**Background and context**

The Supply Chain Network (TSCN) supplier directory and opportunities map was created back in 2013 as part of the Green Port Growth programme supporting the development of the offshore wind and renewables sector across the Hull and East Riding region. To support this vision, the Green Port Growth Programme was set up to encourage supply chain development and diversification within the region, supporting local businesses to maximise the opportunities that the renewables industry presented over the following years.

It was quickly recognised that the toolkit was hugely beneficial in driving support and supply chains for the sector and that this could be utilised across all sectors. As a result the supplier directory and opportunities map took on The Supply Chain Network branding which was established including key strap lines, colour palette, tone of voice and graphics.

You can see the original website in the link below:

<https://www.thesupplychainnetwork.co.uk/>

As we have worked through the Supply Chain Network project that ran from 2019-2023, it was identified that the supplier directory and opportunities map required some development work to make them both more interactive for our businesses and to improve the user experience. Whilst the overall project has been completed, it is recognised that the tools are a great support to all businesses in the region and they have been absorbed into the business support services toolkit. The supplier directory and opportunities map retain the supply chain network brand and will together constitute TSCN website.

TSCN website is currently undergoing development work and is due to be re-launched mid-2024, with improved user experience and providing an easier way of registering, interactive tools made available for following businesses and opportunities, notifications to businesses and pro-actively providing information on opportunities across the region.

**Procurement Opportunity**

TSCN is currently looking to procure an individual / organisation to review, develop and promote The Supply Chain Network’s upgraded toolkit across the East Riding of Yorkshire and Hull with the purpose of promoting its upgraded benefits, driving traffic to the site and increasing long term engagement.

The purpose of the FREE toolkit which contains two tools, is to help businesses to promote their products and services and to give them awareness of regional work to “*make opportunities visible, accessible and winnable*”. The first tool, the Supplier Directory is designed to promote your business to other businesses across the region, enable them to be searched and assist them in searching for potential suppliers, products and services. The second, the Opportunities Map is designed to showcase key opportunities across the region, facilitating businesses in understanding how they can access these opportunities and ensuring that they are aware of the key potential developments of which they could be part. This toolkit covers all key sectors.

As part of this project, you will evaluate the current reach of TSCN website and develop ways to further promote the Supplier Directory and the Opportunities Map across SMEs and micro businesses alongside medium and large organisations. We recognise and want to harness the engagement from the larger organisations which is a significant draw for the smaller businesses, as well as the potential benefits from researching, finding and identifying opportunities and relevant regional businesses to support the local supply chains and growth for every business.

The promotional content will be centred around the benefits of the project, how they can register, the features and benefits of the site and promotion of current case studies. We are looking for a near immediate increase in the generation of leads and throughout the delivery of this project. The measurement of success for this contract will be the increase of traffic to the website (see goals below). This will be measured across the core audiences who use the toolkits.

The current site is being redeveloped (see appendix 6 for screenshot of the site in development) to increase useability, improve the user experience and encourage more engagement resulting in more opportunities being posted and listings created. The current site, which has not been marketed heavily for the past 12 months currently receives approximately 50 new listings and 10 new opportunities per quarter. We don’t currently have the data for interaction/hits on the current website.

The execution of how this project is completed is open for your interpretation, including how this work will be scheduled and delivered. Your proposal will be assessed as part of this tender and agreed during the inception meeting with the Business Support team and our internal Marketing team should you be successful.

The scope of channels and collateral could potentially include:

Digital channels:

* Social Media Content: Posts, stories and ads on platforms like Facebook, Instagram, LinkedIn, and Twitter and Google ads)
* Email Newsletters: Regular updates, promotions, or educational content sent to a subscriber list.
* Blogs: Informative or entertaining articles related to your industry or products.
* Digital Brochures: Interactive, digital versions of traditional brochures.
* Infographics: Online Ads: Banner ads, search engine ads, or sponsored content on various platforms.
* Videos: Product demos, company introductions, or educational content for platforms like YouTube.
* E-books and Whitepapers: In-depth guides or reports on specific topics.
* SEO Content: Content optimized for search engines to improve visibility.

Marketing content types (hard copy):

* Brochures and Flyers: Informative printed materials for distribution in various locations.
* Posters and Banners: Large-format prints for events or store displays.
* Direct Mail: Personalized letters, postcards, or catalogues sent through postal mail.
* Print Ads: Advertisements in newspapers, magazines, or other publications.
* Branded Merchandise: Items like t-shirts, pens, or mugs with company branding.
* Event Booths and Displays: Custom setups for trade shows or expos.
* Signage: Indoor or outdoor signs for business locations.

The above list of channels and content types is provided as a guide and is not exhaustive.

**Goals of the project:**

Increase of listed businesses - 300 new sign ups

Increase in no. of tenders/opportunities – 50 new opportunities on the map

Increased awareness measured through sign ups

Next 6 months of delivery planned out

We expect this marketing project to span a period of six months from March 2024 to the end of September 2024.

**Proposal Requirements**

The scope of this project has been deliberately left vague to solicit your interpretation and ideas on how the goals can be best achieved.

The tender response should as a minimum include:

1. Details of up to date experience of individual/agency, that substantiate you meet the requirements of the opportunity
2. Evidence to demonstrate a comprehensive knowledge running a promotional campaign
3. Demonstrate knowledge of project location and associated businesses
4. Explanation of how you will deliver your proposed promotion campaign to this area
5. Evidence of how you would manage the portfolio of work within the given timescales
6. Curriculum Vitae/s of identified parties

**Cost Information Requirements**

Please include in the proposal a breakdown of the following costs:

1. Number of days/hours proposed for the duration of the project
2. Demonstration of how the days/hours are calculated for successful delivery
3. Hourly/daily rate/s to be applied
4. Maximum contract value is £40k

**Milestones**

|  |  |
| --- | --- |
| 1. Tender advertised | Thursday 22nd Feb 2024 |
| 1. Final submission of queries and questions regarding tender | Noon Monday 4th Mar 2024 |
| 1. Closing date for submissions | Noon Monday 11th Mar 2024 |
| 1. Scoring of submissions | w/c 11th Mar 2024 |
| 1. Notification to successful applicants | Wednesday 13th Mar 2024 |
| 1. Inception meetings and agreement of approach | Thursday 14th Mar 2024 |
| 1. Delivery of contract | Between Mar 2024 – Sept 2024 |

**Please submit your EOI to Samantha Moor via email** [**Samantha.moor@eastriding.gov.uk**](mailto:Samantha.moor@eastriding.gov.uk) **and the full pack will be emailed to you.**

**Questions about the specification should be directed to Samantha Moor via email Samantha.moor@eastriding.gov.uk by noon Monday the 4th March 2024.**

**If you are interested in this opportunity responses should be sent to Samantha Moor via email Samantha.moor@eastriding.gov.uk by noon Monday the 11th March 2024**

**Attachments**

ERYC terms and conditions

Appendix 1: Award criteria

Appendix 2: Scoring criteria

Appendix 3: Current TSCN leaflet – gaps in your supply chain

Appendix 4: Current TSCN directory

Appendix 5: TSCN general leaflet

Appendix 6: screen shots of new TSCN website

\* Marketed as The Supply Chain Network, The Sustainable Supply Chain project is part funded by the European Regional Development Fund. The project assists SMEs to enhance their competitiveness through developing their supply chain opportunities

**Appendix 1: Award Criteria**

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | **Weighting** | **Assessment Method** | **Description** |
| 1. Knowledge & experience | 40% | Submission | Expertise, experience and qualifications of Marketing Project Team/Consultant (25%)  Comprehensive knowledge of Marketing and marketing processes/methodologies inclusive of evidence of previous successful projects delivered (25%) |
| 2. Project Management skills | 20% | Submission | Explanation of how you will maintain consistent and relevant delivery of information (10%)  Evidence of how you would manage the portfolio of work within timescales (10%)  Explanation of your project progress process (10%) |
| 3. Project proposal | 20% | Submission | Clear explanation of your project proposal to meet the required deliverables (20%) |
| 4. Price | 20% | Submission | The lowest overall bid will receive full marks. All other offers will be scored a comparative mark, by calculating the percentage difference between them and the offer which achieved the highest  mark, and deducting this from the highest available mark.  e.g. Company A price = £1000 (10 points)  Company B price = £1250  Score for company B will be calculated as:  10 – (((1250 – 1000) / 1000)\*10) = 7.5 points |

Appendix 2:



Appendix 3:



Appendix 4:



Appendix 5:



Appendix 6:



