**Invitation to Quote for**

**Place Marketing – Online Lead Generation Services**

**Term: June 2017 to August 2018 (16 months)**

1. **Overview of Requirements**

Liverpool Vision Limited, acting on behalf of its City Region Partners, has a requirement for an online inward investment lead generation service. The solution will be utilised to supplement our existing lead generation channels.

Liverpool City Region (LCR) partners (Liverpool Vision, Liverpool LEP, Knowsley Council, Halton Council, Sefton Council, St Helens Council & Wirral Council) have been awarded up to £1.6 million of EU funding from the England European Regional Development Fund (ERDF) as part of the European Structural and Investment Funds Growth Programme 2014-2020 to deliver the ERDF Place Marketing Investment Project.

The project will provide the Liverpool City Region (LCR) with a coherent and transparent strategy for inward investment by delivering key marketing activities and case handling on a city region basis. It will provide the catalyst for a comprehensive inward investment strategy that will transform operational delivery and the region‘s contribution to the Northern Powerhouse. SME inward investments and growth of foreign owned SMEs will be the project focus.

Liverpool Vision are seeking an online tool or service that can identify genuine inward investment leads from overseas companies considering the UK for investment. The service would utilise web based tools and techniques to identify inward investment triggers from online sources such as newswires, company announcements, market insight, specialist subscriptions, etc.

1. **The Client**

The client is Liverpool Vision Limited (company registration number 06580889) working on behalf of the Mayor of Liverpool. Liverpool Vision have been commissioned to procure these services on behalf of its City Region Partners for the ERDF Place Marketing Programme mentioned in the overview section. Liverpool Vision shall be, and shall remain the contracting party under any consequential agreement of this tender.

Who Are We?

Working closely with private sector businesses in the city, Liverpool Vision is the Mayor of Liverpool’s economic development company incorporating:

* Marketing Liverpool
* Invest Liverpool
* Special projects, such as the International Festival for Business 2016 (IFB2016).

What Is Our Purpose?

Liverpool Vision’s purpose is to enhance the brand of Liverpool, attracting investment and creating jobs to ensure a more prosperous future for the city.

How Do We Do This?

Through raising the profile of our offer we will generate interest from investors and visitors that will both help attract new investment and encourage existing businesses to grow. We will, together with private and public sector partners maximise opportunities by participating in major events such as MIPIM, International Festival for Business (in 2016, 2018 and 2020) and Visitor Economy exhibitions. By working in partnership with commercial partners in the private sector we will communicate positive messages about the city to local, national and international audiences.

1. **Specific Requirements**

Liverpool Vision require the following;

* An online tool or service that provides a reliable flow of inward investment leads from overseas companies considering the UK for investment. The service would source leads predominantly using online/data research techniques.
* It is vital that any lead generated is a genuine, active project including source information, an identified decision maker and contact details.
* We would have a strong preference for a service that would make initial contact with the project decision maker to gain further detail on the project and confirm information regarding the client.
* It would be a strong preference for the tool/service to provide additional, value added information either through direct contact or desktop research, such as –
  + Company name
  + Sector and Sub-Sector
  + Address
  + Website
  + Contact name and position (e.g. Director, CEO, etc.) of decision maker
  + Contact details for decision maker
  + Social media profiles of decision maker
  + Basic company financials (turnover, staff, funding)
  + Source of project
  + International footprint
  + Location criteria and key drivers
  + Project timescales
* The tool/service should generate a minimum of 20 inward investment leads per month.
* It is a strong preference that the tool/service can identify investment leads that reflect the key international markets and sector focus of the Liverpool City Region. These are:

**KEY MARKETS**

1. North America

2. Europe (particularly Germany, France and Scandinavia)

3. Asia (particularly China, Australasia and India)

**KEY SECTORS**

1. Health and Life Sciences
2. Business and Professional Services
3. Energy, Environment and Maritime
4. Advanced Manufacturing and Logistics
5. Digital and Creative
6. **Response**

Tenderers will be expected to provide: -

**Ability to deliver on specific requirements outlines in section 3 – 40%**

* A detailed approach on how you propose to meet the requirements of this tender, including an explanation of tools and systems proposed.
* An overview of what expertise you can bring to the delivery of the above tasks.

**Cost breakdown as prescribed in section 3 – 30%**

* Proposed fee structure. The fee will be fixed for the Term and payable at the end of each quarter. The fee shall be inclusive of any expenses and exclusive of VAT. Liverpool Vision will consider fee structures based on results / leads generated.
* Details of any added value services or products you can offer.

**Flexibility and Implementation/response time – 20%**

* Details of the resources you would propose to deploy.
* Use of subcontractors - Where services would be provided by a third party, the name, address and telephone number of such party must be disclosed, along with a clear statement detailing which services and how they will be delivered.
* Please provide detail on how your organisation will implement the services detailed in section 3.

**Aftercare/Support – 10%**

* Details of how you would manage the service provision and the relationship and confirmation that this will include quarterly face to face meetings at Liverpool Vision offices. Video conferencing / Skype can be considered.

**Mandatory Responses**

* Please provide acceptance of the proposed terms and compliance with our requirements.
* Completion of Appendix 1.

1. **Evaluation**

Responses will be evaluated against the response requirements set out in Section 4, on the basis of the following award criteria, weighted as indicated:

|  |  |
| --- | --- |
|  | |
| Ability to deliver on specific requirements outlined in section 3 | 40% |
| Cost breakdown as prescribed in section 4 | 30% |
| Flexibility and Implementation/response time | 20% |
| Aftercare/Support | 10% |
| Total | 100% |

Responses, other than Price, will be scored as follows. Intermediate scoring, for example 3.7 is permissible: -

|  |  |  |
| --- | --- | --- |
| 0 | Poor | No response or partial response and poor evidence provided in support of it. Does not give confidence in the ability of the Tenderer to deliver the services. |
| 1 | Weak | Response is supported by a weak standard of evidence in several areas giving rise to concern about the ability of the Tenderer to deliver the services. |
| 2 | Satisfactory | Response is supported by a satisfactory standard of evidence in most areas but a few areas lacking detail/evidence giving rise to some concerns about the ability of the Tenderer to deliver the services. |
| 3 | Good | Response is comprehensive and supported by good standard of evidence. Gives confidence in the ability of the Tenderer to deliver the services. Meets the requirements. |
| 4 | Very good | Response is comprehensive and supported by a high standard of evidence. Gives a high level of confidence in the ability of the Tenderer to deliver the services. May exceed the requirements in some respects. |
| 5 | Excellent | Response is very comprehensive and supported by a very high standard of evidence. Gives a very high level of confidence the ability of the Tenderer to deliver the services. May exceed the requirements in most respects. |

Responses should reflect the services specified and will be evaluated against the response requirements set out in Section 5, based on the above award criteria.  
  
Liverpool Vision reserves the right to contact certain tenderers if clarification of their tender is required.

**Price will be evaluated using the following method:**

30% will be awarded to the lowest priced bid and the remaining Tenderers will be allocated scores based on their deviation from this figure.

For example, if the lowest price is £40 and the second lowest price is £42 then the lowest priced Tenderer gets 30% (full marks) for cost and the second placed Tenderer gets 28% and so on. £40/£42 x 30 = 28%).

*Successful tenderers will be expected to have suitable financial stability to undertake these pieces of work and to have insurances and policies in place that are adequate to undertaking payment from public funds. If LV regards responses in section 5 to be unsatisfactory, then LV reserves the right at its absolute discretion not to award a contract irrespective of how the tenderer has scored using the evaluation criteria.*

1. **Timescales**

ITQ Publication: 24th May 2017

Requests for clarification\*: by 1:00pm on 31st May 2017

Liverpool Vision responses to requests for clarification: 1st June 2017

Responses to the ITT to be received no later than 2:00pm on: 7th June 2017

Indicative Award: subject to contract and any further due diligence: w/c 12th June 2017

Service commencement: Immediate upon contract signature

\* There is an opportunity to ask Liverpool Vision for further information to assist you in the preparation of your responses during the Items for Clarification period. If you have an Item for Clarification, please e-mail Connor Reilly (creilly@liverpoolvision.co.uk) during this period.

Two written copies of your response should be submitted in a sealed envelope, stating “ITQ Response for Place Marketing – Online Lead Generation” and marked for the attention of: Connor Reilly, Procurement Assistant, Liverpool Vision, 10th Floor, The Capital, 39 Old Hall Street, Liverpool, L3 9PP, this should include a soft copy, stored on an electronic memory device (USB Stick or CD).

If delivering by hand, please be advised that because of a barrier system in a shared building, you will need to ask reception in the Capital Building to phone Liverpool Vision (0151) 600 2900 to advise that your submission has arrived for collection.

External envelopes must **not** indicate the identity of your organisation.

1. **The Award**

Notwithstanding the Important Notice below, any contract awarded subsequent to this ITQ will be subject to the enclosed terms and conditions.

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***Important Notice***

*Whilst Liverpool Vision is committed to selecting a supplier or suppliers, it reserves the right not to accept any proposals or award the contract. Liverpool Vision does not bind itself to accept the lowest or any response, and reserves the right to accept a portion of any proposal, unless the respondent expressly stipulates otherwise on its response. The right is also reserved to award more than one contract.*

*Whilst the information in this document is given in good faith and is believed to be correct it does not purport to be comprehensive or to have been independently verified.*

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| ITQ Title |
| Place Marketing – Online Lead Generation |

Appendix 1

Your Company Information

At Liverpool Vision we appreciate the amount of hard work that can go into submitting tenders. We therefore request that in answering the questions in this Appendix 1, you provide only **very brief** information. This will give us a much better understanding of you as a potential supplier to us.

Please expand the rows to suit.

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| Company Name |
|  |
| Status *(limited, self-employed, partnership, etc.)* |
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| Contact details |
|  |
| Locations *(including where the service would be provided from)* |
|  |
| Year of incorporation |
|  |
| Company Registration Number, *if applicable* |
|  |
| Turnover *(most recent, plus forecast)* |
|  |
| Staff *(including total number, subcontractors, etc)* |
|  |
| Associations *(partnerships, group, holding, parent, company, subsidiaries)* |
|  |
| Accreditations / Memberships / Awards |
|  |
| Previous dealings with Liverpool Vision *(current, past, tenders, contracts)* |
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| Please detail any conflicts of interest |
|  |
| Other relevant information |
|  |
| Please detail two case studies of projects of a similar nature and size. |
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