

**Request for Quotations**

**Interreg Experience project partnerships,**

**compliance & communication consultant**

**1st March 2021 – 28th February 2023  
  
Reference  
VK/EXP/2021/04**



**REQUEST FOR QUOTATIONS**

INTERREG EXPERIENCE PROJECT, PARTNERSHIPS, COMPLIANCE & COMMUNICATION CONSULTANT - 1st March 2021 – 31st March 2023.

**COMMISSIONING PARTNER: Visit Kent Ltd**



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Contractors are asked to make their response to these requirements by completing and returning the documents in Section 3 of this Request for Quotation.

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**SECTION 1 – THE COMMISSIONING PARTNER (CP) REQUIREMENTS**

**1.** **General**

If you need any further assistance or have any queries about the process please contact Steve Law

e-mail: [Steve.Law@visitkent.co.uk](mailto:Steve.Law@visitkent.co.uk)  
  
Any other questions relating to the services must be raised via e-mail.  
  
Quotations can be submitted by e-mail before **12:30 GMT,** **Tuesday 23rd February** to: [Steve.Law@visitkent.co.uk](mailto:Steve.Law@visitkent.co.uk)

If there appears to be an arithmetical error in a submission or supporting information, the Commissioning Partner (CP) shall, at its discretion, either disregard the quotation or invite the Contractor to amend, confirm or withdraw its bid. Except in the case of arithmetical errors, if any other error is found the Contractor will be invited to either stand by the original uncorrected quotation or to withdraw.

1. **Budget**

The provisional budget for delivery of this contract is a maximum of £95,000 (for costs of consultancy). Travel & subsistence is not included and will based on Visit Kent standard allowance rates. The Contracting Party (CP) reserves the right to vary the budget at any time during the lifetime of the project. All travel and subsistence costs will be at the discretion of the CP.

* 1. **Sub-Contracting**

Please specify in your proposal if you are seeking to subcontract any element of the work. Sub-contracting may be permissible if it does not exceed 15% of the total contract outputs.

1. **Evaluation procedure**

The quotations will be evaluated on the basis of the **economically most** **advantageous offer**; this allows the CP and partners to take account of variouselements such as quality, technical merit and relevant experience.

Submissions from contractors who cannot complete Section 3.3 to confirm that they can comply with all elements of the specification will not be considered further.

Returned quotations that have a successfully completed Section 3 will be evaluated based on the criteria set out in the table below.

|  |  |
| --- | --- |
| **Cost - 30%** | **30%** |
| (The lowest priced quotation will be awarded maximum points and all |  |
| other quotations awarded points in proportion) |  |
| **Quality – 70%** | **70%** |
| Experience of working as an external consultant supporting partners | 15% |
| with European-cross border projects. |  |
| Experience of the cooperation in the Channel region with a good | 10% |
| knowledge of programme area Northern/Western France and the |  |
| South/South West & East of England covered by the Channel region. |  |
| Demonstrable evidence of experience activity reporting and financial | 25% |
|  |
| claim procedures. |  |
| Fluency in French and English is essential. | 20% |
|  |  |

Each of the Quality sections within this submission will be scored based on the method detailed below

|  |  |
| --- | --- |
| Exceptional demonstration by the Tenderer of the | 5 – Excellent |
| relevant ability, understanding & skills required to |  |
| provide the service with evidence to support the |  |
| response, where appropriate. |  |
|  |  |
| Good demonstration by the Tenderer of the relevant | 4-Good |
| ability, understanding & skills required to provide the |  |
| service with evidence to support the response, where |  |
| appropriate. |  |
|  |  |
| Contains minor shortcomings in the demonstration by | 3–Minor Reservations |
| the tenderer of the relevant ability, understanding & |  |
| skills required to provide the services with evidence to |  |
| support the response, where appropriate and/or is |  |
| inconsistent or in conflict with other proposals with little |  |
| or no evidence to support the response. |  |
|  |  |
| Satisfies the requirement but with considerable | 1–Serious Reservations |
| reservations of the Tenderer’s relevant ability, |  |
| understanding & skills required to provide the services, |  |
| with little or no evidence to support the response. | Submissions which receive a ‘1 – serious |
|  |
|  | reservations’ will not be considered further |
|  |  |
| No response provided. | 0–no score – Fail |
|  | Submissions that ‘Fail’ will not be considered |
|  | further |
|  |  |

1. **Award Process**

* Contractors will be notified simultaneously and as soon as possible of any decision made by the CP during the quotation process, including award. When the CP has evaluated the bids, it will notify all contractors about the intended award.
* Contractors must not undertake work without first having received an Official Purchase Order as written notification that they have been awarded the contract and are required to start work.
* As part of the notification of award process, details of the successful bid (name of supplier; overall price and where applicable, points awarded for quality) will be provided to unsuccessful bidders, by way of comparison.

**SECTION 2 - CONSULTANCY SPECIFICATION**

1. **Introduction**

VISIT KENT LTD is one of 14 partners from France and the United Kingdom working together on a European Union Interreg France Channel England targeted project called EXPERIENCE.

1. **INTERREG France Channel England EXPERIENCE project**

EXPERIENCE a four-year project worth €23.3 million to promote off-season tourism. It aims to promote new tourism ‘experiences’ between October – March, increasing the number of visitors and overnight stays during the off-peak season. It aims to attract more than 20 million additional visitors to the Channel regions of France and England by the end of the project, and approximately 44 million after a further five years.

**Project partners**

Norfolk County Council, Kent County Council, Visit Kent, Pas de Calais Tourisme, Département Pas-de-Calais, L’Agglomération de la Région de Compiègne, Côtes d’Armor Développment, Morlaix Tourism, University of Surrey, Cornwall Council,

Cycling UK, National Forest Office, Morlaix Communauté, Brittany Ferries.

The **common challenge** as described above requires a broader perspective beyond country borders. The EXPERIENCE project partners are therefore seeking to extend the tourism season as this represents a huge opportunity to grow FCE region visitor numbers and regional economies, supporting year round jobs and boosting appeal as an attractive place to visit, live and work. Off-season visitor growth is achievable, as demonstrated by other countries who have harnessed tourism trends to do this. 5 interlinked challenges limit the FCE region from replicating this success:

C1. That the FCE region currently focuses on traditional, destination-based, pre-packaged tourism. Modern travellers are losing interest in this approach;

C2. Off-season opening is risky – actors lack marketplace data, support, strategy to operate October-March;

C3. There is no tourism offer October-March to attract visitors (attractions are closed and no AirBnB Experiences in pilot regions;

C4. Infrastructure is not adapted for use October-March;

C5. FCE region is not known for experiential tourism: assets are underdeveloped and poorly promoted.

This **innovative project** looks for the first time at creating a new tourism strategy to break the seasonality cycle by simultaneously addressing 5 challenges of growing visitor numbers October-March. The FCE region is not known for off-season travel despite abundant potential. We harness the experiential travel trend proven to attract additional visitors October-March. To deliver this the Experience 2019-2023 project work plan composed of 5 work packages to supply visitors with new experiences unique to the FCE region:

**EXPERIENCE** will unite traditional and atypical actors: SMEs, Very SmallBusinesses (VSBs), cultural sites, networks and associations (campsite owners, artisans, museums, chambers of commerce, Gîtes de France). to enable stakeholders to understand and develop their unique tourism potential;

**EXPERIENCE** will identify skills gaps and create bespoke training to target needs ofregional actors by informing better business plans that understand and anticipate trend expectations and meet demand. Cutting-edge branding and customer satisfaction techniques are applied to tourism e.g. trend books: inspirational visuals, key words, target group attributes allowing actors to respond to future change.

**EXPERIENCE** will use the unique tourism potential of traditional and atypical actorsand assets to develop competitive new tourism activities Oct-Mar. Wild mushroom foraging, followed by an open-fire cooking lesson, complimented by a moonlight classical music concert will be packaged into themed itineraries (e.g. Go Wild etc). 1500 new tourism activities unique to Oct-Mar, 6 new off-season events and 600 themed experiential itineraries for different durations to increase length of stay (long weekend, 1-14 nights) with 33% of itineraries being disabled-friendly.

**EXPERIENCE** will help stakeholders adapt key tourism infrastructure and createaccess for Oct-Mar visitors combining functionality with iconic tourism landmarks including luminous paths inspired by local and exciting accommodation in heritage lighthouses to compliment WP2 itineraries.

**EXPERIENCE** will use cutting-edge techniques to concept-test itineraries onconsumers and travel industry before release. Promoted via innovative campaigns: sneak previews to generate testimonials, personality quiz to find your ideal itinerary (shareable on social media) etc. Interactive trip-planning platform allows visitors to build ideal holidays and short breaks.

**EXPERIENCE** will develop indicators to track output economic, social,environmental performance and sustainability, ensuring offer is demand-driven and responds to the new strategy.

1. **Role of the consultant**

VISIT KENT LTD is seeking support 3 days per week for the administration and communication of the project. This will include compliance issues, lead partner liaison, partnership working on the EU level (travelling to partnership events and reporting back), basic interpretation and translation support and dissemination of learnings. Liaison with staff involved in delivery in the Kent pilot area will be expected, assisting with training of Visit Kent staff to ensure that they can work effectively on the project, retaining all necessary evidence as part of their core roles. The chosen consultant will also be expected to produce a legacy document outlining the funding and partnership opportunities available for Visit Kent to develop the Experience programme beyond the life of this programme.

Timescales: **1st March 2021 – 28th February 2023**The successful tenderer will be contracted as a consultant to VISIT KENT LTD to support and facilitate the delivery of the projects core outputs during the initial setup period.

1. **An overview of the Experience work packages**

WP1 - Project Management – assist with partnership engagement throughout Kent and with cross border partners in England and France including Lead Partner. Assist and advise with compliance aspects of the project relating to procurement, state aid, budget eligibility, claims and project reports and risk analysis updates;

WP2 - Delivering actor engagement and training to meet demand – assist with related communication and compliance issues relating to events;

WP3 - Delivering experiential tourism offer using unique natural and cultural assets - support Visit Kent staff with compliant implementation of activity under “Community-led off-season tourism Development”;

WP5 – Delivering experiential tourism marketing and distribution – assist Visit Kent with the process of co-developing a shared off-season experiential tourism marketing and distribution marketing and distribution delivery plan in concertation with EXPERIENCE partners and assist with the compliant implementation, reports and website promotion of related deliverables including tourism lab, collaboration workshops as well as coordinating and supporting consumer and travel trade shows;

WP6 – Delivering lasting benefit for economy, environment and society – ensure coordination and delivery of key data to progress reports and work package lead to capture the impacts of EXPERIENCE activities in Kent;

WP – Communication - ensure compliance and promotion of INTERREG EXPERIENCE in Kent via events, display materials and audio visual products in compliance with the relevant ERDF communications regulation. Ensure Visit Kent maintain excellent partner relations with UK and EU based project partners and relevant agencies, identifying further opportunity for Visit Kent to develop the Visitor Economy within Kent and its partner destinations.

1. **Consultancy profile sought**

Prospective consultants will need to demonstrate:

* 1. Evidence of previous project management experience from similar European projects;
  2. Experience of facilitating and organising Cross border INTERREG events, workshops and studies;
  3. Experience of advising on compliance issues relating progress reporting and claims procedures;
  4. Evidence of written and spoken fluency in French and English is essential;
  5. Evidence of understanding EU Policies including Cohesion & European Territorial Cooperation, Single Market and Tourism and Digital Europe would be desirable;
  6. Knowledge Channel area and tourism industry would be desirable;
  7. Be available to start on **Monday 1st March 2021;**

**SECTION 3 – QUOTATION RESPONSE DOCUMENTS**

1. **Instructions for submission of the quotation & proposals**

Detailed proposals to be submitted by e-mail no later than: **Tuesday 23rd** **February 2021, before 12:30 GMT**

The proposal must include the following, summarised in no more than 4 x A4 pages:

* Evidence of previous experience of working on European projects;
* Experience of facilitating and organising Cross border INTERREG events, workshops and studies;
* Experience of advising on compliance issues relating progress reporting and claims procedures;
* Evidence of written and spoken fluency in French and English is essential
* Names and contact details of two recent referees
* Breakdown of costs including expected number of days to be spent on each activity
* Evidence of understanding EU innovation, enterprise and tourism policies
* Knowledge of the Channel region

Each applicant will be required to read the project application form which is attached to these specifications.

1. **Timescales**

* Request for Quotes issued: **Tuesday 9th February, 2021**
* Proposals to be submitted by: **Tuesday 23rd** **February, 2021, before 12:30 GMT**
* Review of proposals by: **Thursday 25th** **February, 2020**
* Results of evaluation and contract award: **Friday 26th February 2021**
* Contract start date: **Monday 1st March, 2021**

1. **Contractor’s Details**

INTERREG EXPERIENCE PROJECT, PARTNERSHIPS, COMPLIANCE & COMMUNICATION CONSULTANT - 1st March 2021 – 31st March 2023.

Please complete the following and sign to confirm that your quotation is fully compliant with the Specification, and all Terms and Conditions as stated within this documentation:

Company Name: ...…………………………………………………………………...

Address: ……………………………………………………………………………….

…………………………………………………………………………………………..

…………………………….…………………………………………………………….

…………………………………………………………………………………………..

Telephone No: ……….……………………………………………………………….

Fax No: ……………..…………………………………………………………………

E-mail: …………………………………………………………………………………

Signed: ..………………………………………………………………………………

Print Name: …..………………………………………………………………………

Position in Company: ………………….……………………………………………

Date: .…………………………………………………………………………………

**3.4. – Pricing Schedule**

Please complete the following pricing schedule in full, showing costs **in £ sterling** **or euros** per day including an estimation of days required for the mission.

|  |  |
| --- | --- |
| **Service** | **Costs** |
|  |  |
| Daily Rate | €/£ |
|  |
|  |  |
| Total days per month, (calculated |  |
| using the day rate and the anticipated | Expressed in days |
| timescales submitted as part of your |
|  |
| return). |  |
|  |  |

**ANNEX 1 – Summary of core outputs from Visit Kent expected in the EXPERIENCE project in Years 3 and 4**

WP1 - Project Management

1. Attend Project start up meeting and Project Monitoring Committee (December 2019) (M1.4 and M1.5)
2. Help track project monitoring processes at Visit Kent using LP templates (M1.8)
3. Facilitate cross border buddying systems for Visit Kent and partners (M2.1)
4. Facilitate cross border buddying systems for Visit Kent and partners (M2.1)
5. Help coordinate monthly one to ones with LP and Visit Kent colleagues (M2.4)
6. Provide advice on procurement & state aid monitoring (M2.5)
7. Facilitate Visit Kent input to Activity and Progress reports (M2.6)
8. Support Roadmap and Deliver Plan preparation for WP5
9. Review and amend monthly Risk Register (RR) register (M3.2)

WP2 - Delivering actor engagement and training to meet demand

1. Coordinate and attend Collaboration Workshops with report back (T1.1.1)
2. Contribute to agenda and implementation of Tourism Lab (T1.1.2)
3. Support Visit Kent team with Local/regional active engagement event (M1.2.1)
4. Support procurement processes involved in delivery of training and creation of new learning materials and bespoke tools in Kent (T1.3.3)

WP3 - Delivering experiential tourism offer using unique natural and cultural assets

1. Support for Visit Kent activity under “Community-led off-season tourism Development” (Activity 2.1)

WP5 – Delivering experiential tourism marketing and distribution.

1. Support Visit Kent with overall coordination of T4 WP implementation
2. Support with organisation of collaboration workshops (T4.1.1)
3. Assist with hosting of a Tourism Lab – developing a digital presence (T4.1.2)
4. Assist the process of co-develop of a shared off-season experiential tourism marketing and distribution marketing and distribution delivery plan (T4.1.3.)
5. Facilitate Travel Trade and Distribution logistics (T4.3.3.)

WP6 – Delivering lasting benefit for economy, environment and society

1. Participate in discussion workshops for indicator development (T5.1.1)

WP – Communication

1. Using LP designs setup Visit Kent banners / posters for public display when appropriate and project templates for meetings, workshops, stakeholder engagement events. (C1.2)
2. Input to project communication strategy (C1.3)
3. Ensure consistent branding and messaging across all PP to deepen impact. (C1.3)
4. Assist with Visit Kent updates to project website (C2.1)
5. Assist with project launch event in Kent (C2.2)
6. Facilitate project visibility (in Brussels, France & United Kingdom where required) and help widen impact on neighbouring regions to Kent Pilot Area (in England and across border in Haute de France, Flanders (B), Zealand (NL) and Pas de Calais working closely with Straits committee partners (FR) (C2.3)
7. Ensure timely input from Visit Kent to EXPERIENCE digital newsletter (C2.5)
8. Contribute to Visit Kent input to EXPERIENCE trade fair preparation and implementation (C2.8)
9. Legacy impact, strategy and planning of Experience project (impacts, new projects and continued activity post 2023