

# Invitation to Tender

**Cornwall Development Company**

**TEN: 478**

**Design and Digital Services for AeroSpace Cornwall**

**May 2020**

## 1. About Cornwall Development Company

Cornwall Development Company (CDC) is the economic development service of Cornwall Council (CC) and is part of the Corserv Limited Group of companies.

On behalf of CC, Cornwall & Isles of Scilly Local Enterprise Partnership (CIoSLEP) and a range of stakeholders, CDC provides a bespoke, business facing service which helps deliver the economic vision and strategy for Cornwall. We achieve this across a wide range of economic development activities through the expertise and professional commitment of our staff

## 2. Background and Context

The private sector plays a strong role in investing in research and development and accounts for the overwhelming majority of total innovation spend in the UK. Despite this, small and medium sized enterprises are not participating proportionately; according to the Innovation Survey, only 21.6 per cent of enterprises (with more than 10 employees) were engaged in either product or process innovation. This ranged from 20.5 per cent in smaller firms with between 10 and 49 employees and 29.8 per cent in larger firms (with between 100 and 249 employees). So, barriers exist for small and medium sized enterprises in their capacity and propensity to innovate and invest in internal capacity.

Particular barriers include a lack of awareness of the benefits of investing in innovation, its cost and uncertainty about the value that will accrue to the company. These development needs are compounded by a lack of access to appropriate finance, with nearly half of innovation-active small and medium sized enterprises experiencing difficulties obtaining finance.

Combined, these development needs present structural barriers which the European Regional Development Fund can assist in addressing through targeted investment

There is scope to better build on the knowledge base by stimulating more productive interactions between small and medium sized businesses and universities, research centres, large companies and other organisations. Access to external networks also has a strong positive effect on firm's potential absorptive capacity especially the assimilation of external knowledge.

**2.1 Cornwall and Isles of Scilly (C&IOS) Growth Programme** This is the European economic regeneration programme for the region. Running until 2020, it will contribute to the EU ambition to deliver smart, sustainable and inclusive growth.

Under this programme, European Structural Investment Funds (ESIF) and specifically the European Regional Development Fund (ERDF) has been allocated to promote business investment in Research & Innovation under Priority Axis 1b:

developing links and synergies between enterprises, research and development centres and the Higher Education sector, in particular promoting investment in product and service development, technology transfer, social

innovation, eco-innovation, public service applications, demand stimulation, networking, clusters and open innovation through smart specialisation; and supporting technological and applied research, pilot lines, early product validation actions, advance manufacturing capabilities and first production, in particular in key enabling technologies and diffusion of general-purpose technologies.

More details on European Structural Investment Funds (ESIF) and the European Regional Development Fund (ERDF) can be found via the links below:

[European Structural Investment Funds](#)

[European Regional Development Fund](#)

### **3. AeroSpace Cornwall Programme**

AeroSpace Cornwall is a programme which promotes research, development and innovation (RD&I), funded by the European Regional Development Fund (ERDF) and Cornwall Council. AeroSpace Cornwall offers technical and commercial support for businesses across Cornwall and the Isles of Scilly who are developing new products, services and technologies which could add value to the space and aerospace sectors.

The programme, which runs from December 2019 to December 2022, will support at least sixty businesses through grants and specialist business support whilst leveraging £1,375,639 of match funding from the private sector. It aims to;

- Increase the performance and competitiveness of local enterprises, create highly skilled jobs and launch new products into the marketplace
- Develop the 'innovation ecosystem' for the space and aerospace clusters by incentivising local businesses to collaborate with other businesses and research institutions to accelerate their innovation.
- Increase the value and capability of the local space and aerospace clusters and secure ongoing investment in them.

The following support is available for businesses to support the development of a new product, service or technology:

- **Market Research Grants** – Support to attend events, conferences and / or meetings to meet with key influential industry leaders, sector experts, potential customers, collaborators or investors to understand the market opportunity and inform the product, service or technology development.
- **Research and Development Grants** – Grants (typically £10k to £150k) are used to match private sector investment to assist with buying equipment, services or paying for existing staff time to work on product, service or technology development projects and to collaborate with research and academia if required.
- **Experts and Consultancy** – Fully funded space, aerospace or digital sector specialists and experts in investment, legal or intellectual property to mentor and support organisations in developing their product, service or technology.

AeroSpace Cornwall also supports inward investors by awarding soft landing packages and investment incentives working closely with other programmes (for example Cornwall Trade and Investment and Spaceport Cornwall) to ensure businesses experience a 'joined up' approach to support and funding and to ensure the overall messaging about Cornwall and the Isles of Scilly is aligned.

AeroSpace Cornwall works with manufacturing and engineering businesses who are, or aspire to be, part of the space / aerospace supply chains and digital businesses such as those developing software applications in the satellite communications, earth observation, navigation and meteorology areas.

The programme is committed to promoting environmental sustainability and equality within the space and aerospace sectors.

#### **4. AeroSpace Cornwall Marketing Strategy**

The objectives of AeroSpace Cornwall's marketing strategy are the following:

- Promote the funding and support mechanisms that AeroSpace Cornwall offers to businesses in Cornwall and Isles of Scilly in order to increase their capability and participation in the space and aerospace sectors.
- Promote the AeroSpace Cornwall offer to national and international businesses, with the aim of securing investment into Cornwall.
- Promote the growth of the space sector established as 'Cornwall Space' as this is of interest to businesses outside of Cornwall and Isles of Scilly who wish to connect with the region's unique space assets: Spaceport Cornwall and Goonhilly Earth Station.
- Document the success stories of the businesses benefiting from funding and support through the AeroSpace Cornwall programme.
- Build credibility across national and international audiences Cornwall and Isles of Scilly must work increasingly hard to position its proposition as a unique place to do business and showcase how it is differentiated from other regions.

The above objectives will be achieved via several different marketing channels such as print, PR, website, social media, local networking events, large scale international events and press.

#### **5. Tender Requirements**

##### **5.1 General requirements**

Cornwall Development Company is seeking to commission an experienced integrated design and digital agency to develop the following for AeroSpace Cornwall:

- 5.1.1 To provide a website that promotes the AeroSpace Cornwall programme and the space sector in Cornwall and Isles of Scilly. The website will be formed from 2 separate but integrated modules: the main promotional website and an application module. The main promotional website will have a maximum of 10 pages, the content of which will be agreed at the inception meeting. Details of the application module is detailed at 5.3.15

- 5.1.2 Develop a SEO strategy for the website, reviewing all content to ensure maximum optimisation of opportunities and best quality user experience;
- 5.1.3 Lead the creative vision for all visual content through different marketing media channels, designing all print campaigns, brochures, collateral and ad hoc editorial and advertorial;
- 5.1.4 Provide monthly SEO reports, including a content audit, six monthly interim reports on achievements and a final end of project report;

## **5.2 Design and Artwork Requirements**

- 5.2.1 Update existing brochures and produce new brochures and flyers to promote the AeroSpace Cornwall funding and support offer, and to promote the space sector in Cornwall and Isles of Scilly;
- 5.2.2 Create an inward investor pack, with inserts on sectors that promote Cornwall and Isles of Scilly as a space and aerospace hub to businesses outside of the region. The tenderer will be required to collaborate with design agencies across partner projects;
- 5.2.3 Create collateral such as business cards, branded professional letter heads and presentation materials;
- 5.2.4 Provide ad hoc advertising design, such as billboards;
- 5.2.5 Provide ad hoc editorial design, when a publication requires artwork.
- 5.2.6 Lead the creative vision for all visual content across the AeroSpace Cornwall Programme

## **5.3 Website design, development and hosting**

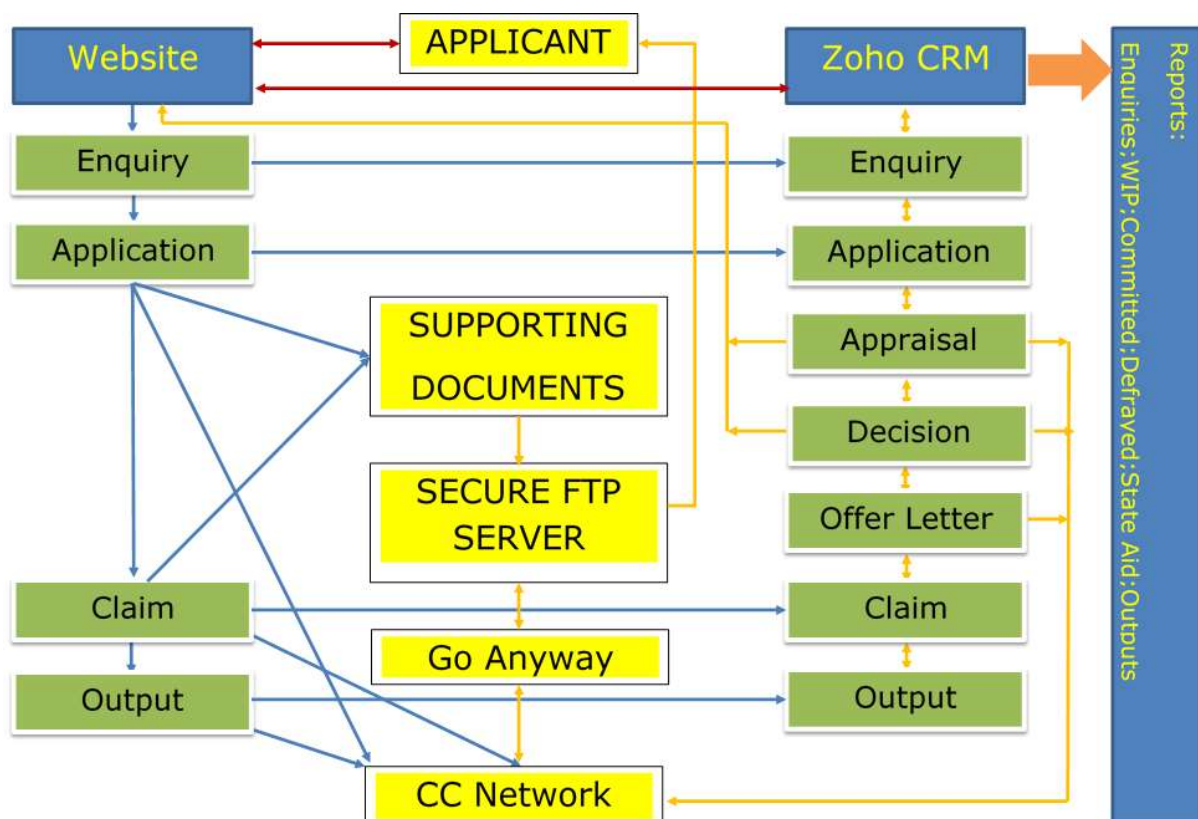
The Tender requires the design and development, within two months of contract signing, of a website for AeroSpace Cornwall. The following requirements must be met:

- 5.3.1 Must conform to the ESIF Branding and Publicity Requirements (see also 5.6) (Enclosure 1);
- 5.3.2 Drive businesses to complete an Expression of Interest to apply for support and grants (see later);
- 5.3.3 Easily editable in-house using such tools as Wordpress;
- 5.3.4 Copywriting and content that is brand compliant (brand guidelines and content will be provided). This does not mean that an agencies' copywriter cannot have their own ideas and the AeroSpace Cornwall Team welcome collaborative working;

- 5.3.5 Capable of uploading videos, images and Microsoft generated documents; this function shall automatically convert documents into the required format, including transferring of images;
- 5.3.6 Driven by CSS. The CSS needs to be agile and built in a way that when the site is complete it will allow the AeroSpace Cornwall Team to upload, create and modify the site without agency support. The AeroSpace Cornwall Team will also need to be able to add or amend future content as and when they arise;
- 5.3.7 Mobile and tablet responsive;
- 5.3.8 Have a minimum, compatibility with the following browsers: Firefox v 60-67 upwards, IE at least V 11 and Safari at least V 11;
- 5.3.9 The website should be entirely manageable by a web interface to allow pages to be added, and changes to be made to images, text and video by the AeroSpace Cornwall team. It is also to have an integrated spell checker within the WYSIWYG editor and offer a Page Preview Facility – the entire page should be displayed in the context of the editing, displaying all multimedia, images and links as if the page was live;
- 5.3.10 **Content Management System.** The website CMS should have full content management functionality, specifically, the ability to:
- a. Securely log into the CMS
  - b. Ability to create new accounts
  - c. Add, change and delete all aspects of all pages
  - d. View new pages/content changes before publishing
  - e. All media releases, case studies, news items and commentary to be stored in date order
  - f. Images to be automatically resized through the CMS – or agency guidelines given
  - g. The CMS must have spell check in 'English UK' not be set for American English;
- 5.3.11 The agency should enable Google analytics;
- 5.3.12 The site will support full RSS feeds for news stories and other dynamic content
- 5.3.14 **Security and accessibility.** The information contained within the application and the supporting documentation is highly confidential. Therefore, security is a prime concern and the tenderer should adhere to the guidance provided in ISO27001. It will be a requirement to carry out penetration testing and produce a report of the findings for the final site. A minimum 'AA' level conformance with the latest WCAG/W3C standards including an accessibility statement will be required. The website must conform to the EU General Data Protection Regulation (GDPR) requirements; Privacy Policy will be provided by the AeroSpace Cornwall Team together with Terms and Conditions of the website use, Accessibility Policy and Website Disclaimer. The whole website should be DDA compliant and fully compliant with the Equality Act 2010.

**5.3.15 Website Application Module.** This module will be used to engage with potential AeroSpace Cornwall clients. It will track an enterprise's interaction with the AeroSpace Cornwall Team from initial enquiry to completion of any support that has been provided to them by the AeroSpace Cornwall Team.

The AeroSpace Cornwall team utilises Zoho for its CRM. The application module of the website is to be integrated with Zoho CRM to provide as much automated tracking of an applicant's experience with the AeroSpace Cornwall Team. In order to ensure that any sensitive information, such as bank statements, which are provided by the applicant these documents will be uploaded to the website server but then forwarded to Cornwall Council's secure FTP. From the secure FTP site, the document will be transferred from the server using "Go Anyway" to a network location within the Cornwall Council's network. The following diagram illustrates the data flow between the website and Zoho CRM.



The application module is to have the same functionality as the application website for Business Investment For Growth (BIG) Productivity: <https://application.businessinvestmentforgrowth.co.uk/>

The BIG Productivity application process will require some modification of 2 sections, EOI and Full Application, to reflect the AeroSpace Cornwall's process whilst the remaining 2 sections, Appraisal/Approval and Claim will be the same. The developer of the BIG Productivity website was Buzz Interactive (contact details: Buzz interactive 73 Mount Wise, Newquay,

Cornwall UK TR7 2BP. Telephone 01637 875410.  
[www.buzzinteractive.co.uk](http://www.buzzinteractive.co.uk)).

Particular aspects of the application module that must be included:

- a. Creation of secure user accounts. This should include a dashboard which will allow the applicant to see their progress through the application and claim processes with an integrated event log. Provision for self-registration and password reset should be allowed to minimize support emails. Applicants should have the ability to leave partially completed forms then log in at a later date to complete them;
- b. Web forms for the completion of the EOI, Application and Claim. All form fields will require validation to ensure values entered fall within appropriate bounds. Web forms should be exportable in CSV/excel or word formats. Draft EOI and application forms are provided in Enclosures 2 and 3 and these are the forms that differ from those in the BIG Productivity application process.
- c. At each stage of the application process, where supporting evidence is required, the system will enable the uploading of photographic, Microsoft and pdf documents. The applicant must also have the capability to remove/update a document if required. All forms should become locked after submission to prevent changes, with the ability to unlock the forms by the AeroSpace Cornwall team as required;
- d. Reminder emails should be sent to the applicant, at all the process stages, to prompt action from them to ensure that the application does not go stale.
- e. An e-signing capability. The e-signing option if requiring documents to be temporarily hosted on a third-party server this server must be within the European Union.

5.3.16 Once the website has been accepted, the contractor will provide training in making basic amendments which will also be documented. Furthermore, the contractor will hand over all digital assets that are developed for AeroSpace Cornwall during the project as well as administrative access to all aspects of the website.

5.3.17 **Hosting** The domain name for the AeroSpace Cornwall website will be: [www.aerospacecornwall.co.uk](http://www.aerospacecornwall.co.uk) and will require hosting until 31 March 2023. Site to be hosted on managed Virtual Private Servers within the European Union.

#### **5.4 Develop a SEO strategy for the website**

In order to ensure maximum optimisation of the website, AeroSpace Cornwall requires an SEO expert to develop and deliver the following:

- 5.4.1 Monthly SEO reports which include an audit for new content uploaded;
- 5.4.2 The undertaking and implementation of keyword research;
- 5.4.3 Work with the design agency to ensure that site has a clean and logical URL structure;



- 5.4.4 that the content has basic HTML so that it can be found more easily by Google;
- 5.4.5 The site is mobile friendly;
- 5.4.6 Regular reviewing and updating of all content to ensure maximum optimisation opportunities and best quality user experience.
- 5.4.7 Key targets/metrics reported monthly (see section 5.5):
  - a. Keyword ranking increases – measured by how far the website is up the pages. Aim is for above the fold on the home page within 3-4 months. Ultimate aim is first on page
  - b. Leads and conversions from the site (as per website build outcomes, 5 leads a month via contact form)
  - c. Week on week measurement of visits to website from Google and Bing search engines, via analytics. Aiming for between 250-350 users a week.
  - d. Quality of traffic – harder to measure but gives an opportunity to revisit and review particular key words month on month to ensure best possible traffic.

## **5.5 Reporting**

For the duration of the contract, provide the following reports:

- 5.5.1 Monthly: detailing the impact and effectiveness of the implemented SEO strategy, through analytics. Also, to include an audit for any new uploaded content. Must include suggestions to AeroSpace Cornwall on how to ensure best practice through SEO;
- 5.5.2 Six monthly: detailing work produced to date;
- 5.5.3 End of project: A review of the design work produced and website effectiveness during the programme.

## **5.6 Adherence to European Regional Development Fund Publicity Guidance and HM Government Identity Guide**

This programme is partly funded through ERDF and, to raise awareness of the opportunities it offers, the European Commission requires all European funded projects to actively promote and publicise that they have received investment and to acknowledge it on any publicity materials or programme documentation relating to the funded activity.

These requirements are set out in formal regulations and failure to comply with them may result in projects having to repay grant. Therefore, any material produced under this contract must comply with the EU Publicity regulations which can be found at the link contained in the ERDF National Publicity Guidelines (Enclosure 1). All material will normally require the use of the ERDF, HM Government, CDC and Aerospace Cornwall logo/brand.

All branding and publicity must acknowledge the funders of the Aerospace

Cornwall programme, European Regional Development Fund (ERDF), by incorporating the ERDF logo, as a minimum, on every viewable aspect of the design. Additionally, the HM Government logo must also be included to the left or above the ERDF logo.

The guidelines for the use of these logos and electronic versions of the logos can be found at:

ESIF Branding and Publicity Requirements:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/836956/ESIF-GN-1-005 ESIF Branding and Publicity Requirements v8 updated.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/836956/ESIF-GN-1-005_ESIF_Branding_and_Publicity_Requirements_v8_updated.pdf)

HM Government Identity Guidelines:

<https://gcs.civilservice.gov.uk/wp-content/uploads/2019/01/HMID.pdf>

The HM Government logos are at Enclosure 4

### **The use of the logos within all designs will require sign-off by CDC**

#### **5.7 ERDF Cross-Cutting Themes**

As detailed above, this programme is partly funded through ERDF and Projects qualifying for funding support must incorporate the Cross-Cutting Themes which are essential for the achievement of a well-balanced, sustainable and innovative economy. There are two themes:

##### 5.7.1 Sustainability:

Sustainable development is about achieving an appropriate balance between environmental, social and economic objectives. This means a programme needs to demonstrate how any potential negative environmental impacts associated with their programme will be minimised, or mitigated, and how potential positive impacts will be maximised.

##### 5.7.2 Equality and diversity:

Equality is about respect and not treating an individual or group of people unfairly. It is about giving people equality of opportunity to access services and to fulfil their potential. Equality is therefore based on the idea of fairness while recognising everyone is different.

Diversity is about all the ways in which people differ and about recognising that differences are a natural part of society. No two people are the same and this means that many different elements make up our local community – something which should be celebrated. Diversity is about treating people as individuals and making them feel respected and valued.

See also Corporate Requirements in section 9 below.

#### **5.8 AeroSpace Cornwall Marketing Strategy**

Enclosure 5 is a PowerPoint presentation, AeroSpace Cornwall Marketing Strategy, which provides information on how the supply of this contract features as an integral part of the overall marketing strategy.

## 6. Budget

The maximum budget for this commission is **£84,000** including expenses (excluding VAT).

This budget excludes cost for 3<sup>rd</sup> party social media, print and media costs and digital ad spend. This will be procured separately to this tender.

**Tenders that exceed the total budget will not be considered.**

The budget consists of three elements as detailed below. Tenderers should provide individual costs for each element as detailed at 6.1, 6.2, 6.3. Please note, the figures below reflect the estimated budgets for each part of the project and is to be used as a guide only. The overall budget should not exceed £84,000 (excluding VAT)

### 6.1 Website Design, Development and Hosting: £30,000 (exc. VAT).

Includes: wireframes, design look and feel, web development, ongoing support, site hosting during the life of the project and maintenance.

### 6.2 SEO Strategy and Implementation: £21,000 (exc. VAT)

Includes: developing SEO strategy and best practice, website audit, monthly content audit, monthly analytics reports and keywording updates.

### 6.3 Design: £33,000 (exc. VAT)

Includes: print, editorial, brochures, collateral, Inward Investor pack and other ad hoc design request, within the limitations of the above budget.

**6.4** This sum must cover all the activities and expenses expected to be incurred to complete the project including:

- All resource time
- All reporting
- All planning and delivery
- All travel and subsistence

## 7. Tender and commission timetable

The timescale of the project is from the date of signing the contract until 30 September 2022. The anticipated timetable for submission of the Tender, completion of the project and interim tendering/contract process milestones, are set out below.

| Milestone                                      | Date                       |
|--|----------------------------|
| Publication of ITT                             | 14/05/2020                 |
| Final date for receipt of clarifications       | 26/05/2020                 |
| Final date for response to clarifications      | 29/05/2020                 |
| <b>Deadline to return the Tender to CDC</b>    | <b>17:00 on 05/06/2020</b> |
| Evaluation of Tender by CDC - commencement     | 10/06/2020                 |
| Successful and unsuccessful tenderers notified | 12/06/2020                 |
| Signed Contract                                | 15/06/2020                 |

|  |  |
|--|--|
| Project inception meeting  | 16/06/2020                                   |
| Beta version of website ready for review by AeroSpace Cornwall Team        | 17/07/2020                                   |
| Feedback from AeroSpace Cornwall Team to tenderer on beta version complete | 31/07/2020                                   |
| First monthly report   | 01/08/2020 and then every month thereafter   |
| Website go live  | 18/08/2020                                   |
| First quarterly report   | 01/09/2020 and then every quarter thereafter |
| All deliverables provided and Contract complete                            | 30/09/2022                                   |

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

## **8. Tender Submission**

### **8.1 Covering letter to include:**

- 8.1.1 Dedicated account manager and contact name for further correspondence;
- 8.1.2 That the tenderer has the resources available to meet the requirements outlined in this brief and its timelines;
- 8.1.3 That the tenderer accepts all the Terms and Conditions of the Contract as per Enclosure 6;
- 8.1.4 Conflict of interest statement (see Section 9.13);
- 8.1.5 That the tenderer will be able to meet the Corporate Requirements Section 9, to include confirmation that Equality and Diversity, Environmental and Data Protection policies are in place and, if successful, supporting documentation will be provided as evidence;
- 8.1.6 That the tenderer holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as evidence;
- 8.1.7 That the tenderer accepts to comply with branding requirements as detailed in the attached document "ESIF Branding & Publicity Requirements V8" Enclosure 1.
- 8.1.8 Confirmation, as per paragraph 5.3.16 all digital assets developed for AeroSpace Cornwall during the project as well as administrative access to all aspects of the website will be handed over once the website is completed.
- 8.1.9 Provide a cost per hour for any works and/or maintenance of the website. This will not form part of the tender assessment.

- 8.2** The tenderer must demonstrate how they will meet all of the requirements in section 5 'Tender Requirements'. This is to include your working **practises and process plan** for how you intend to meet the delivery requirements of the tender and demonstrates your ability to work well to a brief, with tight deadlines and outline how you would approach managing the budget across the lifetime of the contract
- 8.3** Provide information regarding the team and their roles that will be dedicated to this account, including a summary of their skills and experience (maximum one page of A4 per person).
- 8.4** One example of a previous design piece which is relevant to this tender. The example must include details of the client's brief, how the vision and strategy were developed and references.
- 8.5** One example of an SEO campaign which is relevant to this tender you have successfully delivered (can be where you worked with another supplier to deliver this). The example must include details of the client's brief, how the strategy was developed and references.
- 8.6** One example of a website you have designed, implemented and hosted which demonstrates your experience and ability to deliver this specification. The example should demonstrate the key similarities between your project and this tender
- a. The client
  - b. Creative vision
  - c. Approximate cost
  - d. Outcomes
- 8.7** Please also indicate any previous experience of working with:
- a. Similar business funding and support projects
  - b. Space or aerospace sectors
  - c. European funding / ERDF projects
- 8.8** Cost breakdown as per Section 6

## **9. 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 can evidence their ability to meet these requirements when providing the services under this commission.

All Tenderers must be prepared to provide the evidence as stipulated in the paragraphs that follow, as requested by CDC, prior to any contract is signed.

### **9.1 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.

## **9.2 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.

## **9.3 Indemnity and Insurance**

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

- Professional indemnity insurance with a limit of liability of not less than £1 million;
- 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 will be required to provide a copy of their insurance policies if successful in securing this contract.

In addition, the contract will be subject to the following legislation:

## **9.4 Data Protection**

The contractor will comply with its obligations under Data Protection Legislation (DPL), being the UK Data Protection Legislation and the General Data Protection Regulation (GDPR) and any other directly applicable European Union legislation relating to privacy.

The tenderer will be required to provide a copy of their Data Protection policy and privacy statement if successful in securing this contract.

## **9.5 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.

## **9.6 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.

## **9.7 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.

## **9.8 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

## **9.9 Publicity**

In order to comply with the necessary publicity regulations that accompany ESIF funds all promotional material, meeting invites, questionnaires and reports must at all times comply with the latest guidelines in accordance with paragraph 5.6. The appointed contractor must comply with the publicity requirements in all activities, events, and literature developed as part of this contract.

## **9.10 Sub-contracting**

Tenderers should note that a consortia/sub-contracting can submit a tender but the sub-contracting aspects of this commission must be identified within your response and cannot after appointment be altered without prior agreement with CDC. Additionally, your attention is drawn to the following paragraph in the Terms and Conditions 21.2.2. at Enclosure 6

## **9.11 Content ownership**

By submitting a tender application, the tenderer acknowledges that the copyright to all material produced during the programme will be the property of CDC.

## **9.12 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.

### **9.13 Conflicts of Interest**

Tenderers must provide a clear statement with regard to potential conflicts of interests. Therefore, **please confirm within your tender submission** whether, to the best of your knowledge, there is any conflict of interest between your organisation and CDC or its programme 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.

### **10. 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:

**Graham.Woodworth@cornwaldevelopmentcompany.co.uk** in accordance with the Tender and Commission Timetable in section 7.

Responses to clarifications will be anonymised and uploaded by CDC 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 tenderer.

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

### **11. Tender evaluation methodology**

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 returns will be assessed on the basis of the following tender award criteria**

|   |                |
|---|----------------|
| Ref 8.1 Covering Letter   |                |
| Acceptable covering letter including confirmation of the requirements detailed at 8.1   | Pass/<br>Fail  |
| Ref 8.2 How the tenderer is going to meet the requirements in section 5   | 30             |
| The tenderer must demonstrate how they will meet all of the requirements in section 5 'Tender Requirements'.<br>a. working practises and process plan for how you intend to meet the delivery requirements of the tender<br>b. demonstrates your ability to work well to a brief, with tight deadlines<br>c. outline how you would approach managing the budget across the lifetime of the contract |                |
| Ref 8.3 The team  | 20             |
| Summary of the team's skills and experience   |                |
| Ref 8.4 Example of working to a brief   | 20             |
| One example of a previous design piece. The example must include details of the client's brief, how the vision and strategy were developed and references.  |                |
| Ref 8.5 Example of SEO Campaign   | 20             |
| The example must include details of the client's brief, how the strategy was developed and references.  |                |
| Ref 8.6 Example of Website  | 20             |
| This should be one you have designed, implemented and hosted which demonstrates your experience and ability to deliver this specification. The example should demonstrate the key similarities between your project and this tender<br>a. The client<br>b. Creative vision<br>c. Approximate cost<br>d. Outcomes  |                |
| Ref 8.7 Previous experience   | 30             |
| Please also indicate any previous experience of working with:<br>a. Similar business focused funding and support projects<br>b. Space or aerospace sectors<br>c. European funding / ERDF projects   |                |
| Ref 8.8 Budget  | 60             |
| A <b>fixed fee</b> for each part of the work (exc. VAT) including travel and other expenses:<br>6.1 Website<br>6.2 SEO<br>6.3 Design<br>The lowest bid in each part will be awarded the full 20 marks. Other bids will be awarded a mark that is proportionate to the level of their bid in comparison to the lowest bid i.e. Marks awarded = 20 x lowest bid / bid                                 | 20<br>20<br>20 |

## 12. Tender assessment

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. CDC is not bound to accept the lowest price or any tender.

CDC will not reimburse any expense incurred in preparing tender responses. Any contract award will be conditional on the Contract being approved in accordance with CDC's internal procedures and CDC being able to proceed.

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.

| <b>Scoring Matrix for Tender Criteria</b> |                      |  |
|---|----------------------|--|
| <b>Score</b>                              | <b>Judgement</b>     | <b>Interpretation</b>  |
| 100%                                      | 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 supporting the response.                                  |
| 80%                                       | 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.   |
| 60%                                       | 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.   |
| 40%                                       | 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.   |
| 20%                                       | 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 goods/works/services, with little or no evidence to support the response. |

### **13. Tender Award**

Any contract awarded as a result of this tender process will be in accordance with the attached CDC standard terms and conditions (see Enclosure 6).

### **14. Tender returns**

Please submit the Tender document by email or post or in person by 17:00 on 5 June 2020.

If submitting electronically, please send by email to [tenders@cornwalldevelopmentcompany.co.uk](mailto:tenders@cornwalldevelopmentcompany.co.uk) with the following wording in the subject box: "Tender TEN478 Strictly Confidential Design and Digital Services for AeroSpace 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 TEN478 Strictly Confidential Design and Digital Services for AeroSpace 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.

### **14. 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.

## **15. Enclosures**

1. ERDF and ESF Branding and Publicity Requirements ESIF-GN-1-005  
Version 8 August 2019
2. Draft EOI
3. Draft application forms
4. HM Government logos as a zip file
5. AeroSpace Cornwall Marketing Strategy
6. Terms and Conditions of the Contract (over £25,000)