

**Liverpool City Region
Local Growth Hub Marketing & Web Development
Request for Quotation - Marketing Support and Web Development**

**Delivery Timescale – 3rd August 2016 to 31st March 2017
Overall Value of Tender - Maximum £30,000**

Background

Liverpool City Region Local Enterprise Partnership (LEP) is working with local public and private sector partners to deliver the Local Growth Hub.

Creating a joined up approach to business support actively engages companies and connects them with advisors across the Liverpool City Region.

Businesses can access the Local Growth Hub services at localgrowthhub.com, via their Local Growth Hub broker or on Twitter @localgrowthhub and on LinkedIn.

Requirement

To plan and deliver marketing activity for the Business Growth Hub post launch to continue to raise its profile and generate enquires for its services. The following services are required:

1 Marketing Campaigns

- Plan, implement and evaluate a cost effective growth hub marketing strategy to provide direction and generate ideas aiding the development of the growth hub.
- Support the production of Management report on the effectiveness of marketing and PR against set targets.

2 Digital Content

- PPC and digital advertising creation and management.
- Increase social media reach and engagement by ensuring that content is appropriate, informative and engaging.

3 Events

- Creation and management of an events programme

4 Communications

- Monitoring press opportunities
- Broker engagement (inc meetings)
- On-going stakeholder engagement (business and advisor)

Allocated maximum budget for points 1 - 4 = £20,000

5 Web Development

- Work with the LEP Business Systems Project Manager to scope out and agree priority development requirements of the Growth Hub website to enhance the user journey.
- Implement and manage the website development programme, through our third party organisation (the web developer) to an agreed budget and timeline.
- Payment for the agreed development work is expected to be met by the supplier who will subsequently invoice the LEP.

Allocated maximum budget for point 5 = £10,000

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

- **Quality/Technical Merit (60%)**
 - Does the service demonstrate innovation?
 - Explanation of service delivery.
 - Ability to manage a third party service provider.
- **Delivery Timescale (20%)**
 - Can the supplier meet the timescales/deadline?
- **Cost/Value for Money (20%)**
 - Is the price good value for money? This is not necessarily the cheapest option.

Scoring Methodology

4 Excellent	Proposal meets and in some places exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer



Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out.

Initial period to commence 1st August 2016 to 31st March 2017

Proposals should clearly indicate the rates for each point 1-4 and the maximum number of days available for each. Maximum budget £20,000.

Point 5 – your quote should take into consideration the third party web development work that may be required and your management fee in the maximum budget of £10,000.

We envisage the ideal arrangement to be an agency, team or individuals that can dedicate multiple resource including person/s that will be work with the LEP Growth Hub team to develop and implement a post launch plan, and generate awareness, leads and enquiries.

We welcome submissions both from organisations and from individuals able to offer the service required. Office accommodation will be provided to work from on the project where required. This contract will be subject to the LEPs standard Terms & Conditions.

The following Conflict of Interest Form must be submitted with each proposal.

Deadline and Submission

Proposals are required by **1st August 2016 at 12.00pm** either electronically or by post/in person to Andy Devaney, Programme Manager, Business Growth Team, Liverpool City Region LEP, 12 Princes Parade, Liverpool, L3 1BG; Email: andy.devaney@liverpoollep.org

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21st July 2016

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Conflict of Interest Form

The concept of a conflict of interest includes any situation where relevant staff members have, directly or indirectly, a financial, economic or other personal interest which might be perceived to compromise their impartiality and independence in the context of the procurement procedure. Where there is any indication that a conflict of interest exists or may arise then it is the responsibility of the Supplier to inform the LEP.

OPTION 1

I do not have any conflicts of interest that prevent my full and unprejudiced participation in this procurement exercise.

I also declare that I will inform the LEP immediately, should my circumstances change in any way that effects this declaration.

Signed

Dated

OPTION 2

I do have a conflict of interest that may prevent my full and unprejudiced participation in this procurement exercise. The nature of this conflict of interest is detailed below:

I also declare that I will inform the LEP as soon as practicable, should my circumstances change in any way that effects this declaration

Signed

Dated