

Invitation to Tender Campaign Marketing 2017 – 2018

TEN 407



1. About 'Invest in Cornwall'

Invest in Cornwall is part of Cornwall Development Company (CDC), an arms-length economic development provision of Cornwall Council and part of the CORSERV Ltd group of Companies. Invest in Cornwall is funded by the European Regional Development Fund (ERDF) and Cornwall Council.

Invest in Cornwall's existence is twofold; firstly to help and encourage companies and investors without a presence in Cornwall and the Isles of Scilly (C&IoS) to establish small and medium-sized enterprises (SMEs) within the region; providing relevant information, making introductions, and providing advice on the financial assistance available. Secondly, the aim is to promote C&IoS as a business destination of choice through raising the profile of C&IoS as a location for 'next generation' businesses – enhancing the national and international image of the region.

Potential inward investors will be SMEs attracted from a national or international audience. The SMEs will be either new start-ups or established businesses from the rest of the UK or overseas who are looking to expand their business operations into the region.

Invest in Cornwall's (IiC) focus is on key 'smart specialisation' sectors. Businesses operating in these sectors have been identified as best suited to operating in C&IoS and are therefore targeted for inward investment opportunities. The smart specialisation sectors are:

- Agritech
- Marinetech
- Aerospace
- Creativetechnology
- Healthtech
- Spacetechnology

2. Background

The objective of Invest in Cornwall's brand team is to broaden and enhance the national and international image of C&IoS as an attractive location for technology-led businesses and highlight what C&IoS has to offer those businesses.

The aim of the IiC brand team is to develop a narrative around Cornwall as a region, creating content which is disseminated across the marketing mix – focusing on;



- The region's assets & infrastructure
- Lifestyle / work life balance
- Connectivity (Superfast broadband)
- Talent / education

The desired outcome of this activity is to impact people's perception of C&IoS (specifically those operating in the Smart Specialisation sectors and those influencing those sectors e.g. peers or media) as a tourism only destination and growing its' recognition as a 'future' business destination of choice.

Innovation is deep-rooted in Cornwall's history alongside a cohesive community and rich history. In addition to traditional business in C&IoS (that still firmly remains part of its heritage) there is a new, disruptive sector that is growing at a rapid rate, that sector is the digital economy. The incredible digital infrastructure allows technology to intertwine with a creative, collaborative community encouraging ingenuity and growth, IiC want to be able to monopolise on the organic growth of this sector through strategic brand storytelling.

The project has recently gone through a 'rebrand' and we are seeking strategic support in campaign development for C&IoS and Invest in Cornwall to develop an authentic narrative around the region to help raise the profile and awareness of C&IoS as a business destination. For most of IiC's target sectors there is an organic movement of businesses into the region, the brand team now need to monopolise on the organic activity and showcase C&IoS on both a national and international stage.

IiC have already procured a range of agencies to support their brand awareness / marketing activity and it is imperative that the successful tenderer is able to work with and compliment the team's existing agency support.

C&IoS has long been established as a location in which leisure brands can flourish. The food industry in particular has experienced a renaissance due to the region's associations with quality and the environment. However, attracting Inward Investment to C&IoS is challenging. A driving factor is the negative or poorly informed perceptions of C&IoS as a business location. There is a perception amongst the business community representing the smart specialisation sectors that C&IoS has numerous barriers to entry.

This is a key challenge that through the brand and inward investment communications, the brand team must work to overcome.



The key barriers are the perceived lack of:

- Infrastructure
- Human resource / talent
- Internet capability / connectivity
- Transport/Access

The promotion of a unified brand for C&IoS is a key driver in contributing to long-term economic sustainability. The external image of C&IoS is strong and generally positive, with high awareness and associations with quality, the environment, creativity and individuality. However, there are negative associations related to the region being antiquated and predominantly linked to tourism with limited recognition for other business sectors – this needs to change. As well as C&IoS being associated with quality and tourism we want to highlight the region's ability to attract, support and grow businesses.

The aim of the Invest in Cornwall Brand Team is to challenge negative perceptions of C&IoS and raise the awareness of the region as a location for businesses to thrive (specifically related to the Smart Specialisation Sectors) through strategic marketing communications.

To date Invest in Cornwall has identified some of C&IoS' key businesses and signed up "Brand Ambassadors" who act as spokespeople for the region. This enables IiC to develop and deliver authentic stories from the region, helping to portray a genuine, representative image of working and living in C&IoS.

Research has previously been carried out to measure the impact and awareness of C&IoS as a business location. Historically, this has shown a slight shift in perception however it is still clear that further, significant efforts are needed to demonstrate C&IoS' business credentials to attract new, innovative businesses into the region and grow its' viability as a business location.

3. Tender Objectives

The objectives of the 'Campaign Marketing' tender are:

1. To advise, develop and help deliver an economic narrative & content strategy for IiC to raise the profile of 'Brand Cornwall'
2. To develop campaign marketing ideas to help drive the content strategy highlighting the offer in C&IoS for IiC's target audience

4. Tender requirements:

The aim of the 'Campaign Marketing' tender is to develop a clear, consistent, authentic identity for C&IoS as a business destination and drive long-term



prosperity for the region. The tenderer must be able to demonstrate knowledge, experience, skills and resource to fulfil the following objectives and requirements:

- Develop an economic narrative to highlight the offer within C&IoS and to raise the profile of the region as an attractive inward investment location
- Develop a marketing campaign / campaigns that will help raise the profile of Cornwall as a business destination and deliver IiC's key messages (in line with the brand guidelines)
- To work strategically with the existing PR and digital agencies procured by IiC and ensure that all work is complimentary to the goals of IiC
- To work strategically with IiC's PR agency to ensure a joined up, complimentary approach to IiC's communication to their target audiences
- To design and develop any visual assets that will be required to accompany the campaign(s) developed as part of this tender
- Work in line with, and help grow, the existing brand proposition to attract inward investment to C&IoS
- Develop an understanding of C&IoS and ascertain (alongside the IiC team) key differentiating factors that will help identify Cornwall as a desired inward investment region for IiC's target audiences
- Develop a clear, strong identity for C&IoS through strategic brand storytelling and develop proof points for 'Brand Cornwall' and IiC's target sectors
- Work with the IiC brand team to advise, develop and deliver a strategic 12 month content strategy (this must include content that can be used across various marketing channels; print, digital, social media)
- Work with IiC and other economic development stakeholder groups within the region to identify a clear, consistent message for C&IoS to attract inward investment
- To help steer the content and campaign strategy with the aim of creating a catalyst to drive and develop long term prosperity for Cornwall



- Historically Cornwall has been renowned for innovation and entrepreneurialism, the successful agency will help to develop a strategy which highlights Cornwall's economic purpose
- On both a national and international level there is a lack of understanding with regards to what Cornwall can offer businesses, the successful tenderer must be able to demonstrate how they will help IiC cut through the noise of a crowded space and communicate a coherent offer within the region
- Possess influencing skills, knowledge, integrity and confidence to develop a campaign / campaigns for Cornwall and communicate this to relevant stakeholder groups within the region

5. Total budget

Budget	Detail
Fixed Budget £58,000 (exclusive of VAT)	<p>This sum must cover all the activities and expenses expected to be incurred to complete the project including:</p> <ul style="list-style-type: none"> - Travel & subsistence - Any initial research required to develop the content and campaign ideas - Project planning, management and monitoring of a 12 month content strategy and initial campaign development - Monthly meetings with the IiC brand team - Design of the visual assets for the campaign(s) - Liaison with other agencies procured by IiC - Stakeholder engagement

Please note, the figure reflects the fixed budget allocation for the project. Tenders that exceed this amount **will not** be considered.

6. Timescale

The IiC project is currently funded until September 2018. This tender will run for 12 months from the date of appointment.

7. Tender submission requirements

Please include the following information in your Tender submission.



- 7.1 Covering letter to include:
- Contact name for further correspondence
 - That the tenderer has the resources available to meet the requirements outlined in this brief and its timelines
 - That the tenderer accepts all the Terms and Conditions of the Contract attached as an Appendix
 - Conflict of interest statement
 - That the tenderer will be able to meet the Corporate Requirements below, to include confirmation that Equality and Diversity and Environmental policies are in place and, if successful, supporting documentation will be provided as evidence
 - That the tenderer holds current valid insurance policies as set out a below and, if successful, supporting documentation will be provided as evidence
- 7.2 Meet all of the requirements of Section 4 'Tender Requirements'
- 7.3 Provide examples of previous projects which you believe demonstrate your suitability for this work
- 7.4 Total project costs including expenses, consultation and meetings, planning and scheduling.

8 Tender process

This tender is being issued through an Open Tender process and therefore we anticipate a significant interest. The contract will be awarded following a thorough desktop evaluation of all tenders.

9. Tender evaluation methodology

Desktop evaluation of agencies will be selected on the following criteria.

For more detail on each 'Requirement' please see Section 7.



Ref	Requirement	Score
7.1	Cover letter	Pass /Fail
7.2	Meet all the requirements of Section 4 'Tender Requirements'.	60%
7.3	Provide examples of previous projects which you believe demonstrate your suitability for this work	40%
7.4	Total project costs including expenses, consultation and meetings, planning and scheduling	Pass / Fail
	Maximum available score	100%

Please note that by submitting a Tender, the applicant must accept the terms and conditions of CDC as outlined in the contract.

10. Tender timetable

Please submit the Tender document by email or post or in person by **5pm 21st August 2017**.

Please send by email to finance@cornwalldevelopmentcompany.co.uk with the following wording in the subject box: "Tender 407 Strictly Confidential. Campaign Marketing for Invest in Cornwall"

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 TEN 407. Strictly Confidential. Campaign Marketing for Invest in Cornwall"

Nicky Pooley

Head of Corporate Services Cornwall

Development Company Bickford

House

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.

10.1 Tender assessment

Tenderers must provide a single point of contact in their organisation for all contact between the contractor and CDC during the tender selection process.

Each tender will be checked for completeness and compliance with all requirements. During the evaluation period, CDC reserves the right to seek clarification in writing from the tenderers, to assist it in its consideration of the tender. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria weightings detailed in the criteria table above.

The reviewer will award a percentage of the marks depending upon their assessment of the tenderer's response. The following scoring, or graduations of such, will be used to assess the tenderer's response:

Scoring Matrix for Tender Criteria		
Score	Judgement	Interpretation
10	Excellent	Exceptional demonstration of the relevant ability, understanding, experience, skills, and resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required to support
8	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
6	Acceptable	Demonstration of the relevant ability, understanding, experience, skills, and resource and/or quality measures required to provide the goods/works/services, with some evidence to support the response.
4	Minor Reservations	Some minor reservations of the relevant ability, understanding, experience, skills, and resource and/or quality measures required to provide the goods/works/ services, with little or no evidence to support the response.

2	Serious Reservations	Considerable reservations of the relevant ability, understanding, experience, skills, and 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

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
Meet requirements section 4	8	10	60%	48%
Examples of previous projects	6	10	40%	24%
Budget	Pass/Fail	Pass/Fail	-	Pass
Tenderer's Score out of a possible 100%				72%

10.2 Tender clarifications

Any clarification queries arising from this Invitation to Tender which may have a bearing on the offer should be raised by email to nikki@investincornwall.com as soon as possible and strictly in accordance with the Tender & Commission Timetable below.

Responses to clarifications will be uploaded to Contracts Finder and will be viewable to all tenderers.

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 contractor (s). All such correspondence shall be returned with the Tender Documents and shall form part of the contract.



11. Tender and commission timetable

The anticipated timetable for submission of the Tender, shortlisted presentations, completion of the project and interim milestones, are set out below.

Milestone	Start Date
Dispatch of Tender Documents	7/8/2017
Final date for raising clarifications with CDC	14/8/2017
Final date for response to clarifications on Contracts Finder	16/8/2017
Deadline to return the Tender to CDC	21/8/2017
Evaluation of Tender by Invest in Cornwall	21/8/2017 – 25/8/2017
Successful tenderer notified	W/C 28/8/2017
Contract sent by post to successful Tenderer	W/C 28/8/2017
Signed Contract returned by post to Invest in Cornwall	4/9/2017
Project start up meeting	11/9/2017
Regular development updates / meetings	Monthly
Project end	20/9/2018

12. 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 contractor(s) can evidence their ability to meet these requirements when providing the services under this Contract.

All Tender returns must include evidence of the following as 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. The tenderer will be required to provide a copy of their Equality and Diversity Policies/Practices if successful in securing this Contract.

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. The tenderer will be required to provide a copy of their Environmental



Policies/Practices if successful in securing this Contract.

Indemnity and Insurance

The contractor(s)/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 Contract, including but not limited to:

- Public liability insurance with a limit of liability of not less than £2 million
- Professional indemnity insurance with a limit of liability of not less than £2 million
- Employers liability insurance with a limit of 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.

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 (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 or 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

Sub-contracting

Tenderers should note that the sub-contracting of aspects of this Contract will not be considered.

Content ownership

By submitting a tender application, the tenderer acknowledges that the copyright to all material produced during the project will be the property of Invest in Cornwall.

Document Retention

All documentation (electronic and hard copy) produced as part of this contract will need to be returned to CDC at the end of the contract so that we can retain them for future reference/audit. The Contractor will not be expected to store these documents for future reference.

13. Disclaimer

The issue of this documentation does not commit CDC to award any contract pursuant to the tender 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).

Tenderers must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their tender responses. Information supplied to the tenderers by CDC or any information contained in CDC's publications is supplied only for general guidance in the preparation of the tender response. Tenderers 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 tenderers of such information.

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 tenderers during the procurement process.

