Sunderland Software City

Integrated Agency Tender

December 2018

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SUNDERLAND SOFTWARE CITY
Integrated Marketing Support

1. Tender Overview

You are invited to submit a proposal to provide Sunderland Software City (SSC) with a Service to provide integrated marketing support.

2. Background

The Initiative

Sunderland Software City (SSC) is a publicly funded, privately led initiative which has the remit of encouraging economic development through the provision of support to North East based SMEs. SSC are delivery partners in the Digital Innovation Partnership project which is part financed by the European Structural and Investment Funds (ESIF), managed by the Ministry for Housing, Communities and Local Government (MHCLG)

By supporting SMEs to start and grow, the North East can build on its reputation as a home to innovation and provide career opportunities for today's and tomorrow's generations. SSC aims to ensure that the software sector in this region has the right facilities, the right business support, the right connections and crucially the world class workforce it needs to compete on a global stage.

3. Delivery Requirements

SSC is looking to select a provider that will be responsible for the supply of integrated marketing support.

The type of support that is required will vary and demand will be on an as and when basis. Examples of the services may include but will not be limited to the following:

- Web design and web support

- Branding and graphic design

- Production of marketing collateral

- SEO and digital marketing

- Copywriting and PR support

4. Next Steps

We are now inviting companies to submit a proposal for this work. Your proposal should include in no more than 6 sides of A4 paper: -
- A brief description of your company
- Examples of previous work which is relevant (maximum 2 examples)
- An example breakdown of costs inclusive of all VAT – for example – day rates, hourly rates, project management fees (please also state any assumptions made during costings)
- A proposed workflow to show the interaction between yourself and SSC from the time a project is started

5. Period of contract

This contract shall cover the period from December 2018 until 31th March 2021.

6. Pricing and budget

The budget for this work will not exceed £120,000.00 inc. VAT and services will be purchased on an ad hoc basis over the contract period. SSC does not bind itself to spending the full contract value.

Sunderland Software City does not bind itself to accept the lowest or any quotation and reserves the right to accept a portion of any quotation unless the supplier expressly stipulates otherwise in their quotation.

7. Selection & Indicative Milestone Process

	Date
Deadline for Receipt of Proposals	5pm 7th January 2019
Review proposals and seek any required clarifications	8th – 11th January 2019
Contract awarded	w/c 14th January 2019

The following scoring criteria will be used to evaluate bids:

Criteria	Weighting %
Understanding of project requirements and ability to deliver.	30%
Relevant experience of providing integrated marketing support services	35%
Value for money	35%

Electronic version of proposal must be mailed to Laura Richards at
laura.richards@sunderlandsoftwarecity.com

Any queries on the tender should be directed to Laura Richards at
laura.richards@sunderlandsoftwarecity.com