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| **Request For Quotation (RFQ)** |
| Production of Grant Recipient Case Studies and Short Videos for the LEADER Programme |
| Date 15/08/22 V1 |
| Sustainable Growth and Development  Economy and Skills |
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1. **Cornwall Council Directorate of Economic Growth and Development**

1.1 Our role is to maximise the potential for the economic growth and development of Cornwall as we take forward delivery of the strategic economic plan and adoption of the Local Plan and ensure that our housing meets current and future needs. We also work closely with the Council’s Chief Operating Officer (the Council’s section 151 Officer) to ensure that the financial gap faced by Cornwall Council is reduced through Council tax growth and business rates. We work in partnership with the Local Enterprise Partnership (LEP), our local communities, businesses and stakeholders to grow Cornwall’s economy together, ensuring that we understand and reflect their needs and ambitions in our actions and our approach.

1.2 Cornwall Council Economy and Skills (CCES) is seeking to commission services to deliver Case Studies and Short Videos for the LEADER Programme. We work alongside Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) to maximise the sustainable economic development of Cornwall. Our Service Director is the Chief Executive Officer of the LEP and we collectively support the LEP Board to create and implement the Cornwall and Isles of Scilly Strategic Economic Plan. The plan encompasses a culture strategy to inform planning and development decisions for Cornwall and the Isles of Scilly, alongside a £1bn investment programme to contribute towards overall growth and employment

**2. Background and Context**

**2.1** LEADER. LEADER is a French acronym which roughly translates as 'Liaison among Actors in Rural Economic Development'. Under LEADER, Local Action Groups (LAGs) allocate grant funding to local businesses and organisations to help them carry out projects which create jobs, help the business to grow and which benefit the rural economy.

**2.2** The LEADER scheme is part of the Rural Development Programme for England (RDPE) and is funded by the European Agricultural Fund for Rural Development (EAFRD). Money from the programme is given to Local Action Groups (LAGs) so that they can award grants locally to businesses and organisations that apply for it. The Rural Payments Agency (RPA) manages the LEADER scheme nationally.

**2.3** A LAG is made up of local public, private and community representatives, who work together to fund projects that help to improve their local rural economy. Cornwall has 4 LEADER LAGs:

* West Cornwall LAG.
* Coast to Coast LAG.
* Atlantic and Moor LAG.
* South and East Cornwall LAG.

The diagram below shows the locations of the four areas



**2.4** LEADER funds farmers, growers, foresters, other local rural businesses and rural community organisations to help:

* create jobs;
* develop rural businesses; and
* support the rural economy.

**2.5** To be successful, applicants had to contribute to one or more of Defra’s 6 priorities for LEADER, which are to:

1. increase farm productivity;
2. support micro and small businesses and farm diversification;
3. boost rural tourism;
4. provide rural services;
5. provide cultural and heritage activities; and
6. increase forestry productivity.

**2.6** The LEADER project in Cornwall has now closed to applications and is in its final monitoring phases. The current website has a number of issues and is out of date. CC will be commissioning an updated or replacement website with the following timetable:

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| Signed contract | WC 22/08/2022 |
| Project Inception meeting | W/C 29/08/2022 |
| Drafted version of initial updated website ready for review by CCES | 30/09/2022 |
| Feedback from CCES to supplier on website complete | 07/10/2022 |
| Updated website goes live | 21/10/2022 |
| Information provided for further update of site (case studies/evaluation etc) | 01/12/2022 |
| Site fully updated with additional information and final invoice submitted including costs of hosting, security updates etc to December 2025 | 31/12/2022 |

The case studies and videos will be required in time for the final update of the site due 1 December 2022.

**3. RFQ objectives**

Cornwall Council Economy and Skills (CCES) is seeking to commission services for copywriting of case studies and associated short videos to be used on the updated/new LEADER website which will:

* 1. Will drive awareness of the programme
  2. Showcase the achievements of the programme
  3. Raise the profile of the programme and demonstrate clearly its contribution and lasting legacy to Cornwall’s rural economy.

**4. Case Studies, Achievement Infographic and Programme Grant Recipient List**

4.1 General. The “look and feel” of this content will require the successful supplier to liaise directly with the website supplier (see section 2.6) to ensure that the content produced fits with the updated website.

4.2 CC require a copywriter to develop authentic, compelling content to help

disseminate the achievements and lasting legacy of the LEADER Programme. This will involve writing case studies for grant recipients identified by the CCES Staff in collaboration with the supplier and meeting the requirement of 4.1. A full list of recipients will be provided to the successful supplier, but a sample is at Enclosure 1. The recipients chosen will ensure the priorities listed in 2.5 (except 2.5e) and are representative of the LAG areas. The length of the case studies should be similar to those that can be found at the following 2 sites:

1. [https://www.businessinvestmentforgrowth.co.uk/case-studies](https://www.businessinvestmentforgrowth.co.uk/case-studies%20)
2. <https://www.marine-i.co.uk/case-studies>

4.3 The supplier will also be required to review the 19 case studies on the existing website and can be viewed at:

1. <http://www.localactioncornwall.co.uk/west-cornwall-lag/>
2. <http://www.localactioncornwall.co.uk/coast-to-coast-lag/>
3. <http://www.localactioncornwall.co.uk/atlantic-and-moor-lag/>
4. <http://www.localactioncornwall.co.uk/south-and-east-cornwall-local-action-group/>

The requirement will be to review the content and style (as per 4.1) to be in keeping with those generated at 4.2 which may require some precising of the written content.

4.4 An updated version of Enclosure 1 will also be required to be produced. The CCES Staff will provide an updated version of Enclosure 1, the supplier will be required to again modify the style as per 4.1.

4.5 CCES is also commissioning an external evaluation of the project which will require this supplier to interview/survey the grant recipients to quantify the economic and social impact the LEADER Project has had on Cornwall. The successful supplier, therefore, will be expected to work collaboratively with this supplier in minimising recipient contact as directed by CCES staff. The evaluation will need to be depicted, by the supplier of this contract, in a very simple but impactful infographic for the website.

4.6 The supplier must be able to demonstrate knowledge, experience,

skills and resource to fulfil the following objectives and requirements:

a. Developing content for a variety of topics / industries but specifically for the

agricultural and tourism industries

b. Experience working with business owners / entrepreneurs / decision makers

c. Developing content that has gained media coverage

**5**  **Case Study Videos.**

5.1 The supplier should be able to demonstrate sufficient knowledge, experience, skills and resource to fulfil the following objectives and requirements:

1. 30 second – 1 minute 30 seconds duration videos
2. Develop and produce short videos that encapsulate Cornwall as a dynamic and thriving business location
3. Combining several of the short videos above into a longer 5 - 8 minute video.
4. Provide subtitles for the videos, when required
5. Have significant experience working with, and developing video content for SMEs

5.2 The successful supplier will need to liaise with the Web supplier regarding the format of the videos as the website has, for example, no vimeo licence.

**6. Budget**

The budget available for this commission is £15,000 (exc VAT) but inclusive of all expenses.

The budget will be reviewed as part of the RFQ evaluation detailed in Section 11.

**7. RFQ and commission timetable**

The timescale of the programme is from the date of signing the contract until the 31 December 2022. The timetable for submission of the Tender, completion of the programme is set out below.

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| **Milestone** | **Date** |
| Publication of ITT | 16/08/2022 |
| Final Date for receipt of clarifications | 26/08/2022 |
| Final Date for response to clarifications | 31/08/2022 |
| Deadline to return the RFQ to CC | 1700: 08/09/2022 |
| Evaluation of RFQ by CC - commencement | 09/09/2022 |
| Successful and unsuccessful suppliers notified | WC 12/09/2022 |
| Signed contract | WC 12/09/2022 |
| Project Inception meeting | 16/09/2022 |
| Case Studies for review | 28/10/2022 |
| Feedback on Case Studies by CCES Staff | 02/11/2022 |
| Final case studies | 30/11/2022 |
| Achievements Infographic draft | 15/11/2022 |
| Feedback from CCES Staff | 17/11/2022 |
| Achievements Infographic final | 30/11/2022 |
| Initial videos available for review | 11/11/2022 |
| Feedback on videos by CCES Staff | 15/11/2022 |
| Final videos available | 30/11/2022 |
| All deliverables complete and contract complete | 31/12/2022 |

**8. RFQ submission requirements**

Please include the following information in your RFQ submission.

* 1. Covering letter (two sides of A4 maximum) to include:

1. A single point of contact for all contact between the supplier and Cornwall Council during the RFQ selection process, and for further correspondence.
2. Confirmation that the supplier has the resources available to meet the requirements outlined in this brief and its timelines
3. Confirmation that the supplier accepts all the Terms and Conditions of the Contract attached (Enclosure 2)
4. Confirmation that the supplier will be able to meet the Corporate Requirements (see Section 9) to include confirmation that Equality and Diversity, Environmental and Data Protections policies are in place and, if successful, supporting documentation will be provided as evidence
5. Confirmation that the supplier holds current valid insurance policies as set out in Enclosure 2 Section 1 and, if successful, supporting documentation will be provided by the supplier as evidence
6. Conflict of interest statement (9.4)
   1. The supplier to provide a brief account of how they will meet all of the

requirements in sections 3 - 5 (Maximum 2 pages of A4)

* 1. Two different relevant client examples which you feel demonstrate your ability to effectively collaborate and meet similar objectives set out in sections 3-5 (max 2 sides A4 for each of the 2 examples). The examples should demonstrate:
     + Commission;
     + The client;
     + Approximate cost;
     + A link to the website.
  2. Provide 2 links to videos (one 60-90 seconds duration and the other 5-8minutes) that the supplier has been commissioned to deliver that demonstrate the look and feel of the videos that would be delivered for this project.
  3. Provide information regarding the team that will be dedicated to this account and a summary of the team’s skills and experience
  4. Costs for:

1. 12off written new case studies
2. Revision of the existing 19 Case studies
3. One Achievement Infographic and programme summary
4. 5off 1 minute short videos as agreed with the CCES Staff.
5. 1off 6-8 minute video that combines those produced at d and to include the infographic and programme summary at c.

**9. General conditions**

9.1 Equality and Diversity (see also Enclosure 2)

Cornwall Council is committed to providing services in a way that promotes equality of opportunity. It is expected that the successful supplier will be equally committed to equality and diversity in its service provision and will ensure compliance with all anti-discrimination legislation. The supplier will be required to provide a copy of their Equality and Diversity Policies/Practices if successful in securing this contract.

9.2 Environmental Policy (see also Enclosure 2)

Cornwall Council is committed to sustainable development and the promotion of good environmental management. It is expected that the successful supplier will be committed to a process of improvement with regard to environmental issues. The supplier will be required to provide a copy of their Environmental Policies/Practices if successful in securing this contract.

9.3 Data Protection (see also Enclosure 2)

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

9.4 Conflict of Interest. Suppliers must provide a clear statement with regard to potential conflicts of interests. Therefore, please confirm within your RFQ submission whether, to the best of your knowledge, there is any conflict of interest between your organisation and Cornwall Council 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 Cornwall Council 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. RFQ clarifications**

Any clarification queries arising from this RFQ which may have a bearing on the offer should be raised by email to:

catherine.roberts@cornwall.gov.uk

in accordance with the RFQ and Commission Timetable in section 7.

Responses to clarifications will be anonymised and provided to all those that have been requested to provide a response to this RFQ through Contracts Finder

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 RFQ documents or as to any other matter or thing to be done under the proposed contract shall bind Cornwall Council unless such representation is in writing and duly signed by a Director/Partner of the supplier. All such correspondence shall be returned with the RFQ Documents and shall form part of the contract.

**11. RFQ evaluation methodology**

Each RFQ 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 award criteria.

RFQ returns will be assessed on the basis of the following RFQ award criteria

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| Ref 8.1 Covering Letter |  |
| Acceptable covering letter including confirmation of the requirements detailed at 8.1 | Pass/ Fail |
| Ref 8.2 | 20 Marks |
| The supplier must provide a brief account of how they will meet all of the  requirements in sections 3 - 5 (Maximum 2 pages of A4) |  |
| Ref 8,3 | 20 Marks |
| Two different relevant client examples which you feel demonstrate your ability to effectively collaborate and meet similar objectives set out in sections 3-5 (max 2 sides A4 for each of the 2 examples). The examples should demonstrate:  • Commission;  • The client;  • Approximate cost;  • A link to the website. |  |
| Ref 8.4 | 20 Marks |
| Provide 2 links to videos (one 60-90 seconds duration and the other 5-8minutes) that the supplier has been commissioned to deliver that demonstrate the look and feel of the videos that would be delivered for this project. |  |
| Ref 8.5 | 20 Marks |
| Provide information regarding the team that will be dedicated to this account and a summary of the team’s skills and experience. |  |
| Ref 8.6 | 20 Marks |
| A **fixed fee** for this work (exc VAT) including travel and other expenses  The lowest bid 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 |  |

**12. Assessment of the RFQ**

The reviewer will award the marks depending upon their assessment of the applicant’s RFQ submission using the following scoring to assess the response:

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| **Scoring Matrix for Award Criteria** | | |
| **Score** | **Judgement** | **Interpretation** |
| 100% | Excellent | Exceptional demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required to support 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, 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, 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, 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. |

During the RFQ assessment period, Cornwall Council reserves the right to seek clarification in writing from the supplier s, 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 in the table above.

Cornwall Council is not bound to accept the lowest price or any tender. Cornwall Council will not reimburse any expense incurred in preparing RFQ responses. Any contract award will be conditional on the Contract being approved in accordance with Cornwall Council’s internal procedures and Cornwall Council being able to proceed.

**13. Award**

Any contract awarded as a result of this RFQ process will be in accordance with the attached Cornwall Council Consultancy Agreement (see Enclosure 2).

**14. RFQ returns**

Please submit the RFQ document by email as per section 7

Please send by email to

Catherine.roberts@cornwall.gov.uk

with the following wording in

the subject box: “RFQ response to -[enter your company name here] Strictly Confidential”

Suppliers are advised to request an acknowledgement of receipt when submitting by email

**15. Disclaimer**

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

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

Cornwall Council 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 Cornwall Council liable for any costs or expenses incurred by supplier s during the procurement process

**Enclosures**

* 1. Sample of LEADER Approved Projects
  2. Consultancy agreement