



Date: 18/04/2018

REQUEST FOR QUOTE:

Creation of video content for Midlands Connect projects

1.0 PURPOSE OF MINI COMPETITION

Midlands Connect is seeking quotes to create a series of short videos to promote primary messages around three of its key projects; the Midlands Rail Hub, the A46 Corridor Study and Smart Ticketing.

All quotes received will be subject to a mini competition in order to select the most suitable supplier. The evaluation will be conducted on the basis of 40% Price and 60% Quality.

Suppliers are required to complete their fee percentage within the table provided within Section 3.0 of this document.

Midlands Connect has a flexible budget for the delivery of this work, so please provide bronze, silver and gold budget options, showcasing a range of examples with a variety of costs.

Quotes must be submitted by Friday 20th April and the successful agency will be notified by Friday 4th May. We anticipate the finished animations will be rolled out in phases, starting at the end of June, to coincide with a stakeholder event at the start of July. Exact timings can be discussed according to resource. We anticipate the Midlands Rail Hub (working title) video to be produced and completed first.

We are aware of the relatively short timescales for the delivery of this work and are willing to discuss this with the winning agency so that all parties understand and agree on what is achievable within the time available.

2.0 SCOPE OF REQUIREMENTS

Midlands Connect is a pan-regional partnership of 22 local authorities, 9 Local Enterprise Partnerships, chambers of commerce, East Midlands Airport and Birmingham Airport, alongside Highways England, Network Rail, HS2 Ltd and our sponsor, the Department for Transport.

In March 2017, Midlands Connect published its landmark, 25 year transport strategy for the region, identifying its priorities for transport and infrastructure investment. With guaranteed funding from the Department for Transport until March 2020, Midlands Connect is now developing its priority schemes to make the case for targeted Government investment in the region.

In 2018, the partnership made the first steps towards becoming a statutory Sub-National Transport Body, a legal partnership with central government which would give Midlands Connect legal status to advise the Government on transport priorities and funding.



As Midlands Connect becomes more visible and its priorities more tangible, it needs marketing collateral that sells its vision to partners, Government and other stakeholders, with a view to securing the necessary investment to deliver the transport improvement the region wants and needs.

As part of a wider suite of marketing collateral, Midlands Connect is seeking to produce an initial series of three short videos to promote the following projects:

1. Midlands Rail Hub – our plans to identify rail enhancements to add 85,000 seats to the Midlands Rail Network, 10 extra trains per hour into/from/through Birmingham to our major towns and cities, and faster journey times, to reduce overcrowding and support job growth;
2. A46 Corridor – a study looking at possible interventions on three sections of this strategically important route cutting diagonally across the Midlands, with a view to bringing sections of the route up to “Expressway” standard, improving capacity and journey times and supporting job and housing growth along the corridor;
3. Smart Ticketing – working with the Government, authorities and operators, Midlands Connect aspires to produce a smart ticketing system which can be used seamlessly across the region, between different transport operators and modes (e.g. buses, trams, trains).

Main Objectives

- Improve awareness and understanding of Midlands Connect projects amongst partners, Government and other stakeholders;
- Simplify key messaging for non-technical audiences;
- Focus on the potential outcomes of our projects (e.g. economic growth, job creation, increased opportunity and choice) as well as project outputs (e.g. more services, increased capacity, shorter journey times etc);
- Produce marketing collateral suitable for social, online and broadcast media to promote our key projects to new and wider audiences;
- Produce visual collateral for use at events either held or attended by Midlands Connect, including industry conferences and meetings, trade shows, expositions and party political conferences.

Main Messages

More detailed information about the Midlands Rail Hub, A46 and Smart Ticketing can be provided on request in order to inform your submissions.

In general, Midlands Connect’s key messages are as follows:

- Midlands Connect is a unique partnership of civic and business leaders working to maximise investment in to the region;
- We speak with one voice on a global stage for the benefit of the Midlands’ and UK economies;



- We are a credible partner to Government, influencing transport investment that creates jobs, supports house building, and increases productivity and the quality of life of people in the Midlands;
- We are the transport pillar of the Midlands Engine, offering early solutions as well as visionary, transformative transport ideas.

Creative Brief Description

Midlands Connect is open to a range of styles in fulfilling the aim of representing our projects and their key messages in a simple, memorable and eye catching way. This may include 2D or 3D animation, documentary style videography, 3D fly-through technology or virtual reality.

The completed content requires text subtitles and/or voiceover to enable functionality on social media channels and at events where the sound may be turned off.

Midlands Connect will provide resource to work on script development with the supplier.

Examples of similar transport industry videos which we think work well include:

Network Rail - <https://twitter.com/networkrail/status/976352712148185089>

Transport for the North: <https://twitter.com/Transport4North/status/976049571913662465>

Rail Delivery Group - <https://twitter.com/RailDeliveryGrp/status/976737765957210113> / <https://vimeo.com/246470820>

Technical Brief Description

- Brand consistency is essential: any animations would need to adhere to Midlands Connect's brand guidelines around logo usage, colour palette and font style.
- Each video requires at least two versions; one for social media, in a medium resolution with a maximum duration of 30 seconds, and one for use at events and conferences, in HD resolution (1920x1080), with a maximum duration of 90 seconds (unless significant justification for longer form content is provided).
- Files should be supplied in .mp4 and .mov formats.

Outputs Required

We require a quotation, previous examples of comparable work and references. Given the short timescales involved, initial concepts are welcomed but not essential to your proposal.

The quotation should cover:

- A plan to develop and implement the series of videos;
- Concept creation;



- Concept development and delivery;
- Account management.

Bronze/Silver/Gold Options

Our budget for this work is flexible; we therefore invite proposals with a variety of styles and budgets.

Bronze: The simplest of animation styles (i.e. basic 2D design, cartoon style etc.).

Silver: More developed animations, with potential for more movement, possible 3D design.

Gold: A range of possible styles; videography, 3D, stock material, drone/Go Pro filming, epic animation, including rushes and other stock material for future use by Midlands Connect.

Target Audience:

- Partners – Local Authorities, Local Enterprise Partnerships, Chambers of Commerce, Government, HS2 Ltd, Network Rail, Highways England;
- Stakeholders – businesses with a vested interest in transport, industry organisations and associations, Members of Parliament.
- Public – commuters, transport workers, residents interested in improvements in their areas.

Mandatories

- Midlands Connect brand guidelines on logos, typeface, imagery, colours and logos will be provided;
- Partnership logos must be included where applicable.



4. ASSESSMENT CRITERIA

This invitation to quote will be assessed 40% price and 60% quality.

Please complete Section 3.0 of this document. Prices are required for valuation and negotiation services as listed in section 2.0. Prices will be evaluated based on the total costs of delivery. Total costs are defined as the total costs to deliver all elements detailed in section 2.0.

Midlands Connect will score the total costs out of 100 (prior to the application of the weighting) in accordance with the following methodology:

Each supplier's submitted total cost (P1) shall be scored by comparing this with the lowest total cost submitted by any supplier (Z1) as follows:

$$\text{Score} = Z1/P1 \times 100$$

The 60% quality criterion is split as follows:

Method	Maximum Score	Weighting
Creative idea/concept	10	40%
Understanding of Midlands Connect, its partners and competitors	10	20%

Each element will be marked from 1-10 and weighted as per the table above. Higher scores will be awarded where the specifications and the environment where the WMCA operates have been considered. Please familiarise with the scoring method below.

Score	Judgement	Definition
0	No Response	
1	Very Poor	Completely fails to meet the standard. Either no answer is provided or the answer completely fails to demonstrate that any of the Client's key requirements in the area being measured will be delivered in accordance with the tender/contract documents. No documentation provided.
2-3	Poor	Significantly fails to meet the standard. Provides only limited assurance that the Client's key requirements in the area being measured will be

		delivered in accordance with the tender/contract documents. Basic documentation provided with limited explanation.
4-5	Satisfactory	Meets standard. Demonstrates how all of the Client's key requirements in the area being measured will be delivered in accordance with the tender/contract documents so as to provide an acceptable service that will mostly be responsive to the needs of the Client and their stakeholders. Has provided copies of relevant documents that provide an explanation of any process/procedures followed.
6-7	Good	Meets the standard well, but not exactly. Demonstrates how most of the requirements in the area being measured will be delivered in accordance with the tender/contract documents so as to provide a good service that will be responsive to the needs of the Client and their stakeholders. Has provided copies of relevant documents that provide a detailed explanation of any process/procedures followed.
8-9	Very Good	Meets the standard very well, but not exactly. Demonstrates how a majority of the requirements in the area being measured will be delivered in accordance with the tender/contract documents so as to provide a good service that will be responsive to the needs of the Client and their stakeholders. Has provided copies of relevant documents that provide a detailed explanation of any process/procedures followed and included real world examples.
10	Excellent	Meets the standards exactly as specified. Demonstrates clearly how all the Client's requirements in the area being measured will be fully delivered in accordance with the tender/contract documents so as to deliver an excellent service that will be highly responsive to the needs of the Client and their stakeholders. Has provided all relevant documentation, worked examples and lessons learnt. Provided detailed explanation of how these are fed back into the process to improve future delivery.

Suppliers should familiarise themselves with the evaluation matrix and be fully aware when submitting accompanying information in support of their bid.



5. ANTICIPATED TIMESCALES

Activity	Date
Issue of tender documents	Tuesday 17 th April
Deadline for Clarification Questions	Tuesday 24 th April at 17:00
Deadline for the return of submissions	Tuesday 1 st May at 17:00
Evaluations and supplier selected	Wednesday 2 nd -Friday 4 th May
First animation delivered	Monday 2 nd July (others negotiable based on workload)

6. RETURN OF SUBMISSIONS/RAISING QUESTIONS

Requests for clarifications and quote submissions should be made directly to James Bovill (JamesBovill@midlandsconnect.uk) according to the deadlines per section 5 of this document.

*****END OF DOCUMENT *****