designs – 3 weeks

Initial print requirements [leaflets and flyers and banner] – 4 weeks

Exhibition stand – 4 weeks

Initial web design and development – 8 weeks

Website live – 12 weeks

Print and design work end date September 2018

Website hosting end date December 2018

Contract end date – 31th December 2018

# Budget

The budget for the Design, Print and Web development is £25,960.00 including VAT.

# Tender Process

|  |  |
| --- | --- |
| *Issue the Tender* | *03rd May 2017* |
| *Tender deadline for return* | *09th June 2017* |
| *Compliance Check / Short listing of bidders* | *12th June 2017* |
| *Interview/Presentation (If required for clarification)* | *16th June 2017* |
| *Appointment of successful bidder* | *19th June 2017* |
| *Award of contract* | *03rd July 2017* |
| *Inception Meeting – 11 am* | *03rd July 2017* |

Please read carefully the instructions and answer all questions on the application form. If you have any queries regarding completion of the response please email [procurement@semlep.com](mailto:procurement@semlep.com) We reserve the right to distribute the response provided to your question to other interested applicants if required under FOI legislation.

Please send your completed forms and any supporting information electronically to [procurement@semlep.com](mailto:procurement@semlep.com) with the name of the tender in the subject header. Please note we **do not** want hard copies to be sent in the post.

If you have any queries please contact us on 01234 436100.

The Quotation response must include:

* SEMLEP’s Open Tender Application Form fully completed
* Supporting information

**Please note:**

All tender submissions may be subject a credit check.

All the questions received will be answered and published at SEMLEP website under the recruitment and procurement page.

We only accept submissions in Word or PDF of less than 10mb

SEMLEP’s Terms and Conditions are attached.

**Open Tender Application Form**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Tender name: VGH Design, Print, Web development and Website hosting | | | | | | | | | | | |
| Please return this form and your response to Part ‘A’ and Part ‘B’ as part of your application | | | | | | | | | | | |
| **PART A (SELECTION CRITERIA)** | | | | | | | | | | | |
| **SECTION 1: BUSINESS DETAIL** | | | | | | | | | | | |
| Business name | | |  | | | | | | | | |
| Contact name | | |  | | | | | | | | |
| Contact position | | |  | | | | | | | | |
| Company address including post code | | |  | | | | | | | | |
| Principal activities | | |  | | | | | | | | |
| Legal status | | | Sole Trader | Partnership | Limited Company | Other: | | | | | | | | |
| Company number | | |  | | VAT number | | |  | | | |
| Telephone number | | |  | | Mobile number | | |  | | | |
| Email address | | |  | | | | | | | | |
| Website | | |  | | | | | | | | |
| SECTION 2 – This section has several pass/fail questions, if your application does not meet the minimum requirements your submission will be rejected and will not be progressed to “Part B”. | | | | | | | | | | | |
| **ECONOMIC AND FINANCIAL STANDING OF APLICANT**  Suitability to pursue procurement, technical and professional ability | | | | | | | | | | | |
| 1. In the last three years, has your organisation committed any criminal offences or other matters (See “Summary of ineligibility conditions” below) related to your business which would qualify as “mandatory exclusions” under Regulation 57 of the Public Contracts Regulations 2015 or discretionary exclusions under Regulation 58 (if so, give details). | | | | | | | | | | | Yes/No |
| 1. What has the turnover of your organisation been over the **last three** **years**.   A copy of your financial accounts may be required in due course. | | | | | | | Year | |  | | £ |
| Year | |  | | £ |
| Year | |  | | £ |
| SUITABILITY | | | | | | | | | | | |
| 1. In the last three years have you been prosecuted for any environmental offence or do you have any case pending? If yes, please give details below. | | | | | | | | | | Yes/No | |
| 4. Has your company initiated any processes or actions in relation to improving your environmental performance? If yes, please give details below. | | | | | | | | | | Yes/No | |
| **EQUALITIES** | | | | | | | | | | | |
| 5. In the last three years have any findings of unlawful discrimination been made against you or your firm by the Employment Tribunal, the Employment of Bill Tribunal or any other court or incomparable proceedings in any other jurisdiction? If yes, please give details below. | | | | | | | | | | Yes/No | |
| 6. Is it your policy as an employer to comply with your statutory obligations under the Equality Act 2010 not to treat any one group of people less favourably than others because of their “race, gender, age, religion, belief, gender re-assignment, disability, pregnancy/maternity or sexual orientation”? | | | | | | | | | | Yes/No | |
| 7. In the last three years has your organisation been prosecuted or had notice served on it for contravention of the Health & Safety at Work Act 1974 or associated regulations or been a subject of a full investigation by the Health & Safety Executive or similar body. If yes, give details. | | | | | | | | | | Yes/No | |
| 8. Does your organisation have a written health and safety at work policy with arrangements for implementing and monitoring the policy? | | | | | | | | | | Yes/No | |
| **INSURANCE** | | | | | | | | | | | |
| 9. Please advise below what Employers, Public & Professional Indemnity Liability Insurance you hold. Have you made any claims above £50,000 in value within the last three years? (if so, give details). | | | | | | | | | | Yes/No | |
|  | | | | | | | | | | | |
| 10. Please confirm below, your relevant experience in working on projects comparable to the one which you are tendering for and highlight the experience of key members of your personnel who have been engaged in the provision of such services, showing relevant experience **(no more than 500 words)** | | | | | | | | | | | |
|  | | | | | | | | | | | |
| **EXPERIENCE AND PROFESSIONAL ABILITY**  This will be scored on a 5 point scale:  5 Excellent – Surpasses requirements both in personnel and relevant experience  4 Good – Meets all requirements well and good personnel experience  3 Reasonable – Fair amount of relevant experience of organisation and personnel  2 Poor – Some experience but lacking from an organisation / employee perspective  1 Very poor – Lack of relevant experience | | | | | | | | | | | |
| **PART B (TENDER EVALUATION / CONTRACT AWARD CRITERIA)** | | | | | | | | | | | |
| SECTION 3: PRICING SCHEDULE  DESIGN | | | | | | | | | | | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Item | Description | Qty | Unit | Cost per Unit | Total | |  |  |  |  |  |  | |  |  |  |  |  |  | |  |  |  |  |  |  | | Total Quotation Sum | | | £ | | | | | | | | | | | | | | |
| PRINT | | | | | | | | | | | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Item | Description | Qty | Unit | Cost per Unit | Total | |  |  |  |  |  |  | |  |  |  |  |  |  | |  |  |  |  |  |  | | Total Quotation Sum | | | £ | | | | | | | | | | | | | | |
| WEB DEVELOPMENT | | | | | | | | | | | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Item | Description | Qty | Unit | Cost per Unit | Total | |  |  |  |  |  |  | |  |  |  |  |  |  | |  |  |  |  |  |  | | Total Quotation Sum | | | £ | | | | | | | | | | | | | | |
| WEBSITE HOSTING | | | | | | | | | | | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Item | Description | Qty | Unit | Cost per Unit | Total | |  |  |  |  |  |  | |  |  |  |  |  |  | |  |  |  |  |  |  | | Total Quotation Sum | | | £ | | | | | | | | | | | | | | |
| Additional Costs *(to be considered at the discretion of SEMLEP)*  Please set out below any additional costs you believe are necessary to complete this work *(insert additional rows if necessary):* | | | | | | | | | | | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Item | Description | Qty | Unit | Cost per Unit | Total | |  |  |  |  |  |  | |  |  |  |  |  |  | |  |  |  |  |  |  | | Total Quotation Sum | | | £ | | | | | | | | | | | | | | |
| Hourly Rate | £ | | | | | | | | | | |
| Additional Costs *(to be considered at the discretion of SEMLEP)*  Please set out below any additional costs you believe are necessary to complete this work *(insert additional rows if necessary):* | | | | | | | | | | | |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Item | Description | Qty | Unit | Cost per Unit | Total | |  |  |  |  |  |  | |  |  |  |  |  |  | |  |  |  |  |  |  | | Total Quotation Sum | | | £ | | | | | | | | | | | | | | |
| Hourly Rate | £ | | | | | | | | | | |
| PART B (AWARD CRITERIA) | | | | | | | | | | | |
| SECTION 4 : FOR OFFICE USE ONLY  This section provides information to applicants to clarify how their application will be evaluated and the weighting of each criteria. If an application is approved under Part A, it will be evaluated considering the award criteria below.     |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Criteria** | **Score** | **Score** | **Score** | **Score** | **Weighing (%)** | **Weighted Score** | | **Price:** It is necessary to illustrate the value for money in the proposal and how your proposal will deliver the best value per £ of public funds. | Exceptional, covered thoroughly, prices are very good and better than other suppliers. Score 8-10 | Average. Brief covered adequately, Prices are reasonable. Score 4-7 | Bidder meets or does not meet requirements of brief. Score 0-3 |  | 30% |  | | **Ability to deliver the required service quality and within timescales:** Outlines the resources and technical ability to carry out the service. Provide information on the workforce to be employed for performance of the service and level of experience and level of resources to be used. | Exceptional, covered thoroughly, which staff will be provided and if they are experienced. Any timeframe provided to complete the key tasks. Score 8-10 | Average. Brief covered adequately, haven't mentioned about staff's experience or haven't given any timeframe for the key tasks. Score 4-7 | Bidder meets or does not meet requirements of brief. Score 0-3 |  | 30% |  | | **Overall quality of submission:** Give experience of previous work that has been under taken that is similar to that outlined in this brief and provide two referees. | Exceptional, covered thoroughly, have very good experience/good quality of work and similar to SME's, and have provided 2 referees. Score 8-10 | Average. Brief covered adequately, haven't provided 2 referees or have adequate experience only. Score 4-7 | Bidder meets or does not meet requirements of brief. Score 0-3 |  | 20% |  | | **Project Plan for delivery:**  Provide a timetable of key dates and workplan showing the number of days required for each of the key tasks. | Thorough, complete and comprehensive project plan 8-10 | Adequate / fair plan 4 - 7 | Poor or non-existent plan 0-3 |  | 15% |  | | **Social Value:** The proposal needs to show the social value of the contract and how your business contributes to the society and community in which you operate. | Exceptional, covered thoroughly, providing apprenticeship and placements, helping local charities and other community work. Score 8-10 | Average. Brief covered adequately, Do community and charity work but do not provide apprenticeship/ placements or vice versa. Score 4-7 | Does not meet requirements of brief. Score 0-3 |  | 5% |  | |  |  |  | **Total** |  | **100%** |  | | | | | | | | | | | | |
| SECTION 5 REFERENCES  Please provide a contact name, organisation details, telephone number, the value and the type of work carried out. | | | | | | | | | | | |
| Reference 1: | |  | | | | | | | | | |
| Reference 2: | |  | | | | | | | | | |
| Quotation Completed by an authorised employee of your company | | | | | | | | | | | |
| Name: |  | | | | | | | | | | |
| Position: |  | | | | | | | | | | |
| Date |  | | | Signature | |  | | | | | |

## SUMMARY OF INELIGIBILITY CONDITIONS

1. is bankrupt or is being wound up, where his affairs are being administered by the court, where he has entered into an arrangement with creditors, where he has suspended business activities or is in any analogous situation arising from a similar procedure under national laws and regulations;
2. is the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court or of an arrangement with creditors or of any other similar proceedings under national laws and regulations;
3. has been convicted by a judgment which has the force of res judicata in accordance with the legal provisions of the country of any offence concerning his professional conduct;
4. has been guilty of grave professional misconduct proven by any means which the contracting authorities can demonstrate;
5. has not fulfilled obligations relating to the payment of social security contributions in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;
6. has not fulfilled obligations relating to the payment of taxes in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;
7. is guilty of serious misrepresentation in supplying the information required under this Section or has not supplied such information;
8. has been the subject of a conviction for participation in a criminal organisation, as defined in Article 2(1) of Council Joint Action 98/733/JHA;
9. has been the subject of a conviction for corruption, as defined in Article 3 of the Council Act of 26 May 1972 and Article 3(1) of Council Joint Action 98/742/JHA3 respectively;
10. has been the subject of a conviction for fraud within the meaning of Article 1 of the Convention relating to the protection of the financial interests of the European Communities;
11. has been the subject of a conviction for money laundering, as defined in Article 1 of Council Directive 91/308/EEC of 10.61991 on prevention of the use of the financial system for the purpose of money laundering. Statement confirming that items (a) to (k) do not apply.

Please remember to email this response to [procurement@semlep.com](mailto:procurement@semlep.com) before the deadline specified in Timescales.

**END OF TENDER DOCUMENT**