

Invitation to Tender

Copywriting, PR and Marketing Campaign: ESAM, Sector 2 and Enterprise Zones

Cornwall Development Company TEN 458

13.05.19

1. Context

Cornwall Development Company (CDC) is owned by and provides arm's length economic development delivery services to Cornwall Council (CC). CDC is part of the Corser Ltd Group of Companies.

On behalf of Cornwall Council, Cornwall and the Isles of Scilly Local Enterprise Partnership (CloS LEP) and a range of stakeholders, CDC provides a bespoke, business facing service which helps deliver the economic vision and strategy for Cornwall.

2. Background

Cornwall has a wealth of economic opportunities for business growth; these assets are spread across the region in key development sites part funded and delivered through the Cornwall and Isles of Scilly Growth Programme, the European economic regeneration programme for the region, [\(http://www.cornwallislesofscillygrowthprogramme.org.uk/\)](http://www.cornwallislesofscillygrowthprogramme.org.uk/). To facilitate the promotion, take up and success of these projects, CDC (on behalf of Cornwall Council) is now tasked to consolidate the promotion of the development sites into a single copywriting, PR and marketing tender.

CDC wishes to appoint an agency over the contract period to provide services under a 'call-down' contract.

CDC has recently tendered for a single website for the various projects currently available in Cornwall, CDC think a single collaborative website will be an easier 'sell' to businesses as a single source of information so the wealth of opportunities available will be held under one domain. CDC have also recently tendered for a single design agency that will develop and create assets for all five projects. It will be expected that all three agencies (Design, Website & Copywriting) will cross collaborate with each other.

The eventual website will contain five development projects (ESAM, Sector 2 and three Enterprise Zones) and this tender is for a copywriting, PR and marketing agency to work across the various projects, allowing us to have a cohesive message for businesses wishing to relocate or grow in Cornwall.

The five development sites currently covered by this tender are:

2.1 ESAM www.esamcornwall.co.uk

The Employment Space for Advanced Manufacturing (ESAM), named 'Chi Askorrans' (House of Production), at Carluddon Technology Park lies at the heart of Cornwall's Eco-Communities Initiative; four miles from the Eden Project near St Austell.

This transformational project is supported by a £6.2M investment from ERDF. The aim of the Technology Park and ESAM is to attract high value businesses and create skilled jobs as a catalyst for creating new opportunities in Cornwall.

When fully developed, the Technology Park will provide the capacity and infrastructure for the development of up to 8,500m² of high quality workspace.

2.2 Sector 2 on the Aerohub Business Park

The Aerohub Enterprise Zone Business Park Phase 1 project (<https://www.cioslep.com/about/lep-press-releases/article/306/2018/10/10/aerohub-business-park-workspace-scheme-reaches-major-milestone>) is a development of Sector 2 of the Aerohub Business Park, creating 1,005m² of office space and 1,904m² of light industrial space for SMEs on a high profile, constraint free site, acting as a catalyst for the future development of the Aerohub Enterprise Zone as a whole. The plot is intended for SMEs from the Smart Specialisation sectors and those that contribute to the Enterprise Zone programme initiatives and is supported by £4.4M of investment from the ERDF and £3.1M from Cornwall Council.

The Sector 2 building has been named 'Chi an Lorell' (The Satellite House). The Chi an Lorell building sits on the Aerohub Business Park at Cornwall Airport Newquay.

2.3 Enterprise Zones (Cornwall has three Enterprise Zones)

2.3.1 Cornwall Marine Enterprise Zone www.marinehubcornwall.co.uk

A key component of Marine Hub Cornwall, the Cornwall Marine Enterprise Zone is a world class base for marine businesses, comprising of over 15 hectares in three primary locations: Hayle Harbour, Falmouth Docks and Tolvaddon.

2.3.2 Aerohub Enterprise Zone www.aerohub.co.uk

The Aerohub Enterprise Zone at Cornwall Airport Newquay covers both airside and landside development sites. This includes the state-of-the-art airport facilities for aerospace and space businesses, as well as a 50 acre serviced Business Park for related activities. Both sites are investment ready and have access to exceptional connectivity. Aerohub is also home to the Spaceport Cornwall project and will be the first horizontal satellite launch location in the UK.

2.3.3 Goonhilly Enterprise Zone www.goonhilly.org/enterprise-zone

Goonhilly Enterprise Zone is home to a world class space asset with a long history of world firsts and is increasingly raising their profile in the commercial space sector. Recent investments from private and public sources have created an exciting investment opportunity in satellite technology and launch capabilities.

3. The Commission Requirements

CDC wishes to appoint an agency for the duration of the contract to provide copywriting, marketing and PR under a 'call-down' contract.

CDC is seeking to commission an experienced agency to develop and roll-out a PR programme and marketing campaign alongside copywriting for the five projects. This is a significant piece of work with demanding timelines so the successful agency has to be confident that they can deliver to timescales agreed by CDC.

It will be essential that the PR programme and marketing campaign raise the profile of the projects to key audiences locally, nationally and internationally through considered and effective copywriting.

To ensure a direct and simple message to businesses, CDC will be procuring a single website for the projects. CDC hope this will simplify messaging by directing enquires to a single domain. To complement this CDC will be procuring a single design agency to ensure the five projects have commonality to become a suite of assets.

CDC will work closely with the successful agency, the expectation is that the successful agency will be able to deliver (but not limited to) the following services through until March 31 2021:

3.1 CDC requires a copywriter to develop authentic, compelling content to help promote the projects as quality workspaces ready for tenants by attracting businesses to locate in Cornwall, encouraging businesses within Cornwall to take space and marketing Cornwall as a progressive, viable place to do business. This will involve a variety of content including copy for the new website, news articles, case studies, feature articles, social media, thought leadership pieces, blog posts, press releases and copy for marketing material (such as flyers/brochures/billboards/print/radio/content for social media posts). The overall aim is to create content that will attract and engage with the target audiences of the various projects, which include the advanced manufacturing, aerospace/tech and marine sectors

3.2 Creation of marketing and social media strategies using branding and visuals (in collaboration with our design agency) that complement each other and align with the CDC's Cornwall Trade and Investment <https://cornwallti.com/> (CT&I) project (formally Invest in Cornwall). To work with the CDC on an overarching strategy to harness our website and content (such as printed assets/events/editorial/social) to signpost potential businesses in a strategic way to enable CDC to convert queries into tenants/buyers. Working with agencies under contract across our projects will be essential to ensure joined up and coherent messages

3.3 To maintain a high profile for the projects by generating positive, business related coverage, including social media as appropriate to drive and generate leads from within target sectors

3.4 Raise the profile of ESAM to be at the heart of Cornwall's Advanced Manufacturing sector, likewise, pitch Sector 2 as the place to 'be' in associated sectors linked to the space and aerospace sectors. Refresh the messaging of the existing Enterprise Zones as places of unique site and situation to enable collaboration, innovation, opportunity and business growth

3.5 Where opportunities arise to report on key milestones, press releases will be drafted and distributed to trade and local media. If national partnerships or key tenants are secured a major national press campaign will be initiated

3.6 Partner Public Relations: the projects will be promoted through key CDC projects at local, national and international events as available assets in Cornwall. These projects include

- Cornwall Trade and Investment <https://cornwallti.com/>
- Cornwall and the Isles of Scilly Growth & Skills Hub (<https://www.ciosgrowthhub.com/>)
- AeroSpace Cornwall: (<https://aerospacecornwall.co.uk/>)
- Spaceport Cornwall: (<https://www.spaceportcornwall.com/>) and
- Marine-i: (<https://www.marine-i.co.uk/>)

The Partners will promote the projects using physical and digital assets and stand graphics

within their own PR collateral. How a cohesive message is constructed is a vital element of this tender (see 3.2 & 3.10)

3.7 Develop and manage a social marketing media strategy which reflects the trends and behaviours of the sectors and its audience to increase relevant engagement and reach for the projects across our digital channels. Working with CDC to clarify which social media channels to use and how many accounts to have will form part of the expected strategy (see 3.2)

3.8 Collaboratively work with other 3rd party agencies working on behalf of CDC including designers and website developers

3.9 Work with the CDC team to identify online partnerships / collaborative opportunities

3.10 Provide a clear forward plan of engagement to demonstrate how each project will be promoted for the duration of the contract, giving each one the chance to shine, whilst maintaining the overarching message of a suite of projects available here in Cornwall (see 3.2)

3.11 Provide a clear plan of addressing performance objectives with monitoring, evidence and reporting –including a progress report (in a format that is easy to understand and is sharable with our stakeholders) on a bi-monthly basis for the duration of the contract

3.12 Comply with all the regulations as specified with the ERDF Branding and Publicity requirements (8.1.6).

It is worth noting that the rate of take-up at each site may vary so an agency may have to proactively edit their campaigns to reflect this during the contract period. An agile and responsive suite of services will be essential to ensure that all projects reach tenant capacity.

4. Splitting of costs

As this tender is multi-funded the appointed agency will be required to clarify the cost for each piece of work and invoice against each development site as appropriate. CDC does not expect the work required and their costs to be evenly spread across the development sites.

CDC expects there will be considerable front loading of the contract to enable the projects to ‘start’ their messaging; all agencies submitting a response to this invitation to tender need to consider this a priority and how you will manage this against other work you may already have committed to.

Notwithstanding the above, CDC are keen to work with contractors who are able to use and provide creative and innovative solutions to deliver CDC’s message to our business audience. This is a unique opportunity to bring various projects ‘together’ for the first time, and showcase Cornwall as the place to do great business.

5. Timetable

The anticipated timetable for submission of the invitation to tender and the completion of the interim and final project deliverables is set out below and all deadlines are close of play on the dates indicated.

Ref	Milestones	Date
5.1	Publication of ITT and Tender Documents on Contracts Finder	13.05.19

5.2	Final date for submission of clarifications on Contracts Finder	21.05.19
5.3	Final date for response to clarifications published on Contracts Finder	22.05.19
5.4	Deadline to return the Tender to CDC	29.05.19
5.5	Evaluation of Tender by CDC	30.05.19-04.06.19
5.6	Successful and unsuccessful bidders notified	05.06.19
5.7	Contract sent by post to successful tenderer	05.06.19
5.8	Signed Contract returned by post/hand. Inception meeting/workshop at CDC offices – or at the successful agency offices (TBC)	w/c 10.06.19
5.9	End of contract	31.03.2021

6. Budget

The budget for this commission is a **MAXIMUM** of £24,000 including expenses, but excluding VAT. This tender will be issued as part of a 'call down' contract. Commissioned activity will be invoiced against a Purchase Order.

7. Timescale

The project will run from 10.06.19 until 31.03.21 and/or when the contracted budget is reached.

8. Tender Submission Requirements

Please include the following information in your Tender submission.

8.1 Covering letter (two sides of A4 maximum) to include:

- 8.1.1 Contact name for further correspondence
- 8.1.2 Confirmation that the bidder has the resources available to meet the requirements outlined in this brief and its timelines
- 8.1.3 Confirmation that the bidder accepts all the Terms and Conditions of the Contract (see Enclosure 1)
- 8.1.4 Confirmation that the bidder will be able to meet the Corporate Requirements (see Section 15) to include confirmation that Health & Safety, Equality and Diversity and Environmental policies are in place and, if successful, supporting documentation will be provided as evidence
- 8.1.5 Confirmation that the bidder holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as

evidence

- 8.1.6 That the tenderer accepts to comply with the ESIF branding requirements detailed at

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005 ESIF Branding and Publicity Requirements v7.docx](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005_ESIF_Branding_and_Publicity_Requirements_v7.docx)

- 8.1.7 Conflict of interest statement as Section 15.12

- 8.2 Meet all of the requirements of section 3 'Tender Requirements'. The tenderer must demonstrate how they will meet the requirements of section 3 'Tender Requirements' (max 4 sides of A4)

- 8.3 Details of the bidder's relevant experience and expertise in the field to be evidenced by:

- **Examples of three previous B2B campaigns/copy writing projects** you have created across a range of platforms (ideally at least one example from within the development sector or similar) and including one Facebook/Twitter/LinkedIn advertising campaign in the last three years, that you consider demonstrates a track record of achievement with similar audiences in mind. Each project example should be presented on no more than two sides of A4. These examples should highlight:
 - The client
 - Fulfilment of the specified brief
 - Approximate cost
 - Outcomes
 - Key similarities between the project and this proposed commission
 - Any aspects which you feel demonstrate your ability to effectively collaborate and meet similar objectives

- 8.4 Provide information regarding the team that will be dedicated to this account and a summary of the team's skills and experience. Individual CVs should be provided for the members of your team that will be dedicated to the delivery of this tender.

- 8.5 A breakdown of charging to include hourly rates for the individual team members dedicated to the tender and a proposal relating to how the tenderer intends to monitor and manage the budget across the lifetime of the project

9. Tender Selection Process

Each Tender 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 following award criteria:

10. Evaluation methodology

Proposals will be scored in accordance with the methodology set out below. The score for Requirement 8.1 will be a pass/fail may result in no further assessment of the submission. Should section 8.1 result in a pass then Sections 8.2 to 8.5 will be assessed using the Scoring Matrix for Evaluation Criteria within Section 12.

The overall total score for the Submission will be arrived at by adding the individual scores for sections 8.2 to 8.5.

Ref	Requirement	Score
8.1	Acceptable cover letter including confirmation of the requirements detailed in Section 8.1	Pass /Fail
8.2	Level and quality of information provided in the approach to each element of the works meets all the requirements of the brief, showing both creativity and deliverability of proposals	30 marks
8.3	Examples of three B2B campaigns	30 marks
8.4	Provide information regarding the team that will be dedicated to this account and a summary of the team's skills and experience. Individual CVs should be provided for the members of your team that will be dedicated to the delivery of this tender.	20 marks
8.5	A breakdown of charging to include hourly rates for the individual team members dedicated to the tender and a proposal relating to how the tenderer intends to monitor and manage the budget across the lifetime of the project	20 marks

Please note that by submitting an invitation to tender, the applicant must accept the terms and conditions of CDC as outlined in the attached Terms and Conditions of the Contract

11. Timetable

Please submit the tender document by email or post or in person by **5pm 29.05.19**

If submitting electronically, please send by email to tenders@cornwalldevelopmentcompany.co.uk with the following wording in the subject box: "Tender 458 Strictly Confidential Copywriting, PR and Marketing Campaign: ESAM, Sector 2 and Enterprise Zones"

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

If submitting by post or in person, the invitation to tender must be enclosed in a sealed envelope, only marked as follows:

"Tender 458 Strictly Confidential Copywriting, PR and Marketing Campaign: ESAM, Sector 2 and Enterprise Zones"

Nicky Pooley
Head of Corporate Services Cornwall
Development Company Tyncroft House
Station Road Pool
Redruth
Cornwall TR15 3QG

The envelope should not give any indication to the bidder's identity. Marking by the carrier will not disqualify the bid.

12. Assessment of Tender

Each Tender will be checked for completeness and compliance with all requirements.

During the invitation to tender assessment period, CDC reserves the right to seek clarification in writing from the bidders, to assist it in its consideration of the tender. The bids will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria set out in this invitation to tender.

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

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

Scoring Matrix for Evaluation 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.

13. Clarifications

Any clarification queries arising from this Tender which may have a bearing on the offer should be raised by email to: Place Manager (matt.silver@cornwalldevelopmentcompany.co.uk) strictly in accordance with the Timetable in Section 5 above.

No representation by way of explanation or otherwise to persons or corporations bidding or desirous of bidding as to the meaning of the bid, contract or other tender documents or as to any other matter or thing to be done under the proposed contract shall bind CDC unless such representation is in writing and duly signed by a Director/Partner of the bidder. All such correspondence shall be returned with the Tender Documents and shall form part of the contract.

14. Point of contact

Bidders must provide a single point of contact in their organisation for all contact between the bidder and CDC during the bid selection process.

15. Corporate requirements

CDC wishes to ensure that its contractors, suppliers and advisers comply with its corporate requirements when facilitating the delivery of its services. It is therefore necessary to ensure that the contractor can evidence their ability to meet these requirements when providing the services under this commission.

All tender returns must include confirmation that evidence of the following can be provided if the bid is successful.

15.1 Equality and Diversity

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

15.2 Environmental Policy

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

15.3 Indemnity and Insurance

The contractor must effect and maintain with reputable insurers such policy or policies of insurance as may be necessary to cover the contractor's obligations and liabilities under this contract, including but not limited to:

- Public liability insurance with a limit of liability of not less than £2 million;
- Employers liability insurance with a limit of liability of not less than £2 million

All insurances shall cover for any one occurrence or series of occurrences arising out of any one event during the performance of this contract.

The bidder will be required to provide a copy of their insurance policies if successful in securing this contract.

In addition, the contract will be subject to the following legislation.

15.4 Freedom of Information Legislation

CDC may be obliged to disclose information provided by bidders in response to this Invitation to Tender under the Freedom of Information Act 2000 and all subordinate legislation made under this Act and the Environmental Information Regulations 2004 (Freedom of Information Legislation). Bidders should therefore be aware that the information they provide could be disclosed in response to a request under the Freedom of Information Legislation. CDC will proceed on the basis of disclosure unless an appropriate exemption applies.

Bidders should be aware that despite the availability of some exemptions, information may still be disclosed if it is in the public interest.

15.5 Prevention of Bribery

Bidders are hereby notified that CDC is subject to the regulations of the Bribery Act 2010 and therefore has a duty to ensure that all bidders will comply with applicable laws, regulations, codes and sanctions relating to anti-bribery and anti-corruption including, but

not limited to, this legislation.

15.6 Health and Safety

Bidders must at all times comply with the requirements of the Health and Safety at Work Act 1974, the Management of Health and Safety at Work Regulations 1992 and all other statutory and regulatory requirements. The bidder will be required to provide a copy of their Health & Safety Policies/Practices if successful in securing this contract

15.7 Exclusion

CDC shall exclude the bidder from participation in this procurement procedure where they have established or are otherwise aware that the organisation, to include administrative, management or supervisory staff that have powers of representation, decision or control of the applicant's company, has been the subject of a conviction by final judgment of one of the following reasons:

- Participation in a criminal organisation
- Corruption
- Fraud
- Terrorist offences or offences linked to terrorist activities
- Money laundering or terrorist financing
- Child labour and other forms of trafficking in human beings

15.8 Publicity

In order to comply with the necessary publicity regulations that accompany ESIF funds all promotional material, meeting invites, questionnaires and reports must at all times comply with the latest guidelines.

The Secretary of State has published the National European Structural and Investment Fund Publicity Guidance to assist grant recipients to comply with the Regulations referred to in the paragraph above. The chosen contractor will be required to agree all project paperwork design with the project manager at the start of the contract to ensure that the necessary conditions have been met.

The appointed contractor must comply with the publicity requirements in all activities, events, and literature developed as part of this contract. The link to the ESIF Publicity requirements is

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005 ESIF Branding and Publicity Requirements v7.docx](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005_ESIF_Branding_and_Publicity_Requirements_v7.docx)

15.9 Sub-contracting

Bidders should note that a consortium can submit a tender. The sub-contracting of aspects of this commission after appointment will not be allowed without the prior written consent of the client, however.

15.10 Content ownership

By submitting a tender, the bidder acknowledges that the copyright to all material

produced during the project will be the property of CDC and can be widely disseminated to external audiences.

15.11 Document Retention

All documentation (electronic and hard copy) produced as part of this contract will need to be returned to CDC at the end of the contract so that CDC can retain them for future reference/audit. The contractor will not be expected to store these documents for future reference.

15.12 Conflicts of Interest

Bidders must provide a clear statement with regard to potential conflicts of interests.

Therefore, **please confirm within your Tender a statement with regards to a conflict of interest for this procurement through the provision of either -**

15.12.1 A Declaration that to your knowledge there is no conflict of interest between your company and the Cornwall Development Company or project team 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 their impartiality and independence in the contexts of this procurement procedure.

Or

15.12.2 A Declaration that there is a likely conflict of interest between your company and the Cornwall Development Company or project team 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 their impartiality and independence in the contexts of this procurement procedure, please provide details of this connection.

This will permit CDC, that in the event of a conflict of interest, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

16. Disclaimer

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

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

CDC 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 CDC liable for any costs or expenses incurred by bidders during the procurement process.

17. Enclosures

1. CDC Terms and Conditions of the Contract

Cornwall Development Company

Standard Terms and Conditions of Purchase of Goods and Services under £25,000

These conditions shall govern the Contract to the exclusion of any terms and conditions of the Supplier. No variation to these conditions shall be binding unless expressly agreed in writing between the Cornwall Development Company and the Supplier.

1. Definitions and Interpretation

1.1 The following words and expressions have the following meaning unless inconsistent with the context.

“CDC” means Cornwall Development Company Ltd;

“Contract” means the contract between CDC and the Supplier to supply the Goods and/or Services consisting of this Order incorporating these standard conditions and such other conditions or documents or specifications specified on the face of this Order;

“Goods” means the goods specified in the Order;

“Services” means the services specified in the Order;

“Order” means the Order made by CDC for the supply of the Goods and/or Services;

“Price” means the Price payable by CDC for the Goods and/or Services exclusive of VAT.

“Regulated Activity” means a regulated activity as defined in the Safeguarding Vulnerable Groups Act 2006;

“Supplier” means the person, firm or company to whom this Order is issued.

“Intellectual Property Rights” means all vested and contingent and future Intellectual Property including but not limited to copyright, trade marks, service marks, design rights (whether registered or unregistered), patents, know-how, trade secrets, inventions, get-up, database rights and any applications for the protection or registration of these rights and all renewals and extensions thereof existing in any part of the world whether now known or in the future created.

The headings in the conditions are for convenience only and shall not affect its interpretation. The singular includes the plural and vice versa; one gender includes all others.

Reference to any Act or Parliament or any Order, Regulation, Statutory Instrument, Directive or the like shall be deemed to include a reference to any amendment or re-enactment thereof.

2. Quality and Inspection

- 2.1 The Goods shall be of satisfactory quality and fit for purpose, comply with all applicable published standards and conform in all aspects with the specification supplied/advised by CDC.
- 2.2 The Supplier will perform the Contract with reasonable care and skill by suitably experienced personnel.
- 2.3 All Goods/Services shall comply with all relevant Health and Safety legislation.
- 2.4 CDC shall have the right to inspect and test the Goods any time prior to acceptance. The CDC may require the Goods to be tested by the Supplier in the presence of a representative of CDC.
- 2.5 If CDC are of the opinion the results of the inspection or testing do not comply with the Order CDC shall inform the Supplier. The Supplier shall immediately take action deemed necessary to ensure compliance with the Order.
- 2.6 CDC is entitled to reject the Goods/Services where they do not comply with the Order.

3. Price, Payment and VAT

- 3.1 The Price of the Goods/Services shall be as stated in the Order and unless agreed in writing shall be exclusive of VAT but inclusive of all other charges.
- 3.2 Any VAT payable by CDC shall be payable at the rate and in the same manner for the time being prescribed by law. All VAT charges must be shown separately in the invoice clearly identifying what it relates to.
- 3.3 Payment of the Price and any VAT shall be made by CDC within 30 days of receipt of a valid invoice.
- 3.4 No variation in the Price nor any extra charges shall be accepted by CDC unless expressly agreed in writing prior to acceptance of the Goods/Services.
- 3.5 CDC shall be entitled from time to time to set off any liability of the Supplier to CDC under this Contract or any other contract between the Supplier and CDC without prejudice to any other rights or remedies available to CDC.

4. Delivery, Title and Risk

- 4.1 The Supplier shall deliver/provide the Goods/Services in accordance with such requirements as are specified in the Order unless otherwise agreed with CDC in writing.
- 4.2 The Supplier shall off-load the Goods as directed by CDC at its own risk and shall obtain written confirmation of delivery from a duly authorised representative of CDC.
- 4.3 All Goods must be properly packed and be clearly labelled and addressed. In the event that Goods are damaged or lost in transit, CDC shall inform the Supplier in writing and the Supplier shall replace or repair the Goods at its expense and in such circumstances delivery shall not be deemed to have taken place until replacement or repaired Goods are delivered to CDC.
- 4.4 Without prejudice to any rights or remedies property and risk in any Goods shall pass to the CDC on delivery or when CDC notifies acceptance in writing where the Goods are to be subject to testing, whichever shall be the later.

5. Gratuities

The Supplier and/or Suppliers personnel shall not solicit or accept any gratuity, tip or any other form of money-taking or reward-collection or charge for undertaking its/their work under the Contract other than charges properly approved by CDC in accordance with the provisions of the Contract.

6. Prevention of Bribery

- 6.1 The Supplier warrants and undertakes to the Company that:

- 6.1.1 it will comply with applicable laws, regulations, codes and sanctions relating to anti-bribery and anti-corruption including but not limited to the Bribery Act 2010
- 6.1.2 .it will comply with the Company's anti-bribery policy as may be amended from time to time, a copy of which will be provided to the Supplier on written request;
- 6.1.3. it will procure that any person who performs or has performed services for or on its behalf ("Associated Person") in connection with this Contract complies with this clause 6;
- 6.1.4 it will not enter into any agreement with any Associated Person in connection with the Contract, unless such agreement contains undertaking on the same terms as contained in the clause 6;
- 6.1.5 it has and will maintain in place effective accounting procedures and internal controls necessary to record all expenditure in connection with the Contract;
- 6.1.6 from time to time, at the reasonable request of the Company, it will confirm in writing that it has complied with its undertakings under clauses 6.1.1.-6.1.5 and will provide any information reasonably request by the Company in support of such compliance
- 6.1.7 it shall notify the Company as soon as practicable of any breach of any of the undertaking contained within this clause of which it becomes aware.

7. Auditors

The Supplier shall co-operate fully at all times with any enquires or investigations of the CDC or CDC auditors or the Local Government Ombudsman or auditors for related funders and stakeholders for the project and when required to do so Government Departments, the European Court of Auditors, The European Commission auditors and the National Audit Office.

8. Cancellation/ Termination

- 8.1 CDC may cancel this Order by written notice at any time prior to the Goods/Services being delivered or performed. The Supplier shall promptly repay to CDC any monies paid in respect of the Price and CDC shall not be liable for any loss or damage whatsoever arising from such cancellation.
- 8.2 CDC shall have the right at any time by giving notice in writing to the Supplier to terminate the Contract forthwith if:
 - 8.2.1 the Supplier is in material breach of its obligations under the Contract and has failed to remedy the same within 14 days of notice from CDC specifying the breach and requiring its remedy; or
 - 8.2.2 the Supplier being an individual becomes insolvent, or is the subject of bankruptcy order or a bankruptcy petition or makes proposals to his creditors for a voluntary arrangement or any application is made for an interim order in connection therewith; or
 - 8.2.3 the Supplier being a partnership any of the matters referred to in 7.2.2 applies to any partner or if any partner dies or the partnership is dissolved; or
 - 8.2.4 the Supplier being a Company becomes insolvent or goes into liquidation (compulsory or voluntary) or if an administrator, receiver, administrative receiver or manager is appointed in respect of the whole or any part of its business or assets or it makes an assignment for the benefit of or composition with its creditors generally or ceases or threatens to cease business.
 - 8.2.5 The financial position of the Supplier deteriorates to such an extent that in the opinion of CDC the capability of the Supplier to adequately fulfil its obligations under the Contract has been placed in jeopardy.
- 8.3 The termination of the Contract, however arising, shall be without prejudice to the rights and duties of CDC accrued prior to termination. The conditions which have effect after termination shall continue to be enforceable notwithstanding termination.

9. Indemnity and Insurance

- 9.1 The Supplier shall indemnify CDC against all matters of any kind arising in contract, tort, statute or otherwise directly or indirectly out of the wrongful act, default, breach of

contract or negligence of the Supplier, its sub-contractors, employees or agents in the course of or in connection with the Contract. This indemnity shall extend to (but not be limited) in respect of death or injury to persons, damage to property, prevention of corruption, the infringement of intellectual property rights, health and safety, race relations, disability discrimination and data protection investigations.

- 9.2 The Supplier shall maintain adequate insurance against its liability under this Contract and shall provide CDC on written request with evidence that it is being maintained. Insurance levels required:

9.2.1 - public liability insurance with a limit of liability of not less than £2 million; and

9.2.2 - employers liability insurance with a limit of liability of not less than £2 million for any one occurrence or series of occurrences arising out of any one event.

10. Intellectual Property Rights

- 10.1 The Goods/Services shall not infringe the Intellectual Property Rights of any third party.

- 10.2 The Supplier shall indemnify CDC against any and all direct losses, claims, damages, costs, charges, proceedings, expenses and demands and actions arising from or incurred by reason of any infringement or alleged infringement of any Intellectual Property Right and/or royalty payment rights of any third party in respect of the Goods/Services.

11. Confidentiality; Disclosure of Information; Freedom of Information Act 2000

- 11.1 The Supplier shall keep in strict confidence any confidential information provided by CDC and shall only use the confidential information received for the purposes of the Contract and shall not disclose the confidential information without the prior written consent of CDC. The Supplier shall take all necessary precautions to ensure that all confidential information is treated confidential and not disclosed (save as expressly permitted by the Contract) other than for the purposes of the Contract or is permitted under the Freedom of Information Act 2000, Data Protection Act 1998 and/or the Environmental Information Regulations 2004.

- 11.2 The Supplier acknowledges that, except for any information which is exempt from disclosure in accordance with the provisions of the Freedom of Information Act 2000, the content of this Contract is not confidential information. CDC shall be responsible for determining in its absolute discretion whether any of the content of the Contract is exempt from disclosure in accordance with the provisions of the Freedom of Information Act 2000. Notwithstanding any other term of this Contract, the Supplier hereby gives its consent for CDC to publish the Contract in its entirety (but with any information which is exempt from disclosure in accordance with the provisions of the Freedom of Information Act 2000 redacted), including from time to time agreed changes to the Contract, to the general public.

- 11.3 The CDC may consult with the Supplier to inform its decision regarding any exemptions but CDC shall have the final decision in its absolute discretion.

- 11.4 The Supplier shall assist and cooperate with CDC to enable CDC to publish the Contract.

- 11.5 Nothing contained in this Contract shall prevent CDC from disclosing and/or publishing under the provisions of the Freedom of Information Act 2000, Data Protection Act 1998 and/or the Environmental Information Regulations 2004 any term or Condition or information contained in or relating to the formation of this Contract.

- 11.6 The Supplier shall co-operate with CDC and supply all necessary information and documentation required in connection with any request received by CDC under the Freedom of Information Act 2000, UK Data Protection Legislation and/or the Environmental Information Regulations 2004.

- 11.7 Nothing contained in this Contract shall prevent CDC from disclosing and/or publishing any documents or information produced by the Supplier in accordance with this Contract.

12. Data Protection

The Supplier and CDC shall comply with the provisions of the UK Data Protection Legislation and the General Data Protection Regulation (GDPR) and any other directly applicable European Union legislation relating to privacy insofar as the same relates to the provisions and obligations of the terms and conditions of the Contract.

13.1 Statutory Obligations

- 13.1 The Supplier shall at all times comply with the requirements of:

13.1.1 the Health and Safety at Work Act 1974, the Management of Health and Safety at Work Regulations 1992 and all other statutory and regulatory requirements and CDC's policies and procedures relating to health and safety;

13.1.2 the Equality Act 2010 and all other relevant related statutory and regulatory requirements and CDC's policies and procedures, copies of which are available on request, relating to equal opportunities and shall not treat any person or group of people less favourably than another on the grounds of race, colour, religion, belief, ethnicity, gender, age, disability, nationality, marital status or sexual orientation; and

13.1.3 all statutory and European and domestic statutory and regulatory requirements where relevant to the provision by the Supplier of the Contract and to be observed and performed in connection with the Contract including any obligations binding upon CDC. In particular

13.1.3.1 – it is required that all documentation is retained until the end of the contract

13.1.3.2 – that all documentation for publication has the correct logo displayed

14. Conflicts of Interest

The supplier will provide a statement with regards to a conflict of interest for this procurement through the provision of either -

14.1 A Declaration that to your knowledge there is no conflict of interest between your company and the Cornwall Development Company or project team 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 their impartiality and independence in the contexts of this procurement procedure.

Or

14.2 A Declaration that there is a likely conflict of interest between your company and the Cornwall Development Company or project team 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 their impartiality and independence in the contexts of this procurement procedure, please provide details of this connection.

This will permit CDC, that in the event of a conflict of interest, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

15. Remedies

15.1 If any Goods/Services are not supplied or performed in accordance with, or the Supplier fails to comply with, any terms of the Contract, the CDC shall be entitled to any one or more of the following remedies at its discretion:

15.1.1 to rescind the Order;

15.1.2 to reject the Goods (in whole or in part) and return them to the Supplier at the risk and cost of the Supplier on the basis that a full refund for the Goods so returned shall be paid forthwith by the Supplier;

15.1.3 to reject the provision of Services (in whole or in part) at the risk and cost of the Supplier on the basis that a full refund for the rejection of the provision of Service in whole or a

reduction from the Price as the CDC determines reasonable for the part performed/provided services shall be paid forthwith by the Supplier;

- 15.1.4 at CDC's option to give the Supplier the opportunity at the Supplier's expense either to remedy any defect in the Goods/Services or to supply or provide replacement Goods/Services and carry out any other necessary work to ensure that the terms of the Contract are fulfilled;
- 15.1.5 to refuse to accept any further deliveries or provision of the Goods/Services or any part thereof;
- 15.1.6 to carry out at the Supplier's expense any work necessary to make the Goods/Services comply with the Contract; and
- 15.1.7 to claim such damages as may have been sustained in consequence of the Supplier's breach or breaches of the Contract.

16. Dispute Resolution

In the event of a dispute between CDC and the Supplier arising in connection with the Contract CDC and the Supplier shall use all reasonable endeavours to resolve the matter on an amicable basis. If CDC and the Supplier fail to resolve such disputes, the dispute shall be referred to the Chief Executive of CDC and the Supplier. The submission of either party to this clause shall not limit their right to commence any proceedings in any court of competent jurisdiction in England and Wales.

17. Whistleblowing

The Supplier shall have in place a process whereby its employees may report in confidence any alleged malpractice on the part of the Supplier and/or CDC as regards any part of the Contract and not take any action against any employee pursuant to its contractual rights in respect of that employee where the employee has in good faith reported alleged malpractice.

18. Assignment and Sub-contracting

- 18.1 The Supplier shall not be entitled to assign or sub-contract the Contract or any part of it without the prior written consent of CDC.
- 18.2 CDC may assign or sub-contract the Contract or any part of it to any person, firm or company.

18. Variations

Conditions may only be varied by agreement in writing between Supplier and CDC.

19. Safeguarding

- 19.1 If appropriate, the Supplier shall put or have in place a safeguarding policy which reflects and complements the relevant statutory provisions relating to safeguarding children and/or vulnerable adults and;

19.1.1 CDC's safeguarding policies and procedures; and

19.1.2 if appropriate the Cornwall and Isles of Scilly Safeguarding Adults Board policies and procedures including but not limited to the Multi-Agency Safeguarding Adults Policy; and

19.1.3 the Cornwall and the Isles of Scilly Local Safeguarding Children Board's safeguarding policies and procedures including the South West Safeguarding and Child Protection Procedures and the Local Safeguarding Children Board Guidelines for Providers; as applicable and amended from time to time to ensure that all allegations, suspicions and incidents of abuse, harm or the risk of harm to children and / or vulnerable adults or where there is a concern about the behaviour of an individual are reported immediately to the Council's Directorate of Adult Care and Support (Single Point of Access) 0300 1234 131 in respect of a vulnerable adult or the Council's Directorate of Children Schools and Families (Single Referral Unit) 0300 123 1116 in respect of a vulnerable child. The Supplier's safeguarding policies and procedures

should include active encouragement to staff in whistle blowing if aware of suspected abuse.

- 19.2 If appropriate, the Supplier shall submit its safeguarding policy to CDC for approval. The Supplier must incorporate any amendments to the policy which may be advised by CDC.
- 19.3 Subject to the Government Review of the Vetting and Barring Scheme announced 16th June 2010, the Supplier must, if appropriate, adhere to the requirements under the scheme including, when appropriate, the referral of individuals to the Independent Safeguarding Authority where there is a concern relating to harm or the risk of harm to children or vulnerable adults or where there is a concern about the behaviour or conduct of an individual. The Supplier shall comply with all statutory obligations in respect of safeguarding and shall act in accordance with the guidance issued by the Independent Safeguarding Authority as amended from time to time.
- 19.4 If appropriate, all Supplier personnel (paid and voluntary) engaged in a Regulated Activity on behalf of the Supplier must have undertaken an Enhanced Criminal Records Bureau Check and the Supplier shall provide the CDC with details of individual Enhanced Criminal Records Bureau Check certificate reference numbers for all employees likely to be engaged in the provision of the Goods concerned and ensure this information is updated as required. The Supplier shall procure that no person who discloses any conviction or who is found to have any convictions following the checks referred to in this Condition is employed or engaged by the Supplier on the Supplier's behalf without CDC prior written consent. All personnel must have a fresh Enhanced Criminal Records Bureau Check if they have a break in service of three (3) months or more.
- 19.5 The Supplier shall ensure that the organisation operates a recruitment and selection procedure which aligns with CDC's recruitment and disciplinary standards and which meets the requirements of legislation, equal opportunities and anti-discriminatory practice and ensures the protection of vulnerable children and adults. The selection of all Supplier personnel and volunteers should be fair, safe and effective and the Supplier will be expected to comply with all national requirements for registered providers and shall ensure the stringent checking of identification, qualifications, curriculum vitae and the scrutiny of at least two confidential references which specifically include a response to a question enquiring as to the suitability of the applicant for the post particularly in circumstances where the carrying out of Criminal Records Bureau Checks is not a statutory requirement.
- 19.6 If appropriate, the Supplier shall ensure that vulnerable children and adults are safeguarded from any form of abuse or exploitation including physical, financial, psychological and sexual abuse, neglect, discriminatory abuse or self harm or inhuman or degrading treatment through deliberate intent, negligent acts or omissions.
- 19.7 If appropriate, the Supplier shall ensure that all allegations, suspicions and incidents of abuse are reported immediately to CDC and shall promptly take appropriate disciplinary action against any member of staff who is engaged or is alleged to be engaged in any of the improper conduct. The Supplier shall promptly inform CDC of the initiation, nature and outcome of any disciplinary action taken against any member of staff and shall immediately suspend the member of staff from providing the Goods pending investigation and completion of appropriate disciplinary action. CDC may require the Supplier to provide specific further training and support to the member of staff concerned and may request in writing that the Supplier monitors that member of staff's performance and submits a report to CDC. The Supplier shall ensure that the provisions of relevant contracts of employment of its staff provide for relevant staff consent to the sharing of the information / data described in this Condition.
- 19.8 If appropriate, the Supplier shall procure that all personnel engaged in the delivery of this Contract regularly receive appropriate safeguarding vulnerable adults training according to their job role as detailed within the Specification or discussed and agreed at subsequent contract review meetings.

- 19.9 If appropriate, the Supplier shall appoint an individual of sufficient seniority for the safeguarding of vulnerable adults. This individual shall be responsible for the implementation and monitoring of the Supplier's safeguarding policies and procedures in accordance with the terms of this Contract.

20. Third Party Rights

A third party who is not a party to the Contract has no rights under the Contracts (Rights of Third Parties) Act 1999 ("the Act") to enforce any term of the Contract but this does not affect any right or remedy of a third party which exists or is available apart from the Act.

21. Notice

Any notice about the Contract may be sent by hand or by ordinary, registered or recorded delivery post or transmitted by facsimile transmission or other means of telecommunications resulting in the receipt of written communication in permanent form and if so sent or transmitted to the address of the party shown on the Contract, or to such other address as that party has notified to the other, shall be deemed effectively given on the day when in the ordinary course of the means of transmission it would be first received by the addressee in normal business hours.

22. Communications

Any communications oral or written between Supplier or CDC and any third party on behalf of the CDC shall be conducted in the English language.

23. Force Majeure

The CDC reserves the right to defer the date of delivery or payment or cancel the Contract or reduce the volume of Goods or provision of Services ordered if it is prevented from or delayed in the carrying on of its business due to circumstances beyond the reasonable control of CDC including, without limitation, acts of God, governmental actions, war or national emergency, acts of terrorism, protests, riot, fire, explosion, flood, epidemic, lockouts, strikes or other labour disputes (whether or not relating to either party's workforce) or restraints or delays affecting carriers or inability or delay in obtaining supplies or adequate or suitable materials.

24. Governing Law

The Contract shall be governed by and construed in accordance with the laws of England and Wales.