

# **Cornwall Development Company**

## **Invitation to Tender (ITT) Design Services for Cornwall & Isles of Scilly Growth Hub**

**TEN 448**

**JANUARY 2019**



**European Union**  
European Regional  
Development Fund

## Overview

### About the Cornwall Development Company

Cornwall Development Company (CDC) is the arms-length economic development arm of Cornwall Council (CC) and is part of the CORSERV Ltd group of companies.

On behalf of CC, Cornwall & the Isles of Scilly Local Enterprise Partnership (LEP) and a range of stakeholders, CDC provides a bespoke, business facing service which helps deliver the economic vision and strategy for Cornwall.

### Background

The Cornwall and Isles of Scilly Growth Hub (CIOSGH) is part funded by European Regional Development Fund and part of Government's National Growth Hub network and provides a 'one stop shop' service for pre-start, start up and established SMEs to seek bespoke support to foster growth and enhance productivity across Cornwall and the Isles of Scilly (CIOS). It does this by providing a comprehensive support service consisting of;

- Business Navigators- Phone based service; limited advice, appointment management (for Connectors), eligibility checks, Growth assessment, CRM Management etc
- Business Connectors- Information, Diagnostic and Brokerage (IDB) service, client account management, support knowledge experts, networking and marketing
- Website- Comprehensive website to provide the 'Hub' and focus for businesses seeking to grow in CIOS, communication of 'Growth Ecosystem' advice on service, provide case studies/PR for client businesses, news, listings, events etc
- Data Management- Reporting, CRM Management, intelligence
- Communications- Comprehensive communications and PR function including marketing, website management and social media delivery to market and showcase service.

This project represents a second phase to the current activity delivered by the CIOSGH. Phase 2 (2018-2021) will continue to offer a 'Hub' diagnostic service (to enable SMEs in CIOS to swiftly access the most appropriate business support to foster growth and develop productivity. It reflects the experience of the current CIOSGH project, client feedback and intelligence from other Growth Hubs nationally. The project works closely with other ERDF funded business support in Cornwall, the private sector support and national support to ensure pre-starts and SME businesses get the support and advice they need to grow.

## CIoS Growth Hub Objectives

- To reach out to and generate interest from growth businesses, with a particular focus on those that have not previously engaged with European-funded business support

- To generate targeted business support enquiries from eligible businesses, leading to engagement with other business support providers
- To ensure activity achieves full geographic coverage of Cornwall and the Isles of Scilly
- To develop effective communications and reference materials to engage with target audiences

## Commission

On behalf of the CIOs Growth Hub, CDC wishes to appoint a design agency over the course of the Project to provide design services and produce a variety of communications and marketing material under a 'call-down' contract.

The agency will be required to provide design support to include but not restricted to the following:

- Review and further development of current Growth Hub brand guidelines (**Annexe A**)
- Collateral for digital marketing campaigns, e.g. infographics
- Marketing materials, e.g. flyers/handouts
  - content will be provided; some copywriting may be required
- E-newsletter design
- Event collateral
  - Pop ups
  - Giveaways
  - Design for event stands
- Further development of corporate templates, e.g. business card, email footer, presentations etc

The Growth Hub is part funded by the European Regional Development Fund and as such, all design work **must** comply with EU Branding & Publicity Guidelines (**Annexe B**).

## Budget

A budget has been set for this commission of up to £24,000 (excluding VAT) for design services until 30 September 2021.

Commissioned activity will be invoiced against a Purchase Order. Production costs such as printing will not form part of this contract, although the successful supplier will be required to liaise with other contractors and potentially manage production.

## Tender Information & Requirements

This section provides instructions and defines the format Tenderers should use in responding to this ITT along with specific information Tenderers should supply and information on how the tenders will be assessed.

## Procurement Timetable

The anticipated timetable for submission of the tender and commission milestones are set out below:

Activity	Date
Upload of Tender Documents to Contracts Finder	17 January 2019
Latest date for raising queries (by email)	<b>5pm</b> – 1 February 2019
Deadline to return Tender to CDC	<b>5pm</b> – 8 February 2019
Evaluation of Tenders by CDC	11-12 February 2019
Award of Contract	15 February 2019
Commencement of Service provision / Inception meeting	2pm - 25 February 2019

CDC reserves the right to change the above timetable and Tenderers will be notified accordingly where there is a change in the timetable.

### Discrepancies, Omissions, Clarification and Enquiries

Should the Tenderer find discrepancies in, or omissions from, the Tender Documents, the Tenderer shall notify CDC immediately.

Any clarification queries arising from these Tender Documents which may have a bearing on the offer should be raised with the CDC contact (Kirsty Miles-Musgrave, [kirsty@ciosgrowthhub.com](mailto:kirsty@ciosgrowthhub.com)) as soon as possible and in accordance with the Tender Timetable above.

There will be no negotiation on any of the substantive terms of these Tender Documents. All clarifications need to be submitted by email to the CDC contact.

No representation by way of explanation or otherwise to persons or corporations tendering or desirous of tendering as to the meaning of the tender, Contract or other Tender Documents or as to any other matter or thing to be done under the proposed Contract shall bind CDC unless such representation is in writing and duly signed by a Director/Partner of the provider. All such correspondence shall be returned with the Tender Documents and shall form part of the Contract.

Where the Company considers any question or request for clarification to be significant, both the query and response will be uploaded to Contracts Finder within the clarifications log.

## Tender Submission

All tender returns must include a covering letter setting out the following;

1. That the provider has the resources available to meet the requirements outlined in the brief - and within the tender timetable.

2. That the provider will be able to meet the CDC Corporate Requirements (see below), to include confirmation that Equality and Diversity and Environmental policies are in place and if successful supporting documentation will be provided as evidence together with the appropriate conflicts of interest policy statement.
3. The provider shall provide confirmation that insurance policies are current and if they are due to expire during the course of the commission to provide renewal notices prior to their expiry date(s).
4. That the provider accepts all the Terms and Conditions of the Contract attached at Annexe C
5. The point of contact within your organisation in relation to this tender.

The Tender submission should also include:

- **Examples of three previous B2B campaigns/projects** you have carried out across a range of platforms (preferably within Cornwall or a comparable geography) and including one Facebook advertising campaign in the last three years, that you consider demonstrate a track record of achievement in dealing with similar audiences. Each project example should be presented on no more than three sides of A4. These examples should highlight:
  - The client
  - Fulfilment of the specified brief
  - Approximate cost
  - Outcomes
  - Key similarities between the project and the proposed commission
- **A summary of CVs** for the people that would be working on the contract, including a breakdown of job roles, limit to a total of 2 sides of A4.
- **Breakdown of charging** e.g. hourly rate and a proposal for monitoring and managing the budget across the lifetime of the contract.

## Corporate Requirements

CDC wishes to ensure that its contractors, suppliers and advisers comply with its corporate requirements when facilitating the delivery of its services. It is therefore necessary to ensure that the Tenderer can evidence its ability to meet these requirements when providing the services under this commission.

**All tender returns must include evidence of the following.** This is a pre-requisite if the tender return is to be considered.

- ***Equality and Diversity***

CDC is committed to providing services in a way that promotes equality of opportunity. It is expected that the successful tenderer will be equally committed to equality and diversity in its service provision and will ensure compliance with all anti-discrimination legislation. **If successful you will be required to provide a copy of your Equality and Diversity Policies/Practices**

- **Environmental Policy**

CDC is committed to sustainable development and the promotion of good environmental management. It is expected that the successful tenderer will be committed to a process of improvement with regard to environmental issues. **If successful you will be required to provide a copy of your Environmental Policy Policies/Practices**

- **Indemnity and Insurance**

The consultant/supplier must effect and maintain with reputable insurers such policy or policies of insurance as may be necessary to cover the supplier's obligations and liabilities under this commission, including but not limited to:

- Public liability insurance with a limit of liability of not less than **£2 million;**
- Employers liability insurance with a limit if liability of not less than **£2 million;**

All insurances shall cover for any one occurrence or series of occurrences arising out of any one event during the performance of this contract.

The Tenderer should note that the following Corporate Requirements will also apply;

- **Freedom of Information Legislation**

CDC may be obliged to disclose information provided by bidders in response to this tender under the Freedom of Information Act 2000 and all subordinate legislation made under this Act and the Environmental Information Regulations 2004 ("the Freedom of Information Legislation").

Tenderers should therefore be aware that the information they provide could be disclosed in response to a request under the Freedom of Information Legislation. CDC will proceed on the basis of disclosure unless an appropriate exemption applies. Tenderers should be aware that despite the availability of some exemptions, information may still be disclosed if it is in the public interest.

- **Prevention of Bribery**

Tenderers are hereby notified that CDC is subject to the regulations of the Bribery Act 2010 and therefore has a duty to ensure that all tenderers will comply with applicable laws, regulations, codes and sanctions relating to anti-bribery and anti-corruption including, but not limited to, this legislation.

- **Health and Safety**

The Consultant must at all times comply with the requirements of the Health and Safety at Work Act 1974, the Management of Health and Safety at Work Regulations 1992 and all other statutory and regulatory requirements.

- **Conflicts of Interest**

Tenderers must provide a clear statement with regard to potential conflicts of interests.

Therefore, please confirm whether, to the best of your knowledge, there is any conflict of interest between your organisation and CDC or its project team that is likely to influence the outcome of this procurement either directly or indirectly

through financial, economic or other personal interest which might be perceived to compromise the impartiality and independence of any party in the context of this procurement procedure.

Receipt of this statement will permit CDC to ensure that, in the event of a conflict of interest being notified/noticed, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

- **Exclusion**

CDC shall exclude the tenderer from participation in this procurement procedure where they have established or are otherwise aware that the organisation, to include administrative, management or supervisory staff that have powers of representation, decision or control of the applicant's company, has been the subject of a conviction by final judgment of one of the following reasons:-

- Participation in a criminal organisation
- Corruption
- Fraud
- Terrorist offences or offences linked to terrorist activities
- Money laundering or terrorist financing
- Child labour and other forms of trafficking in human beings

- **No Sub-Contracting**

Tenderers should note that the sub-contracting of any aspect of this commission will not be allowed.

Tenders must be submitted for the whole of the Services. Tenders for part of the Service will be rejected.

All documents must be written in English.

## **Tender Return**

Tenders may be returned by email or post, or by delivery in person.

Latest date to be returned: **5pm** – 8 February 2019

If submitting by email, tenders should be sent electronically to [tenders@cornwalldevelopmentcompany.co.uk](mailto:tenders@cornwalldevelopmentcompany.co.uk) with the following message **clearly noted in the Subject box;**

'Tender TEN448 - Strictly Confidential – Tender to provide Design Services for CIO Growth Hub'

Tenderers are advised to request an acknowledgement of receipt when submitting by email.

If submitting by post or in person, the Tender must be enclosed in a sealed envelope, **only marked as follows:-**

'Tender TEN448 - Strictly Confidential – Tender to provide Design Services for CIOS Growth Hub'

For the attention of Nicky Pooley, Head of Corporate Services  
Cornwall Development Company  
Bickford House  
South Wheal Crofty  
Station Road  
Pool, Redruth  
Cornwall  
TR15 3QG

The envelope should not give any indication to the Tenderer's identity. Marking by the carrier will not disqualify the tender.

Note that if you are delivering the Tender by hand or by courier, it should be delivered during normal working hours (0900 – 1700 Monday to Friday) and an official receipt obtained. Tenders delivered by hand to any other location will not qualify and will be rejected.

PLEASE DO NOT EMAIL YOUR TENDER SUBMISSION TO THE CORNWALL DEVELOPMENT COMPANY OR THE CONTACT OFFICER.

## Evaluation of Tenders

Each Tender will be checked for completeness and compliance with all requirements of the ITT.

Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the following award criteria:

### Tender Evaluation Criteria

Section I: Covering Letter	
Covering letter (2 pages maximum) stating: <ul style="list-style-type: none"><li>Contact name for further correspondence;</li><li>Confirmation that resources available to deliver within the project timetable</li><li>That the Tenderer accepts all the Terms and Conditions of the Contract attached at <b>Annexe C</b>;</li><li>State any potential conflicts of interest which may occur, should your company be selected.</li><li>Confirmation and proof of insurance, Equality and Diversity and Environmental Policies/ Practices</li></ul>	Pass/ Fail
Section II: Expertise Total 60%	
Examples of three previous B2B campaigns/projects you have carried out in the last three years (preferably in Cornwall or a comparable geography), including one digital campaign, that you consider demonstrate a track record of achievement in dealing with similar audiences. Each project example	60%

should be presented on no more than three sides of A4. These examples should highlight: <ul style="list-style-type: none"> <li>• The client</li> <li>• Fulfilment of the specified brief</li> <li>• Approximate cost</li> <li>• Outcomes</li> <li>• Key similarities between the project and the proposed commission</li> </ul>	
<b>Section III: The Team</b> Total 10%	
Up to a two page summary of the CVs of the people that would be working on the contract, including a breakdown of job roles	10%
<b>Section IIII: Breakdown of charging</b> Total 30%	
Provide a breakdown of charging, e.g. hourly rates, and how the Tenderer would approach managing the budget across the lifetime of the contract (excluding VAT).	30%

### Assessment of the Tender

The Company is not bound to accept the lowest or any Tender. This Tender does not constitute an offer to enter into a contractual relationship. The Company will not reimburse any expense incurred by the Tenderers in preparing their responses to this Tender.

It is anticipated that the selection process will be carried out in one stage; Assessment of the tender submission (reviewing ability to meet criteria listed above).

Scoring Matrix for Evaluation Criteria		
Score	Judgement	Interpretation
5	Excellent	Exceptional demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required to support the response.
4	Good	Above average demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Majority evidence provided to support the response.
3	Acceptable	Demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with some evidence to support the response.
2	Minor Reservations	Some minor reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
1	Serious Reservations	Considerable reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to

		provide the goods/works/services, with little or no evidence to support the response.
0	Unacceptable	Does not comply and/or insufficient information provided to demonstrate that there is the ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.

Worked Example:				
Criteria	Tenderers Score, A	Maximum Score, B	Weighting C (100% total)	Contribution to tenderers score, (A÷B) x C
Covering Letter	Pass/Fail	Pass/Fail	-	Pass
Examples of previous work	4	5	60%	48%
The Team	3	5	10%	6%
Budget	2	5	30%	12%
Tenderer's Score out of a possible 100%				66%

## Notification

Following evaluation of the Tenders, CDC will make a decision on which, if any, Tender shall be accepted.

Any contract award will be conditional on the Contract being approved in accordance with the CDC's internal procedures and CDC being generally able to proceed.

## Intellectual Property

The client shall be entitled to share the outcome of the work in whole or part with others at its discretion. All outputs of the contract will remain the property of Cornwall Development Company.

## Tender Award

Any contract awarded as a result of this tender process will be in accordance with the attached CDC standard terms and conditions.

## Further Information

The CIoS Growth Hub project is in receipt of ERDF funding and as such it is necessary for all forms of marketing (including every accessible/viewable option) to properly

accredit the key support from the European Union. Principally, this will include use of the ERDF logo as a minimum.

## Disclaimer

The issue of this documentation does not commit CDC to award any contract pursuant to the bid process or enter into a contractual relationship with any provider of the service. Nothing in the documentation or in any other communications made between CDC or its agents and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between CDC and any other party (save for a formal award of contract made in writing by or on behalf of CDC).

Bidders must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their tender responses. Information supplied to bidders by CDC or any information contained in CDC's publications is supplied only for general guidance in the preparation of the tender response. Bidders must satisfy themselves by their own investigations as to the accuracy of any such information and no responsibility is accepted by CDC for any loss or damage of whatever kind and howsoever caused arising from the use by bidders of such information.

Bidders shall be responsible for their own costs and expenses in connection with or arising out of their response.

CDC reserves the right to vary or change all or any part of the basis of the procedures for the procurement process at any time or not to proceed with the proposed procurement at all.

Cancellation of the procurement process (at any time) under any circumstances will not render CDC liable for any costs or expenses incurred by bidders during the procurement process.

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Annexe A – Current Growth Hub Brand Guidelines

Annexe B - EU Branding & Publicity Guidelines

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/470206/ESIF\\_Publicity\\_Requirements\\_v2\\_221015.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470206/ESIF_Publicity_Requirements_v2_221015.pdf)

Annexe C – Terms and Conditions