**Invitation to Quote**

**ERDF Place Marketing - Location Benchmarking Tool**

**Budget: A maximum value of up to £19,000 +VAT**

**Term: June 2017 – December 2018**

1. **Overview of Requirements**

Liverpool City Region (LCR) partners (Liverpool Vision, Liverpool City Region 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.

Invest Liverpool (a department of Liverpool Vision) is the inward investment agency for Liverpool City Region and works in partnership with the city region local authorities and Liverpool City Region Local Enterprise Partnership to attract inward investment under the “Invest Liverpool Advancing the City Region” brand.

The attraction of new businesses to the city region makes up a significant proportion of the activities of the team. The ability to provide accurate and current information across a wide range of location factors is crucial in assisting a business in location decision making.

Liverpool City Region’s performance against a wide variety of data points is also important in understanding relative strengths and weaknesses, positioning value propositions and informing strategy.

This brief sets out the requirements for a comprehensive location benchmarking tool for use by Invest Liverpool and the Place Marketing Team in managing inward investment enquiries and informing future strategy.

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.

What Are Our Values?

Liverpool Vision’s is committed to the highest standards of ethical conduct and integrity in its business activities and to providing a high-quality service to all its customers and partners. Liverpool Vision believes that all its workers should be treated with dignity and respect and everyone is encouraged and supported to be the best they can be. We believe in taking responsibility, being creative and innovative and working together as a team for the benefit of the city.

1. **Specific Requirements**

Liverpool Vision require the following:

* Web based location benchmarking tool.
* Tool must allow for the production of bespoke reports as well as allow the user to compare locations against individual data points e.g. salary costs, labour force, etc.
* Outputs from the tool must include both data tables and graphs/graphical representations.
* Outputs for bespoke reports preferred in both MS Word and PDF format. Data tables and graphs preferred in MS Excel format however image files or other similar file types can be considered.
* Comparator locations must include city level data. Additional, wider geographies such as counties, regions or LEP areas would be a preference.
* Comprehensive data coverage of major UK cities is essential, as is good coverage of global destinations, particularly Europe.
* Initial training and ongoing user support (e.g. telephone consultation) provided.
* Comparator data preferences. Data covering the following broad headings would be desirable:  
  + Salary data across a wide range of job roles and grades/levels
  + Commercial property costs (e.g. prime rental, average rental, etc.)
  + Utility costs
  + Tax (particularly global comparisons)
  + Other operating cost data
  + Cost of living/quality of life data (or equivalent stats)
  + Headline population demographics (including skills and relevant labour demographics)
  + Infrastructure/connectivity
  + Business sector data e.g. no. of companies, number of employees, etc.
  + Student/graduate/university research data (e.g. quality, population)

**The subscription to this tool will be for a period of 1 year and 7 months, and must include 2 user licenses. The Successful company should provide a cost for a 1-year subscription fee and a monthly rolling fee.**

1. **Response**

Tenderers will be expected to provide: -

**4.1 Quality and Range of data / Fit for purpose – 45%**

* Brief outline of how the tool meets the requirements outlined in section 3.

**4.2 Full Breakdown of Costings – 30%**

* A full breakdown of proposed costs including a yearly subscription rate and a monthly rate. All costs must be quoted in pound sterling, exclusive of VAT, fixed and firm and shall apply during the whole of the contract term. The breakdown should include a cost quotation for 2 user licenses as well as additional cost for further licenses.

Please Note: In addition to the specification requested, Liverpool Vision would welcome any other subscription levels that could be provided and their associated costs e.g. if the tool provides differing levels of access such as datasets or number of comparator locations. These additional levels of service could be included within the proposal but would ultimately be separate to the requested response.

**4.3 Ease of use / User Friendliness – 25%**

* Please provide a brief explanation of how the proposed tool demonstrates ease of use and user friendliness.

**4.4 Mandatory Requirements;**

* Please also provide at least 2 user references of customers using the same/a similar solution.
* Confirmation of the ability to provide temporary access to the tool **OR** a demonstration of the proposed tool at the dates set out in Section 6.
* Completion of Appendix 1.

**PLEASE NOTE: Upon completion of the initial evaluations, it is the intent of Liverpool Vision to shortlist a number of responses. The shortlisted candidates will have the ability to provide temporary access to the proposed tool for further evaluation of 4.1 and 4.3 above OR will have the opportunity to host a demonstration of the proposed tool, also for further evaluation of 4.1 and 4.3 above.**

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:

|  |  |
| --- | --- |
| Quality and Range of data / Fit for purpose | 45% |
| Full Breakdown of Costings | 30% |
| Ease of use / User friendliness | 25% |

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. |

An example of scoring using the method above: a supplier is rated at 3.7 out of a possible 5. The weighting for that particular criteria is 45%.

To calculate their actual score: - (3.7 / 5.0) x 45 =33% (out of a possible 45%).

**Example – Quality / Fit for Purpose – 45%**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Supplier** | **Score out of 5** | **Weighting** | **Weighting Multiplier** | **Weighted Score** |
| A | 5 | 45% | 9 | 45% |
| B | 3 | 45% | 9 | 27% |

Liverpool Vision shall select the winning bidder based on the highest consolidated score, including scores from all criteria. This selection shall be subject to section 7.

**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 28.5% and so on. £40/£42 x 30 = 28.5%).

1. **Timescales**

|  |  |
| --- | --- |
| Activity | Date/Time |
| ITQ Publication: | 17th May 2017 |
| Requests for clarification\*: | by 2:00pm on 23rd May 2017 |
| Liverpool Vision responses to requests for clarification: | 24th May 2017 |
| Responses to the ITT to be received no later than: | 2:00pm on 30th May 2017 |
| **Potential** demonstration of proposed tool: | 9th, 12th, 13th June 2017 (tbc) |
| 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.

\*\* Due diligence shall be carried out on the winning bidder prior to contract signature. Due diligence shall include (but is not limited to) completing a full Dun & Bradstreet check on the successful company and requesting customer references (where appropriate).

Two written copies of your response should be submitted in a sealed envelope, stating “ITQ Response for Location Benchmarking Tool” 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).

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.*

|  |
| --- |
| ITQ Title |
| ERDF Place Marketing - Location Benchmarking Tool |

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.)* |
|  |
| 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)* |
|  |
| Other relevant information |
|  |