

Liverpool City Region Local Enterprise Partnership Request for Written Tender

For

**Marketing and Communications Support and Website Development
April 2018 to 31st March 2019
Contract Value = £72,000**

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1. Introduction

1.1 Background and Summary of Requirements:

The Liverpool City Region Local Enterprise Partnership (LEP) of No.1 Mann Island, Liverpool, L3 1BP is inviting written tenders for support in relation to the following areas:

- To develop and deliver Local Growth Hub marketing and communications activity, to raise profile with businesses, intermediaries and stakeholders, and generate enquiries for its services.
- To develop, implement and manage the website development programme.

A detailed specification of requirements is set out in [Section 2](#). It is proposed to place a contract for an initial 11 month period to run from May 2018 to March 2019. There is a possibility of a 12 month extension to the contract at the LEPs absolute discretion, subject to funding and performance.

1.2 Financial Arrangements

Payment terms for services covered by this invitation to tender will be specified on the appropriate invoices, which will be based on agreed deliverables. Invoicing arrangements will be agreed with the successful service provider, following the award of contract.

1.3 Further Information and Query Handling

Every effort has been made to ensure that this documentation contains all the necessary information to enable a tender to be made. However, in the interests of equity, requests for additional information, clarification on the content of this document and all other queries of substance (other than in relation to purely factual or procedural matters) must be made in writing or by email.

1.4 Timetable

The timetable in relation to this tender process is as follows:

- Award of contract anticipated: April 2018
- Contract commencement: May 2018
- Contract End Date: 31st March 2019

Dates of award of contract may change.

1.5 Budget

- PR, Marketing & Content Strategy = £50,000
- Web Development and Maintenance = **£22,000**

2. Specification of Requirements

2.1 The appointment of consultancy services to develop and deliver Local Growth Hub marketing and communications activity, to:

- Support Local Growth Hub engagement with key target audiences and stakeholders
- Generate enquiries for Local Growth Hub services
- Position Local Growth Hub as a leading growth hub nationally and as the overarching business support network regionally
- Raise awareness of Local Growth Hub and LCR programmes regionally and nationally

2.3 The purpose of this tender exercise is to identify the agency that is deemed most suitable to deliver the required services.

(a) Marketing and communication planning

- Develop and implement a marketing strategy and timeline which drives the growth and evolution of the growth hub.
- Produce performance reports on the effectiveness of marketing and communications activity against set targets.

(b) Digital marketing

- Support the LEP team in driving quality website traffic to the Local Growth Hub website (localgrowthhub.com) through planned and coordinated use of social media, including LinkedIn, Twitter, Facebook, YouTube and any other recommended social media platforms.
- Create educational and value content that is appropriate and engaging to target audiences, to increase social media reach, engagement and conversion.
- PPC and digital advertising strategy and management to drive quality traffic and conversion on the website.
- Produce a monthly Local Growth Hub e-newsletter.

(c) Marketing content and assets

- Develop and maintain print and digital marketing content and assets required to effectively support the marketing and communications strategy activity. Assets to include infographics, print, pop-up stands etc as agreed.

(d) PR

- Work with the Local Growth Hub team (including brokers and programme partners) to develop and maintain a PR plan based around key milestones, successes and programme updates.
- Monitor media for relevant PR opportunities (including features / interviews etc)

(e) Events

- Creation and management of an events programme
- Sourcing joint event opportunities

(f) Marketing automation

- Implementation and management of marketing automation to streamline marketing activity and drive enquiries
- Integration with the Local Growth Hub CRM 'Evolutive' to provide closed loop reporting

(g) Web Development

- Work with the LEP Business Systems Project Manager to scope out and agree a specification for a new improved Local Growth Hub website
- Develop, implement and manage the website development programme to include improved functionality, UX and UI, in order to meet the growing demands of the Local Growth Hub.
- Web Services – the site will need to integrate with the Growth Hub CRM 'Evolutive'. The site will need to collect data from site users and for that data to be stored in the CRM.
- Content Management & Profile Management – The LEP must be able to fully manage and develop as required all pages and content on the site, as per scope agreed. CMS training to be provided to LEP Business Systems Project Manager.
- Hosting & Security will be an important feature and as a minimum should provide remote and dedicated high specification server hosting with Continuous Data Protection that allows for

full restoration of the platform and database in the event of a natural disaster or other unavoidable disruptive event.

- Ongoing maintenance costs of Local Growth Hub website

3. Format of Tenders

Tenders must address all the requirements and must be in the format requested below.

3.1 General Information

The following must be supplied:

- Name, address, telephone number, e-mail address and fax number of supplier.
- Name, address, telephone number and e-mail address of any ultimate insurer or third parties involved in tender.

3.2 Proposals

Proposals should include a textual response to the requirements set out in this RFQ.

3.3 Proposal Format

- Proposals should clearly demonstrate how they meet the requirement set out and pricing should be itemised per activity, along with number of hours allocated as detailed below.
- Initial period to commence 1st May 2018 to 31st March 2019 with a possible extension to March 2020
- Proposals should clearly indicate the rates for each point and the maximum number of days available for each as follows:

Points	Year 1 Activity 1 st May 2018 – 31 st March 2019	Maximum Budget
a - f	Digital Marketing Marketing Content and Assets PR Events Marketing Automation	£50,000
g	Web Development Development, Implementation and management User interface, design and creative work Technical Development and programming Additions / changes to functionality All Hosting and Maintenance	£22,000

- 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 Local Growth Hub team to develop the website and implement a marketing 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.

- (f) The Conflict of Interest Form at [Annex 1](#) must be submitted with each proposal.

Please note the following:

Any terms and conditions in the proposed contract does not imply acceptance by The LEP of the Services until the contract is signed by an authorised officer of the LEP.

All works carried out shall be governed by the Laws of England and subject to the exclusive jurisdiction of the Courts of England.

3.4 Warranties, Services

Prospective suppliers must confirm that the level, extent and nature of the Services including any associated warranties described in Section 2 of this document will be fully met. Where this support would be provided by a third party, the name, address and telephone number of the third party must be disclosed.

3.5 Schedule of Costs

- Important Note: The LEP does not award agreements based on lowest costs, but cost will be an important element in the decision making process.
- All costs must be quoted in pound sterling, exclusive of VAT and the schedule must take the following format:
 - Confirm that the tender holds good for 90 days after the closing date for receipt.
 - Indicate the applicable rate of VAT in respect of each of the services being proposed.
 - Give details of any other costs, taxes or duties which may be incurred. Any licensing costs associated with any part of the proposal should be clearly identified. Proposals should clearly indicate any discounts to which The LEP would be entitled, including not for profit discounts, early payment discounts, forward contract discounts and any other discounts.

3.6 Other Information

Prospective suppliers should provide details of their proposed transition arrangements and should provide any other information which may be relevant to this proposal.

4 Contract

4.1 A contract will be provided to the supplier whose tender is deemed to be the most economically advantageous subject to agreement on conditions of that contract. Acceptance of the terms of that contract shall be upon signature by an authorised officer of the LEP.

5 Examination and Evaluation of Tenders

5.1 Award Criteria

Proposals will be scored based on the following criteria:

- **Quality/Technical Merit (60%)**
Does the service demonstrate innovation?
Explanation of service delivery.
- **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.

5.2 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

5.3 Tenders will be examined initially by reference to the following:

- Completeness of proposals and documentation as specified in section 3;
- Technical / professional ability of the prospective supplier to meet the requirements specified in this RFQ
- Statement that none of the circumstances listed in paragraphs 1 and 2 of Article 45 of EU Directive 2004/18/EC apply to the prospective supplier.
- Only those tenders that satisfy conditions in relation to the above will be selected for inclusion in the award process.

6 General Conditions of Tender

6.1 Tenders should be prepared in English and are subject to the following:

- This Request for Tender shall form part of the contract documents.
- The LEP will use its reasonable endeavours to hold confidential any information provided by prospective suppliers, subject to their obligation under law, including the Freedom of Information Act (FOIA). Prospective suppliers should indicate, when quoting, what parts of their tender are commercially sensitive and which they consider should be kept confidential should an FOIA request be received. The LEP may not consult with prospective suppliers about any such sensitive information before making a decision on any FOIA request received. Similarly, The LEP requires that all information provided pursuant to this invitation to quote will be treated in strict confidence by prospective suppliers.
- Prospective suppliers must comply with the Data Protection Act 1998.
- Prospective suppliers must have regard to statutory terms relating to minimum pay and to legally binding industrial or sectoral agreements in preparing tenders.
- Information supplied by prospective suppliers will be treated as contractually binding. However, The LEP reserves the right to seek clarification or verification of any such information.
- Any conflicts of interest involving a prospective supplier must be fully disclosed to The LEP particularly where there is a conflict of interest in relation to any recommendations or proposals put forward by the prospective supplier.
- Any registerable interest involving the prospective supplier and the LEP, members of the local authority or their relatives must be fully disclosed in the response to this tender request, or should be communicated to The LEP immediately upon such information becoming known to the prospective supplier, in the event of this information only coming to their notice after the submission of a bid and prior to the award of the contract.

- h) In the event of a group of respondents jointly submitting an acceptable offer, the contract will be awarded by The LEP to one contractor who acts as the agreed prime contractor. The prime contractor is responsible for the delivery of all services provided for under the terms of the contract and shall assume all the duties, responsibilities and costs associated with the position of prime contractor.
- i) The successful supplier shall be responsible for the delivery of all services provided for within the contract on the basis of a fixed price agreement set at the beginning of the contract. Prices quoted cannot be increased during the term of the tender. Similarly, the prospective supplier cannot alter the terms and conditions.
- j) The LEP retains the right to withhold payment where a contractor has failed to meet his/her contractual obligations in relation to the delivery of services to an acceptable level of quality.
- k) The LEP will not be liable in respect of any costs incurred by prospective suppliers in the preparation of tenders or any associated work effort.
- l) Responses to this Tender Request will be evaluated in their own right. No recognition will be given to information previously submitted.
- m) The LEP is not bound to accept the lowest cost or any tender submitted.
- n) Tenders must be completed in accordance with the format specified in **Section 3**. Tenders which are incomplete will not be evaluated.

6.2 Deadline and Submission

Proposals are required by 30th April 2018 by email to andy.devaney@liverpoollep.org

Tenders delivered after this time will not be accepted.

Acceptance by The LEP of the prospective supplier's application does not indicate acceptance by The LEP of an agreement for the prospective supplier to supply the services to The LEP.

The contract can be withdrawn at any time by either party, by providing 30 days written notice.

Appendix A

ARTICLE 45 OF EU DIRECTIVE 2004/18/EC

Personal situation of the candidate or prospective supplier:

1. Any candidate or prospective supplier who has been the subject of a conviction by definitive judgment of which the contracting authority is aware for one or more of the reasons listed below shall be excluded from participation in a public contract:
 - (a) participation in a criminal organisation, as defined in Article 2(1) of Council Joint Action 98/733/JHA;
 - (b) corruption, as defined in Article 3 of the Council Act of 26 May 1997 and Article 3(1) of Council Joint Action 98/742/JHA respectively;
 - (c) fraud within the meaning of Article 1 of the Convention relating to the protection of the financial interests of the European Communities;
 - (d) money laundering, as defined in Article 1 of Council Directive 91/308/EEC of 10 June 1991 on prevention of the use of the financial system for the purpose of money laundering.
2. Any economic operator may be excluded from participation in a contract who:
 - (a) is bankrupt or is being wound up, whose affairs are being administered by the court, who has entered into an arrangement with creditors, who has suspended business activities or who is in any analogous situation arising from a similar procedure under national laws and regulations;
 - (b) is the subject of proceedings for a declaration of bankruptcy, for an order for compulsory winding up or administration by the court or of an arrangement with creditors or of any other similar proceedings under national laws and regulations;
 - (c) has been convicted by a judgment which has the force of res judicata in accordance with the legal provisions of the country of any offence concerning his professional conduct;
 - (d) has been guilty of grave professional misconduct proven by any means which the contracting authorities can demonstrate;
 - (e) has not fulfilled obligations relating to the payment of social security contributions in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;
 - (f) has not fulfilled obligations relating to the payment of taxes in accordance with the legal provisions of the country in which he is established or with those of the country of the contracting authority;
 - (g) is guilty of serious misrepresentation in supplying the information required under this Section or has not supplied such information.

Other

For the latest information about The LEP's activities, please visit: <http://liverpoollep.org>

Annex 1

Conflict of Interest Declaration

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	