



West Swindon Parish Council
Unit 25 Westmead Industrial Estate
Westmead Swindon
SN5 7YT

Invitation To Tender

Please ask for: Paula Harrison

Direct Dial No: 01793 299399

Email: clerk@westswindon-pc.gov.uk

Date: 06 December 2021

Invitation To Tender for 12 months Social Media and Communications Support **Contract Value £0-£10,000**

Closing date for applications 5.00 pm 31.12.2021

Part 1: Background

West Swindon Parish Council is an urban Parish Council in Swindon serving around 30,000 residents. Established in 2017, the Parish Council is seeking support to include planning, creation and scheduling/publishing of different types of content across all social channels through Hootsuite platform, supporting an upgrade of the Parish Council's website, and, monitoring, reacting and engaging with comments online. The individual or organisation will also provide support in creation of press releases and pitching stories to media outlets and their own media contacts. Content creation will include text, imagery and if relevant video capture editing.

Key services delivered by the Parish Council include grass cutting, hedge & shrub maintenance, planting, bin emptying, play and recreation grounds, community volunteering and local democracy. Content will focus on these activities during the year.

Part 2: Tender Outline

West Swindon Parish Council seeking tenders from suitably qualified individuals or organisations to provide social media and PR support to the Parish Council on a weekly basis. The successful individual or organisation will seek to establish a close relationship with the Council staff and elected Councillors. They will be able to establish a house-style that is friendly, interesting and engaging. The expected requirement for services is as follows, but may be subject to change. As such, please provide itemised costs in the tender budget.

- Social Media support for twelve months enabling and creating regular content relating to Parish Council business and services (to include planning, creation, scheduling, publishing, monitoring and interaction of content/posts on Facebook, Twitter and Instagram);
- Newsletter content creation for local bi-monthly publication
- Website content review and development
- Communications outreach through posters, noticeboards, and other media

Some elements of this contract can be delivered through remote contact however there will be a requirement to be physically present on a regular basis in order to

capture local visual images, meet with local organisations and events and liaise with members of the Parish Council.

Part 3: Tender Process

Interested parties should submit a proposal to Paula Harrison, Clerk, at clerk@westswindon-pc.gov.uk by 5.00 pm on Friday 31 December 2021.

The proposal should provide the following information:

- ☐ Individual/organisation profile: capacity, skills, experience and knowledge;
- ☐ Examples of previous work;
- ☐ A detailed breakdown of costs;
- ☐ An outline of any added value or additional information you think is relevant.

Evaluation Criteria

Tenders will be evaluated on the information provided at the time of tender. Tenders received will be marked out of 100 as follows:

- ☐ Understanding of tender requirements and approach to tender 10
- ☐ Value for money 25
- ☐ Relevant experience 30
- ☐ Work plan 25
- ☐ Other, including additional suggestions 10

Based on the above criteria, shortlisted applicants may be asked to meet with the Parish Council in early January 2022. We shall notify acceptance of the tender to the successful Tenderer as soon as reasonably practicable.

Submissions will be evaluated by a panel of Councillors. If you have a prior connection to a member of West Swindon Parish Council that you think may be relevant please advise in a covering letter so that this can be considered when forming the membership of the panel.

Unsuccessful tenderers will be notified by email when the appointment of the successful tender has been confirmed.

Queries or clarifications before 12 noon on Thursday 16th December 2021 may be addressed to:

Paula Harrison, Clerk, at clerk@westswindon-pc.gov.uk Receipt of completed applications by 5.00 pm on Friday 31 December 2021. Late applications will not be accepted

Part 4: General tendering information, terms and conditions

- Terms of Appointment: PR and social media support on a weekly basis from January to December 2022.
- West Swindon Parish Council will not be liable in respect of any costs incurred by any Tenderer in the Preparation of tenders in response to this Invitation to Tender or any associated cost.
- Ownership of Film and Copyright All documents, photos and media produced by the consultant in connection with this appointment and submitted to West Swindon Parish Council will be considered the property of West Swindon Parish Council and may be used by West Swindon Parish Council at any time, including for other projects, without the prior approval of the consultant. This does not impact on the artist/filmmakers copy and moral rights.
- Exclusions: Tenderer shall be excluded who:

is bankrupt or being wound up, whose affairs are being administered by the court, who have entered into an arrangement with creditors or who have suspended business activities; or is the subject of proceedings for declaration of bankruptcy or insolvency, for an order for compulsory winding up or a court liquidation, or who has a liquidator or receiver appointed over its assets, or for composition with creditors or any other similar proceedings; or has been convicted of an offence concerning their professional conduct; or has not fulfilled obligations relating to the payment of social security contributions; or has not fulfilled obligations relating to the payment of taxes.

False or Misleading Information

Tenderers who intentionally or carelessly supply false or misleading information will be disqualified from this Tendering Procedure on the discovery of such information.

Termination

The contract shall contain provisions reserving to West Swindon Parish Council the right to terminate any contract awarded if it is not satisfied with the performance by the successful Tenderer of the contract. The satisfaction or dissatisfaction of West Swindon Parish Council shall be evaluated in the context of the Tenderers proposal set out in Part 3 of this document.

Requirements of Invitation to Tender

Tenders not conforming to the requirements of this Invitation to Tender will not be considered

Subject to Contract

This Invitation to Tender is not intended to, and does not, create or evidence any legal or binding relationship, obligation or commitment of any nature between West Swindon Parish Council and any Tenderer. No such legally binding obligation or commitment shall come into being unless and until a formal legal contract is duly executed and delivered by West Swindon Parish Council and the successful Tenderer.

Disclaimer

This document is for information only and does not constitute, and shall not be interpreted as, an offer for sale, prospectus, or the basis of a contract. Candidates are recommended to read the documents thoroughly. West Swindon Parish Council reserves the right to discontinue the procurement process at any time. No liability will be accepted for candidates' costs in connection with the procurement procedure, irrespective of the outcome, whether or not the procedure is cancelled or postponed.

End.