



Supply Chain Specialist Procurement Opportunity – 2022/23

Micro & SME Food and Drink Video Toolkit Brief

The Supply Chain Network - Overview

The Supply Chain Network's (TSCN), funded by the European Regional Development Fund (ERDF) supports businesses across York, North Yorkshire and East Riding region. This programme of support is led by the East Riding of Yorkshire Council, in partnership with Richmondshire District Council, Hambleton District Council and York & North Yorkshire LEP and offers direct help through grants, workshops, resources, diagnostics and one to one support.

The priority is to continually support Micro and SME's to make supply chain opportunities visible, accessible and winnable and assist these regional businesses to be supply chain ready to access opportunities and to help them win new opportunities and grow.

Procurement Opportunity

TSCN and partners York & North Yorkshire LEP are looking to procure a marketing & communications individual/agency with experience in the Food & Drink sector to develop and promote a series of videos (positioned as a 'video toolkit') that target Micro and SME Food & Drink businesses.

Through the video toolkit, the aim is to help them win new business by imparting knowledge and expertise, thus increasing business confidence and ability to successfully access new markets, channels and customers.

Target Audience

The target audience for this toolkit is Micro and SME Food & Drink businesses from across York & North Yorkshire and East Riding. Currently, they are likely to be producing their own products and selling in pop up shops, farm shops or small independents but have the aspiration to go into new channels such as National Retail/ Foodservice or Export.

This target audience is driven and ambitious but time-poor and thus, need visual information in easy to digest, bite-size chunks.

Video Toolkit Concept

The initial concept for the toolkit is as below:

Name- 'Access new markets and customers to grow your food & drink business' (this is a working title only)

Look & Feel- it should look & feel like a campaign, with the sum of all the parts being greater than the individual pieces. This may be achieved by having elements (i.e. voiceover) being the same across all films.

Branding- These assets will be branded TSCN and York & North Yorkshire Growth Hub. It is likely these brand logos will need to be refreshed within the next 18 months- 2 years, therefore, we would ask that it is created so that we can change the logos at a later stage, or that this is taken into consideration and reflected in the full costed out proposal.



Supply Chain Specialist Procurement Opportunity – 2022/23

Messaging- all videos needs to be tailored towards specifically growing Micro and SME Food & Drink businesses. Whilst ‘experts’ will feature in the films, we must not be seen to be promoting individual organisations. Businesses to feature in the films must be from both York & North Yorkshire and the East Riding.

Script development will need to be a co-ordinated process led by the Marketing Communications agency and include TSCN, YNY LEP and recruited experts. All scripts will need to be approved by TSCN.

Video 1- this would be a **teaser film** and be launched ahead of the main toolkit. This film would a) have experts talking about potential sources of new business i.e. by accessing new channels like national retailers or by exporting goods b) provide snippets from businesses who’ve already won new business via these new market channels c) Set up what the videos in the toolkit will cover.

Video 2- this film would talk about the importance of **food safety and labelling**, especially with regards to sustainability. This would involve experts sharing their knowledge and best practice, along with businesses who’ve benefitted from this kind of support and what difference it has made to their business in opening up new channels.

Video 3- this film would talk about **the importance of innovation** (80%), as a way of driving business growth and becoming future-proof/ resilient, as well as **funding** (20%) open to businesses at this stage in their business journey. This would involve experts sharing their knowledge and best practice, along with businesses who’ve benefitted from this kind of support and what difference it has made to their business in opening up new channels.

Video 4- this film would talk about the importance of **branding and marketing** as a way of driving business growth. This would involve experts sharing their knowledge and best practice, along with businesses who’ve benefitted from this kind of support and what difference it has made to their business in opening up new channels.

Video 5- this film will look at the skills SMEs need to be able to **successfully deliver a pitch** to a retailer. This would involve experts sharing their knowledge and best practice, along with businesses who’ve benefitted from this kind of support and what difference it has made to their business in opening up new channels.

York & North Yorkshire LEP on behalf of The Supply Chain Network will identify and provide a list of experts and businesses to be featured in the videos. It will be the responsibility of the marketing communications agency to lead on liaison and co-ordination of these people as part of the film delivery plan.

Scope of work for procured individual/ organisation:

Concept development



Supply Chain Specialist Procurement Opportunity – 2022/23

- Campaign name/ style and how this would be carried through all the assets
- Recommendations on optimal time length of each asset
- Scripting/ storyboarding for all films as per the recommended approach above.

Delivery of campaign

- Lead on and undertake all activities in relation to organising, filming and editing the 5 videos. This must include liaison with experts and businesses involved and booking of any venues required.
- Create snippets of each film that could be used for social media distribution
- Recommend and deliver a communications plan to ensure reach of the campaign is maximised.

Response to include:

- Name of key deliverer and how the scope of work would be managed
- Fully costed proposal
- Details of up to date experience especially within the Food and Drink sector, that substantiate you meet the requirements of the opportunity and can deliver a campaign of impact.
- Evidence of previous work to demonstrate ability to meet delivery requirements

Milestones

1. Tender advertised	Wednesday 23 Nov 2022
2. Final submission of queries and questions regarding tender	Noon Wednesday 7 th Dec 2022
3. Closing date for submissions	Noon Monday 12 th Dec 2022
4. Scoring of submissions	w/c 12 th Dec 2022
5. Notification to successful applicants	Thursday 15 th Dec 2022
6. Inception meetings and agreement of approach	w/c 19 th Dec 2022
7. Delivery of contract	Between Jan 2023 – end March Jan 2023

Questions about the specification should be directed to Tracy Blundell via email

tracy.blundell@ynylep.com by Noon Monday 28th Nov 2022

If you are interested in this opportunity responses should be sent to Tracy Blundell via email

tracy.blundell@ynylep.com by close of business Wednesday 7th Dec 2022

Attachments



European Union
European Regional
Development Fund





Supply Chain Specialist Procurement Opportunity – 2022/23

ERYC terms and conditions

Appendix 1: Award criteria

Appendix 2: Scoring criteria

Appendix 3: Map of area

Appendix 1: Award Crite

Consultant	
Knowledge and experience	
1.1 Expertise, experience within Food and Drink and qualifications of Delivery Team/Consultant	40%
Project Management	
2.1 Explanation of how you will deliver the series: content, resources, logistics, marketing and collaboration to ensure that the project is delivered successfully on time.	40%
Costs	
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	20%

Appendix 2:

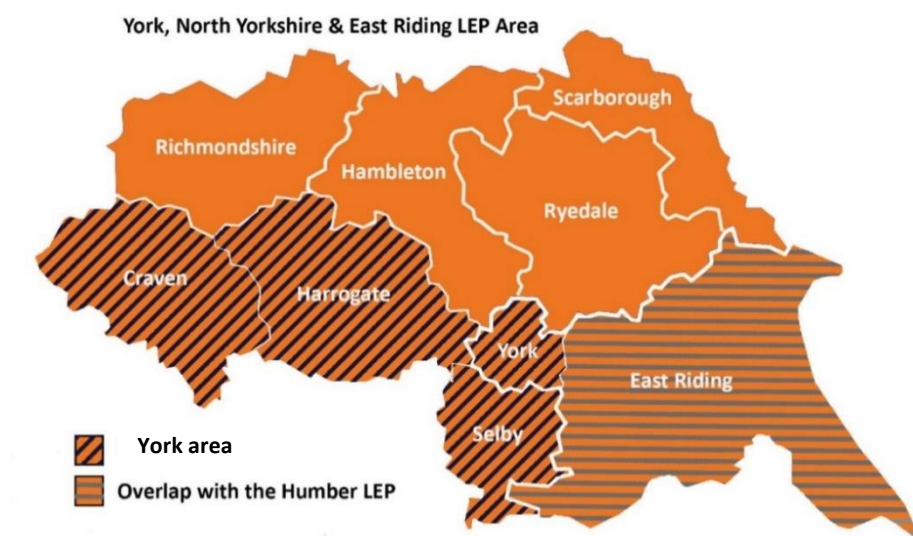
20%		40%	
Score	Weighting	Score	Weighting
10	20%	10	40%
9	18%	9	36%
8	16%	8	32%
7	14%	7	28%
6	12%	6	24%
5	10%	5	20%
4	8%	4	16%
3	6%	3	12%



Supply Chain Specialist Procurement Opportunity – 2022/23

2	4%	2	8%
1	2%	1	4%
0	0%	0	0%

Appendix 3





Supply Chain Specialist Procurement Opportunity – 2022/23