

The **acc** Liverpool Group

**TENDER REF: TT000076**

**INVITATION TO TENDER FOR THE PROVISION OF EXECUTIVE AND  
NON EXECUTIVE TRANSPORT SERVICES**

**Briefing Document**

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## **1. Overview**

We are The ACC Liverpool Group – operators of a world-class event campus located on the banks of Liverpool’s world heritage waterfront and home to Echo Arena, BT Convention Centre, Exhibition Centre Liverpool and TicketQuarter. The ACC Liverpool campus is a family of venues, experiences and services for the local, national and international events market.

The versatile BT Convention Centre facilities include a 1,350 seat auditorium, 18 breakout rooms, 3,725m<sup>2</sup> of exhibition space and a range of sustainable credentials having been designed to produce half the CO<sub>2</sub> emissions it would without any environmentally-friendly measures.

Sister venue Echo Arena Liverpool is an 11,000-seat arena with 22 hospitality VIP Boxes, The Liverpool Collection Lounge and a packed programme of entertainment and sporting events throughout the year.

In September 2015, The ACC Liverpool Group expanded its offering with the opening of Exhibition Centre Liverpool, adjacent to BT Convention Centre and Echo Arena, providing an additional 8,100m<sup>2</sup> exhibition facility, taking the total to 15,225m<sup>2</sup> of interlinked and flexible event space.

A pedestrian link bridge connects the new and existing venues making it the only purpose-built interconnected arena, convention centre and exhibition facility in Europe. A 216-bedroom Pullman hotel, which forms part of the development, opened in February 2016.

The ACC Liverpool Group works closely with Clients helping to ensure the success of their events and delivering the best possible service. All of the Supplier’s staff will be required to be pro-active in providing a first class, customer focused service to all Clients.

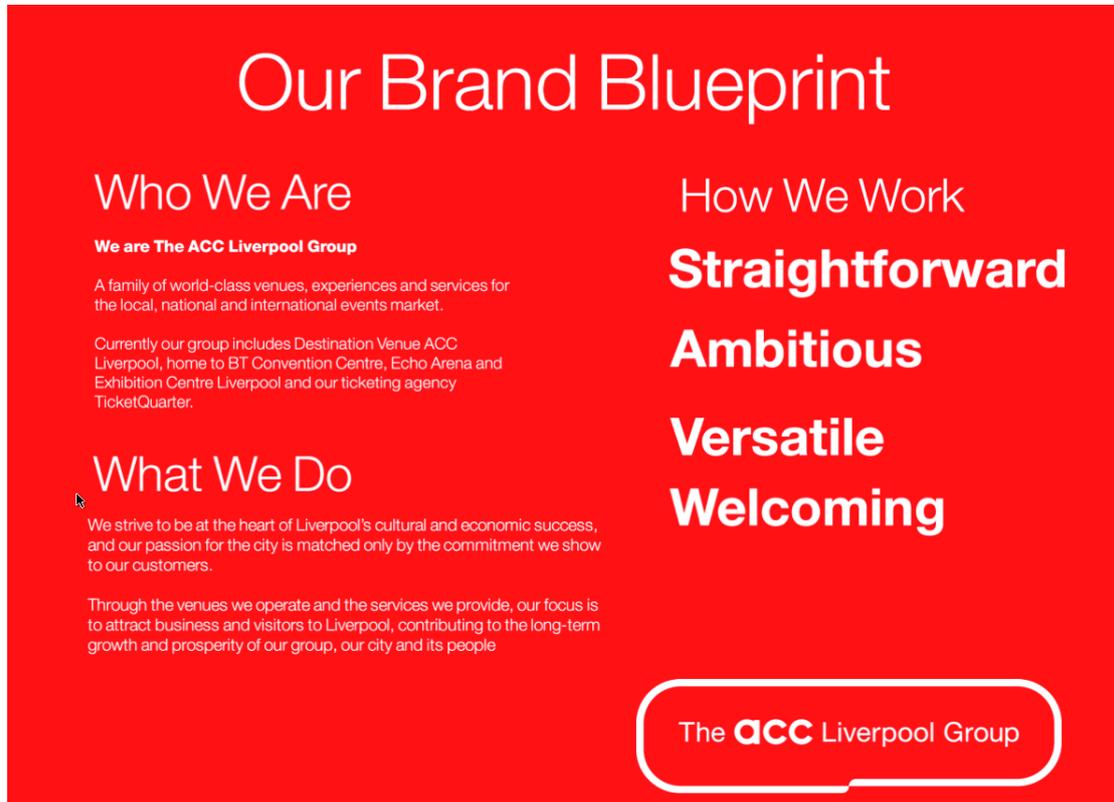
Our vision is to be a successful world class arena, convention centre and exhibition centre that serves its customers to the best of its abilities and attracts visitors to Liverpool, thereby contributing to the long term growth and prosperity of our enterprise, our city and its people.

## **2. Vision**

The unique skill of what The ACC Liverpool Group does is in the complexity of bringing together many diverse individual groups of people with different expertise and experiences, to create seamless, coherent and impactful events that deliver a unique experience for clients and visitors.

### **3. Values**

The ACC Liverpool Group's brand values are:-



The graphic is a red rectangle with white text. At the top, it says 'Our Brand Blueprint'. Below this, there are two columns of text. The left column is titled 'Who We Are' and contains three paragraphs: 'We are The ACC Liverpool Group', 'A family of world-class venues, experiences and services for the local, national and international events market.', and 'Currently our group includes Destination Venue ACC Liverpool, home to BT Convention Centre, Echo Arena and Exhibition Centre Liverpool and our ticketing agency TicketQuarter.' Below this is the title 'What We Do' followed by two paragraphs: 'We strive to be at the heart of Liverpool's cultural and economic success, and our passion for the city is matched only by the commitment we show to our customers.' and 'Through the venues we operate and the services we provide, our focus is to attract business and visitors to Liverpool, contributing to the long-term growth and prosperity of our group, our city and its people'. The right column is titled 'How We Work' and lists four brand values: 'Straightforward', 'Ambitious', 'Versatile', and 'Welcoming'. At the bottom right of the graphic is a white rounded rectangle containing the text 'The ACC Liverpool Group'.

## Our Brand Blueprint

### Who We Are

**We are The ACC Liverpool Group**

A family of world-class venues, experiences and services for the local, national and international events market.

Currently our group includes Destination Venue ACC Liverpool, home to BT Convention Centre, Echo Arena and Exhibition Centre Liverpool and our ticketing agency TicketQuarter.

### What We Do

We strive to be at the heart of Liverpool's cultural and economic success, and our passion for the city is matched only by the commitment we show to our customers.

Through the venues we operate and the services we provide, our focus is to attract business and visitors to Liverpool, contributing to the long-term growth and prosperity of our group, our city and its people

### How We Work

**Straightforward**

**Ambitious**

**Versatile**

**Welcoming**

The **ACC** Liverpool Group

### **4. Aim and Objectives**

The overall aim of this tender is for The ACC Liverpool Group to secure a relationship with a supplier to provide transport services on a nonexclusive basis.

The objectives of the appointment of the preferred supplier includes:

- To support the ACC Liverpool Group's mission, brand and values.

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- To provide the ACC Liverpool Group with executive and non-executive transport services as detailed in the Scope of Service document.
- To provide the ACC Liverpool Group with a professional, cost effective and timely service.

### **5. Scope of Services**

This requirement is for the provision of Transport Services for The ACC Liverpool Group (the Customer) on a nonexclusive basis for a 12 month period with a 2x1 year extension option. The 2x1 year extension option will be at the sole discretion of the customer depending on the performance of the awarded contractor. The Customer requires a preferred Supplier to undertake the potential transport service requirements for the Customer and the potential requirements of the Customer's individual clients. Please refer to the Scope of Service document for a detailed overview of the requirement.

### **6. Procurement Documents**

The documents provided as part of this tender process are detailed below:-

Document 1 – Briefing Document (*this document*)

Document 2 – Terms and Conditions of Purchase and Supply of Services

Document 3 – Invitation to Tender (ITT) Submission Schedule.

Document 4 – Scope of Services

### **7. Notes to Organisations**

Please note the following:-

7.1 The ACC Liverpool Group reserves the right to reject any organisation which fails to comply fully with the requirements of the selection process set out or referred to in the tender process.

7.2 Failure to submit a pre-qualification questionnaire or tender response, in whole or in part may disqualify the organisation from the procurement and The ACC Liverpool Group may undertake no further evaluation of that tender. Failure to furnish the required information or supply documentation referred to in responses, within the specified timescale, may also mean that an organisation is not awarded the contract.

7.3 Organisations should be aware that erroneous or incorrect responses may result in their not being awarded the contract. In the case where the error or misrepresentation is not discovered until after the contract is awarded, The ACC Liverpool Group reserves the right to terminate the contract and all costs incurred by

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The ACC Liverpool Group as a result of the termination shall be recoverable from the tenderer accordingly.

7.4 The ACC Liverpool Group reserves the right to terminate the procurement process and does not undertake to award a contract to any organisation. In no circumstances shall The ACC Liverpool Group be liable for any costs incurred by an organisation in relation to the procurement process or entering into a contract.

7.5 By participating in the procurement process, organisations agree and accept that they are bound by all of the terms of this ITT. The submission of a tender will imply the full acceptance of the provisions of this ITT by the relevant organisation. Any attempt to qualify any of the provisions of this ITT may result in an organisation being disqualified.

7.6 If The ACC Liverpool Group considers any question or request for clarification to be of material significance, both the question and the response will be communicated, in a suitably anonymous form, to all organisations who have been invited to tender.

7.7 Information given by The ACC Liverpool Group is provided in good faith. Technical information may be incomplete, or even contradictory, where it relates to different time periods or methods of information gathering. The ACC Liverpool Group Information is intended only as an explanation of The ACC Liverpool Group's requirements and is not intended to form the basis of an organisation's decision as to whether to enter into a relationship with The ACC Liverpool Group. Organisations will be expected to test and verify any information that has a bearing on their proposals

7.8 The ACC Liverpool Group Information does not purport to be all-inclusive or to contain all the information that a prospective contractor may require. Organisations must take their own steps to verify any information which they use and must make an independent assessment of the opportunities described in The ACC Liverpool Group Information after making such investigation and taking such advice as they think necessary.

7.9 Neither the ACC Liverpool Group nor its members, directors, officers, employees, agents or advisers make any representation or give any warranty as to the adequacy, accuracy, reasonableness, or completeness of The ACC Liverpool Group Information. Organisations considering entering into a relationship with The ACC Liverpool Group should make their own enquiries and investigations of The ACC Liverpool Group's requirements.

7.10 Neither the ACC Liverpool Group nor its professional advisers shall be liable neither for any loss or damage arising as a result of reliance on The ACC Liverpool Group Information nor for any expenses incurred by organisations at any time in connection with the procurement process.

7.11 Any advisers appointed by The ACC Liverpool Group, whether legal, financial, technical or otherwise, will not be responsible to anyone other than The ACC Liverpool Group for providing advice in connection with this procurement process.

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7.12 Where an organisation intends to use sub-contractors, it will be its responsibility to provide such sub-contractor with all necessary information. Where information about the organisation is requested in negotiations or any procurement documentation, such information must be provided for the principal contractor and all sub-contractors.

7.13 Organisations remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the organisation in connection with their tenders, at any time, and whether incurred directly by them or their advisors or subcontractors and regardless of whether such costs arise as a consequence, direct or indirect, of any amendments made to this ITT by The ACC Liverpool Group at any time.

7.14 Any attempt by any organisation or its appointed advisers to influence the procurement process in any way will result in the relevant tender being disqualified. Specifically, organisations shall not directly or indirectly at any time:

7.14.1 fix or adjust the amount or content of any tender in accordance with any agreement or arrangement with any other person, other than in good faith where such other person is a proposed provider of finance;

7.14.2 communicate to any person other than The ACC Liverpool Group (other than in order to obtain quotations for supplies, services or finance) or seek to obtain information about the amount or content of any other tender;

7.14.3 enter into any agreement or arrangement with any other person that will result in such a person refraining from submitting a tender;

7.14.4 enter into any agreement or arrangement with any other person as to the form, content or amount of this tender or any other tender;

7.14.5 offer or pay a sum of money, incentive or valuable consideration to any person proposing to effect changes in or omissions from any other tender; nor

7.14.6 contravene any provisions of the Bribery Act 2010.

7.15 Direct or indirect canvassing by an organisation or its appointed advisers in relation to the procurement or any attempt to obtain information from any of the officers, employees, or agents of The ACC Liverpool Group or their appointed advisers concerning another organisation or another tender will result in disqualification.

7.16 The ACC Liverpool Group must be notified in writing of any change in the control, composition, or membership of an organisation that has taken place or takes place at any time prior to execution of any contract.

## **8. Your ITT Submission**

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ACC Liverpool's Vision, Values and Objectives, along with our requirements for the proposed Contract, have been detailed in the Procurement Documents listed under Section 6.

We would now like to know more about your organisation and the skills you could potentially bring to this Contract. Listed below are a number of areas we would like you to cover in your ITT submission which should be provided by completing Document 3 – ITT Submission Schedule:-

### **Section A – Potential Supplier Information**

This section requests details about your organisation.

### **Section B – Exclusion Grounds**

This section relates to activity that may exclude an organisation from participating in this process.

### **Section C – Selection Questions**

This section requests details about your organisation's economic and financial standing, technical and professional ability, legislative and insurance requirements.

### **Section D – Your Services**

1. Details of your organisation's experience and expertise in the supply of this type of service. This should include case studies, visuals and photographs where appropriate.
2. Details of your range of services.
3. Details of your commitment to customer service. Details of how you would manage the customer care process from the initial contact from the Customer and/or their Clients, through to delivery of the services required. **Note:** this should include any ideas regarding online booking, dedicated pages or price lists, how revenue would be tracked for commission.
4. Details of your arrival/collection service. This should include proposed ideas for how passengers would be informed of vehicle arrival.
5. Details of your fleet of vehicles both executive and non-executive (fully owned). If not fully owned please provide relevant details.
6. Please provide a case study of a customer to whom you provide services similar to that described in section 3 in the Scope of Services document. Please provide an up to date email address for this customer as they may be contacted for reference purposes.
7. Please provide details of the dedicated Account Manager who will be responsible for the delivery of this contract and details of their experience and expertise. Describe your plan for delivery of this contract. The service delivery plan should include, amongst other things, mobilisation of the contract, ongoing delivery of the

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services, how communication will be managed with The ACC Liverpool Group, out of hours service capabilities and contingency planning.

### **Section E – Intention to Sub-Contract Part of the Services**

Please indicate whether your organisation intends to sub-contract any element of this Contract. If so, please provide details of sub-contractors.

### **Section F – Additional Services**

Please provide details of any additional product or service offerings which you feel would be relevant and how they could be utilised by ACC Liverpool. You may also provide an outline of those factors which differentiate your organisation from those of your competitors. In addition to this, please demonstrate how you will ensure a value for money service.

### **Section G - Costs**

In addition to the above information, please complete the pricing schedule. Your proposal should include details of the percentage commission you will award to The ACC Liverpool Group from the total revenue earned from the clients who contact you directly in connection with their event at ACC Liverpool Group following a referral from the venue. The proposal should also include details of how you would envisage this process being managed.

### **Section H - Delegate Transport Scenario**

A sample scenario has been provided in Section H of Document 3 ITT– Please review and answer as requested.

## **9. Selection Criteria**

Tender submissions will be evaluated by the panel detailed below:-

Carmel Baines	Guest relations and Hospitality Manager (maternity cover for Emma Dunbar)
(Emma Dunbar)	Guest relations and Hospitality Manager, currently on maternity leave
Ciara Prunty	Procurement Advisor (Tender Facilitator)
Eddie Dos Santos	Head of Event Support, Events and Operations

The evaluation panel will use the following guidelines, listed in no particular order, to select a contractor:-

- depth of experience and expertise in provision of transport services
- competitiveness of pricing
- Ability to demonstrate commitment to high level of customer service

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- ability to offer value added services
- Compatibility with ACC Liverpool’s vision, mission and brand values.

### **10. Next Steps**

Please see below an indicative project timetable (these times may be subject to change):-

#### **Wednesday 5<sup>th</sup> of December**

Procurement Documents added to Contracts Finder and ACC Liverpool Group Website.

Organisations interested in tendering should submit an expression of interest as soon as possible to [purchasing@accliverpool.com](mailto:purchasing@accliverpool.com)

#### **Tuesday 15th January**

Deadline for tender submissions.

**Please submit your ITT response by 12 noon via email to [purchasing@accliverpool.com](mailto:purchasing@accliverpool.com)**

Tender submissions will be evaluated and the awarded supplier confirmed as soon as possible with a look to the contract commencing on the 1<sup>st</sup> of April 2019.

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