

## **Invitation to Tender**

### **Marketing and Communications Support**

#### **Background**

Liverpool City Region Health Matters is a European Regional Development Fund (ERDF) programme to support businesses in Liverpool City Region who have products and services that could improve health and care with the aim to accelerate innovation and growth by supporting local companies to work with NHS and social care organisations.

The programme is delivered by the Innovation Agency, Growth Platform – the Liverpool City Region Growth Company and Liverpool John Moores University.

We are seeking an agency or individual to plan and deliver marketing and communications activity for the Health Matters Programme to raise its profile and generate enquires for its services.

#### **Requirement**

##### **Marketing Campaigns**

Plan, implement and evaluate an effective marketing campaign to generate enquires for the Health Matters services.

Support the engagement of 84 LCR SMEs eligible for the project with products/services that need to be developed/marketed/put into practice. Target companies will include those in the digital, med tech, social care, wellbeing and life science areas.

Maintain and introduce a range of marketing collateral that effectively promotes Health Matters and the service it provides. Such as leaflets, pop ups, PowerPoint presentation templates. Please note that additional marketing material needs to be included in the budget stated.

Provide materials to raise awareness of the project to NHS and social care commissioners, Universities and members of the public who will link into activities.

Work with partners, to act as brand champion of the Health Matters brand, developing brand guidelines and toolkit as well as overseeing all items in line with these guidelines. Please note a logo has already been produced for the programme.

Be responsible for managing relationships with key suppliers e.g. photographers, web and design agencies.

Produce monthly Marketing Management report on the effectiveness of marketing and PR against targets (which should be proposed by potential suppliers and agreed by project partners).

## **Digital Marketing**

Develop a Health Matters website. This is to include content for the site.

Set up social media channels and manage the use of social media, including Linked-in, Twitter and any other social media platforms you may see as appropriate.

Increase social media reach and engagement by ensuring that content is appropriate, informative and engaging.

Produce a newsletter format for Health Matters project. This includes supplying content for the newsletter. The frequency will be discussed with the appointed agency/individual.

## **Events**

Plan and deliver a number of events including project engagement events, coordinating with planned events across project partners. The number of events will be discussed with the appointed agency/individual.

Maintain an up-to-date calendar of City Region networking events and co-ordinate project representation seeking speaker opportunities where appropriate.

## **Communications**

Work with project partner Growth Platform, the Liverpool City Region Growth Company, Communications team to produce news on achievements

Produce a marketing and communications plan for the project aligned to events and other key milestones

Monitor local press and business media for PR opportunities

Produce case studies showcasing the businesses that the programme has worked with. Number to be discussed with appointed agency.

Develop a programme of updates to all project's partners ensuring staff are fully up-to-date with developments, achievements and services.

## **Questions**

Any questions should be directed to Shelley Lockett, via email [shelley.lockett@growthplatform.org](mailto:shelley.lockett@growthplatform.org) on or before the 'ITT Questions Deadline' date stated in the timetable below.

All questions and answers will be made anonymous and disseminated to all potential suppliers on the LEPs tender page <https://www.liverpoollep.org/tenders/> by the ITT Responses deadline stated in the timetable below. It will be the responsibility of the potential supplier to monitor the site for latest activity.

## Response

Responses are sought from those organisations and individuals that can provide any of the above services.

This work will be supervised and managed by Growth Platform on behalf of the programme partners.

## Project Timetable

The planned project timetable is as follows, please note these dates are subject to change;

ITT Advertised	21 <sup>ST</sup> October 2019
ITT Questions Deadline	24 <sup>TH</sup> October 2019
ITT Responses	28 <sup>th</sup> November 2019
<b>ITT Submission Deadline</b>	<b>4pm on 1<sup>st</sup> November 2019</b>
Appointment Decision	8 <sup>th</sup> November 2019
Contract Commencement	18 <sup>th</sup> November 2019
Contract Completion	31 <sup>st</sup> July 2021

## Proposal Format

The successful company should demonstrate they have the capabilities and resources to deliver the above brief.

## Indicative Budget

£45,0000 for the duration of the contract (approx. 20months).

## Evaluation

When awarding this contract Growth Platform on behalf of the LCR LEP reserves the right not to accept the lowest price tender, but the most economically advantageous tender taking into consideration the award criteria below.

In the event that tenderers score under 65 the Growth Platform reserves the right to re-advertise the opportunities.

## Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

- **Quality/ Technical Merit (60%)**  
Technical and professional capability to deliver the requirement?  
What resources they intend to use?
- **Delivery timescale (20%)**  
Can the supplier meet the timescales/deadline?

**Cost/Value for money (20%)**

- Does the supplier offer value for money? This will not necessarily be the cheapest quote

### Scoring Methodology

4 Excellent	Proposal meets and, in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

### Deadline and Submission

Proposals are required by **4pm on 1<sup>st</sup> November 2019** electronically to Shelley Lockett, Head of Communications, Growth Platform - [shelley.lockett@growthplatform.org](mailto:shelley.lockett@growthplatform.org)

### Date Published

21<sup>st</sup> October 2019

### Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.