2022



Request for Proposal

PR & COMMUNICATION SUPPORT

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# **OVERVIEW**

## **About WM5G**

West Midlands 5G Limited (WM5G) are launching a new national technology business – building on the success of WM5G.

WM5G - the UK’s largest 5G innovation company - was a multi-million-pound programme that both the West Midlands Combined Authority (WMCA) and the Department for Digital, Culture, Media and Sport (DCMS) set-up to develop the UK’s first region-wide 5G testbed.

WM5G was designed to achieve citizen, public and private sector benefits from 5G and accelerate 5G deployment across the region. WM5G was part of the DCMS 5G Test Beds and Trials Programme, whose aim was to accelerate deployment of 5G networks, ensuring the UK can take early advantage of applications, maximise productivity and efficiency benefits to the UK from 5G, create new opportunities for UK businesses and encourage inward investment.

Since its inception in 2018, WM5G has achieved considerable success in helping the West Midlands become the best-connected region in the UK for 5G and also in testing and proving transformational benefits from breakthrough 5G services in healthcare, transport, manufacturing and other sectors via its 5G testbeds and 5G accelerators in Birmingham, Wolverhampton and Coventry.

Following WM5G’s success, the company is evolving to focus on accelerating the deployment of advanced connectivity, delivering further innovation and support organisations to adopt the benefits from connectivity, internet of things and data & AI solutions. WM5G’s mission is to make it radically simpler for public and private sector organisations to get the benefits from these new technologies – building on the real-world expertise and experience from WM5G’s original programme.

## **Purpose of Request For Proposals**

WM5G is looking to award a contract to provide PR and Communication Support. The successful organization will have a key role working alongside WM5G and its partners as they seek to deliver an exciting set of initiatives in the coming year. Further detail included in Section 2.

## **Process**

WM5G adopt the following process for vendor selection:

1. Evaluation of responses

WM5G evaluation panel will review and analyse information received in response to this Request for Proposal (RFP) to determine the feasibility of including the vendor in the shortlisting process. WM5G reserves the right to cap the number of shortlisted responses in the event to of significant interest. Shortlisting will be based on the quality of the responses provided.

1. Bid presentation

Shortlisted vendors will be expected to make a bid presentation as a part of the overall evaluation process. The presentations will give an opportunity to the vendors to demonstrate their strengths and capabilities in respect to the suitability for providing services in scope of this tender. Also, WM5G will get an opportunity to question any specific technical, commercial and other general aspects of the responses.

1. Award decision

An award decision will be made based on a combined score of tender responses and subsequent presentations.

It should be noted that:

1. For the avoidance of doubt, neither this RFP nor subsequent process steps place any obligation upon WM5G to accept any of the responses made, nor to debrief the vendors on the reasons they were not successful. WM5G reserves the right to award business and sign any contract based on internal business requirements and policies.
2. If vendors have any doubts as to the meaning of any portion of the RFP, assumptions and interpretations upon which the responses have relied must be submitted at the same time as the response. In addition, vendors may also submit attachments as further specified in the questions.
3. WM5G reserves the unconditional right, at its sole discretion, to review, evaluate and dispose of any responses as it sees fit. Further, WM5G may decide to suspend or discontinue, temporarily or permanently, this process at any time and for any reason, without being under any obligation to give reasons.

## **Cost of Tendering**

Each vendor shall meet its own costs of preparing its response and under no circumstances shall WM5G be liable to the vendor for any costs or losses, however incurred.

## **Non-Collusion and Restrictions**

No vendor shall offer to pay or give or agree to pay or give any sum of money or valuable consideration directly or indirectly to, or otherwise canvass support for, the award of the contract from any employee, agent, adviser or representative of WM5G in relation to its responses.

## **Risk and Responsibility**

Each vendor shall be responsible for obtaining all information that may be necessary for the submission of its response and the performance of the contract. Each vendor is responsible for understanding the risks and obligations which it may assume under the contract. Each vendor must satisfy itself as to the correctness and sufficiency of its responses. Each vendor shall be presumed to have taken note of any special difficulties associated with the scope of supply, the environment in which WM5G operates, and to have made due allowance for these in its response.

By submitting a response, the vendor acknowledges that WM5G may verify any information provided by the vendor and may take up any references.

## **Amendments**

The Request for Proposal may only be amended by WM5G. Any amendments will be notified and confirmed in writing by WM5G and communicated via E-tendering Portal

It is the vendor’s responsibility to ensure that all calculations forming its responses are correct at the time of submission. No amendment to a response will be permitted after the Closing date except where any amount stated in a Tender is found to be incorrect due to mathematical error. In such instances the vendor will be invited to agree corrections of such mathematical errors.

## **Governing Law**

This Request for Proposal is governed by and shall be construed in accordance with the laws of England.

## **Validity of Tender**

Tenders are required to remain valid and open for acceptance for a period of 90 days from the Response Due Date of this RFP.

## **Response format**

Potential vendors are asked to address all of the requirements detailed in Appendix 1. The responses must be clearly structured and make use of the requirement references. Additional documentation is allowed but relevant information must be clearly presented.

## **Response Evaluation**

Submissions will be evaluated and weighted against a range of criteria. WM5G reserves the right to modify these criteria or to exclude submissions, at any time, where deemed appropriate by WM5G to do so.

## **Event schedule**

|  |  |
| --- | --- |
| RFP Issue | 08/04/2022 |
| Response Due Date (Via Bravo Solutions) | 29/04/2022 |
| Presentations \* | 04/05/22 – 13/05/22 |
| Contract Award | w/c 16th May.  |
| Contract Start Date | From contract signature |

\* Shortlisted vendors will be invited to present their bid response to WM5G – this should be in the form of a 20 minute pitch followed by questions (outlining approach, capabilities, experience and examples of previous similar work). Vendors are required to maintain availability to attend presentations during the periods specified. WM5G will make all efforts to provide flexibility with meeting arrangements but if a suitable slot cannot be agreed the bidder will not be considered for award.

## **Point of Contact from WM5G**

Craig Naughton

Commercial and Procurement Lead

All communications should be via Bravo Solutions Portal.

For queries related to access to the portal please contact Lesley Holt (Lesley.holt@wm5g.org.uk)

# **Specification**

The services specification is attached



# **APPENDIX 1 Technical and Commercial Requirements**

|  |
| --- |
| Submissions should address all the requirements contained in the specification document attached. |
|  |  |
| Providers responding to this RFP exercise should respond to the following quality questions within their written response. Please ensure that you read the specification at Section 2 before responding to the below questions.  |
|  |  |
| **Evaluation of Responses** |  |
|  |  |
| The following weightings will apply:  |  |
|  |  |
| Quality (60%) |  |
| Price (40%)  |  |
|  |  |
| **Quality (60%)**  |  |
|  |  |
| **Heading & Weighting** | **Question**  |
| Experience in Similar Projects (40%)  | Please demonstrate your experience of working on projects and activity similar to the requirements set out within the specification. |
| Your response should consider your ability to deliver the specification, your organisations capabilities within the region and any relevant capabilities that can be provided. |
|   |
| Prepare a draft Marcomms Plan (20%)  | Please provide an example of a Marcomms plan for a new organisation with a focus on driving sales, lead generation and customer engagement, detailing your approach including: |
| -        Generating interest both locally, regionally & nationally |
| -        Pre-planning |
| -        Channel approach |
| -        Media and press engagement  |
| -        Tracking PR activity and responses |
| -        Post review and analysis |
|  |
|  |  |
| **Price (40%)** |  |
| Please provide your fixed price within your returned response, please also provide a breakdown of how you arrived at your fixed price. The breakdown should include details of hourly rates and details of key personal and hours allocated to the key milestones set out within the provided specification. While a flat monthly fee is preferred do state any elements that are not included in the proposal or would include additional charges.  |

# **APPENDIX 2 Terms and conditions**

The terms and conditions that apply to this opportunity are based on WM5G’s Standard Consultancy Agreement, a copy of which has been provided. The successful provider will be required to work against these terms.

