**Invitation to Tender**

**Business Investment for Growth Productivity: Social Media and Marketing Consultancy Services**

**TEN 461**

1. **Background**

Cornwall Development Company (CDC) (part of the Corserv Limited group of companies) is owned by Cornwall Council for which it provides arm’s length economic development delivery services, is seeking to procure Social Media and Marketing Consultancy Services for the Business Investment for Growth Productivity (BIG Productivity) programme. The procurement is subject to obtaining a contract from the Ministry of Housing, Community and Local Government (MHCLG) and will be part funded by the European Regional Development Fund (ERDF).

CDC had previously been awarded ERDF funded projects to deliver Business Investment for Growth (BIG) and BIG2 programmes and is awaiting the award of further £4.1 million ERDF funding from MHCLG to manage BIG Productivity over a 3 year period.

The principal objectives of BIG Productivity are to support 175 businesses based in Cornwall and create 175 jobs. The programme aims to invest in businesses with national and international growth opportunities by providing gap funding ranging from £2,500 to a maximum of £150,000. For businesses that are eligible and are approved, a maximum contribution of 45% of the business applicants’ proposal costs can be provided. The programme will also provide an advisory service to 30 eligible businesses to increase their productivity and reach new markets.

1. **This Commission**

CDC wishes to appoint a consultant for 1 day a week starting 15th November 2019 (start date will be subject to CDC receiving a grant funding agreement from MHCLG) for a 2 year period.

Specifically CDC is seeking candidates who have specialised and proven expertise in the following:

2.1. Programme marketing planning and implementation. - BIG Productivity is seeking an experienced contractor to develop a marketing strategy for the programme based on best practice. The applicant is expected to work closely with the BIG Productivity team members to build relationships with fund beneficiaries and identify opportunities for content, success stories, knowledge pieces and testimonials;

2.2. Management of social media channels and running social media advertising campaigns to promote grant schemes across Cornwall;

2.3. Production of copy for website, blogs, press releases, success stories, stakeholder materials and workshops;

* 1. Joint management and promotion with the BIG Productivity team of events such as workshops, business shows and speaking slots;
  2. Report on social media results and insights via programme analysis tracking, benchmarking and appropriate metrics;
  3. Suggest and implement with BIG Productivity’s web designers how to optimise the web presence and experience for potential applicants;
  4. Management of marketing email campaigns using cloud email marketing services including data management to ensure that any subscriber lists created are GDPR compliant;
  5. Creation of presentations for events in conjunction with BIG Productivity team;

2.9 Briefing to any third parties for productivity blogs, design and print, events, video and PR.

* 1. The consultant should also be able to help in delivering other marketing and social media tasks required by the BIG Productivity team not detailed above but achievable in the timescales allocated.

1. **Adherence to European Regional Development Fund Publicity Guidance**

This project is partly funded through ERDF and as such it must actively promote and publicise the investment on any publicity materials or project documentation.  These requirements are set out in formal regulations and failure to comply with them may result in clawback of the grant. Therefore, any material produced under this contract must comply with the EU Branding and Publicity Requirements Guidance (Enclosure 1). All material will normally require the use of the BIG Productivity, ERDF and HM Government logos all of which will be provided.

**4. Intellectual Property**

The client shall be entitled to share the outcome of the work in whole or part with others at its discretion.

**5. Document Retention**

All documentation (electronic and hard copy) produced as part of this commission will need to be returned to CDC at the end of the commission so that it can be retained for future reference/audit.

# Budget

The budget for this commission is £28,000 **including VAT and all travel expenses**.

Note: Subcontractor, advertising and other costs agreed with the project team will be paid direct to the relevant supplier by CDC.

1. **Tender Information and Requirements**
   1. **Tender Submission requirements**

Please include the following information in your Tender submission.

**7.1.1 Covering letter to include:**

a) Dedicated account manager and contact name for further correspondence;

b) Confirmation that the tenderer has the resources available to meet the requirements outlined in this brief and its timelines;

c) Confirmation that the tenderer accepts all the Terms and Conditions of the Contract as per Enclosure 2;

d) Conflict of interest statement (see Section 8.7);

e) That the tenderer will be able to meet the Corporate Requirements Section 8, to include confirmation that Equality and Diversity and Environmental policies are in place and, if successful, supporting documentation will be provided as evidence;

f) That the tenderer holds current valid insurance policies as set out below in Section 8.3 and if successful, supporting documentation will be provided as evidence;

g) That the tenderer accepts that they need to comply with branding requirements as detailed in the attached document “ESIF Branding and Publicity Requirements V8” Enclosure 1;

h) That the tenderer understands that all documentation (electronic and hard copy) produced as part of this commission will need to be returned to CDC at the end of the commission;

i) That the tenderer will have GDPR compliant processes in place to deal with any personal information that they will have access to.

j) That the tenderer accepts CDC Information and Data Agreement Dec 2018 Enclosure 3

**7.1.2 Completed tender response document, see Enclosure 4.**

* 1. **Timescale**

|  |  |
| --- | --- |
| **Milestones** | **Date** |
| Tender Documents available on Contracts Finder | 18th October 2019 |
| Latest date for raising clarifications (by email) | 25th October 2019 |
| **Clarifications posted on Contracts finder by** | 30th October 2019 |
| **Deadline to return the Tender to CDC** | **4th November 2019** |
| Evaluation of Tender by CDC | 6th November 2019 |
| Award of Contract by CDC | 11th November 2019; this date may be subject to change as CDC awaiting a contract MHCLG |
| Inception meeting & commencement of Service provision | 15th November 2019; this date may be subject to change as CDC awaiting a contract MHCLG |
| Contract end date | 31st October 2021 |

The award of this contract by CDC is subject to receiving a funding contract from MHCLG. Therefore, the timetable post the evaluation of the tenders by CDC is subject to change.

Clarification queries arising from these Tender Documents which may have a bearing on the offer should be raised with the CDC contact Lyn Newby [lyn.newby@cornwalldevelopmentcompany.co.uk](mailto:lyn.newby@cornwalldevelopmentcompany.co.uk) as soon as possible and in accordance with the Tender timetable above.

* 1. **Tender Returns**

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

**Latest date to be returned: 4th November 2019**

**Latest time to be returned: 17.00**

Please send by email to [tenders@cornwalldevelopmentcompany.co.uk](mailto:tenders@cornwalldevelopmentcompany.co.uk%20) with the following wording in the subject box: “Tender 461 Strictly Confidential Business Investment for Growth Productivity: Social Media and Marketing Consultancy Services.”

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 461 Strictly Confidential Business Investment for Growth Productivity: Social Media and Marketing Consultancy Services.”**

**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 tenderers identity. Marking by the carrier will not disqualify the tender.

# Tender evaluation methodology

Evaluation of the tender responses will be based on the following criteria.

|  |  |  |
| --- | --- | --- |
| **Ref** | **Provide** | **Score** |
| 7.1 | Covering Letter | Pass/Fail |
| 7.2 | Completed tender response document  (Enclosure 4) | Pass/Fail |
| Enclosure 4 E1 | Demonstrate how your experience in a social media and/or PR role, either in-house or agency meets the requirements detailed in Section 2 of the ITT Ten 461. In doing so, please provide brief details and duration of appropriate roles | 10 |
| Enclosure 4 E2 | Provide details of 2 Social Media campaigns that you have been involved in. | 10 |
| Enclosure 4 E3 | It is our intention to have productivity based blogs on our website, please give details of how you intend to fulfil this requirement. This may be from past experience or by attracting guest writers. | 10 |
| Enclosure 4 E4 | Provide details of your experience in producing articles for the local media. Provide 2 examples | 10 |
| Enclosure 4 E5 | Provide details of any 2 events that you have helped organise which would be relevant to this commission. | 10 |
| Enclosure 4 E6 | The BIG Productivity programme is designed to provide grants to SME companies operating from within Cornwall. In fulfilling this contract, therefore, it is essential to have an understanding of the Cornish economy and the place of SMEs within this economy. Please briefly describe how you would market BIG Productivity; reference may be made to specific roles | 25 |
| Enclosure 4 E7 | Costs for: Person day rate based on a minimum of 1 day per week for the duration of the contract. Please indicate whether VAT is included in your rate.  The lowest bid (excluding vat) 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 thus Marks awarded = 20 x lowest bid / bid | 25 |
|  | 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.*

# 7.5 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:

|  |  |  |
| --- | --- | --- |
| **Scoring Matrix for Tender Criteria** | | |
| **Score** | **Judgement** | **Interpretation** |
| 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. |

# 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.

**8.1 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.

**8.2 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.

**8.3 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:

8.3.1 Public liability insurance with a limit of liability of not less than £2 million

8.3.2 Professional indemnity insurance with a limit of liability of not less than £1 million

8.3.3 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.

**8.4 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.

**8.5 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.

**8.6 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.

**8.7 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.

**8.8 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:

8.8.1 Participation in a criminal organisation

8.8.2 Corruption

8.8.3 Fraud

* + 1. Terrorist offences or offences linked to terrorist activities
    2. Money laundering or terrorist financing

8.8.6 Child labour and other forms of trafficking in human beings

**8.9 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 CDC (BIG Productivity)

**8.10 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.

**8.11 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.

# Disclaimer

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

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

This tender is subject to CDC receiving a grant funding agreement from MHCLG and no contract will be awarded until this agreement is in place.

# Enclosures

1. ESIF Branding and Publicity Requirements V8
2. CDC Terms and Conditions
3. CDC Information and Data Agreement Dec 2018

4. Business Investment for Growth Productivity: Social Media and Marketing Consultancy Services TEN 461 - Tender Response Document