

# **Invitation to Tender Cornwall Trade & Investment: Copywriting Services 2022**

## **TEN 528**

## 1. About 'Cornwall Trade & Investment'

1.1 Cornwall Trade and Investment (CTI) is part of Cornwall Development Company (CDC), an arms-length economic development provision of Cornwall Council and part of the Corser Ltd group of companies. CTI is funded by the European Regional Development Fund (ERDF) and Cornwall Council.

1.2 CTI exists to help grow the Cornwall and Isles of Scilly economy (C&IoS) – focusing on three key themes; attracting innovative, high growth businesses to locate in C&IoS; marketing C&IoS as a progressive, viable place to do business and supporting C&IoS based businesses to export their product / services.

1.3 CTI helps and encourages companies and investors without a presence in C&IoS to establish small and medium-sized enterprises (SMEs) within the region; providing relevant information, making introductions and providing advice on the financial assistance available. Secondly, the aim is to promote C&IoS as a business destination of choice through raising the profile of the region a location for 'next generation' businesses – enhancing the national and international image of the C&IoS. Thirdly, CTI work with C&IoS based SME's to help them export their products / services in the UK, Europe and internationally.

1.4 Potential inward investors will be SMEs attracted from a national or international audience. The SMEs will be either new start-ups or established businesses from the rest of the UK or overseas who are looking to expand their business operations into the region.

## 2. Tender objective

2.1 CTI require copywriting services to develop compelling, authentic, engaging content about C&IoS, its business community, the region's infrastructure, emerging talent, academic expertise; content that will help CTI achieve its goals as set out above.

2.2 Copywriting services are required to enable the CTI team to develop and showcase C&IoS' offering to businesses both nationally and internationally. Part of this tender will involve building content and messaging around the existing business environment within the region, as well as highlighting key economic strengths to help 'sell' C&IoS as a business destination to potential inward investors. This activity will enable CTI to develop compelling content and tell stories about the region, helping to create a stronger, attractive offer to businesses looking to start-up or expand into the region. The content will also help to dispel misconceptions of the region by unearthing surprising and interesting stories to engage with CTI's audiences.

2.3 CTI will also need copywriting support to develop brand ambassador content interesting stories about the C&IoS business community. The copywriter will provide support in generating content for relevant marketing material (for example - brochures, leaflets, digital advertising copy, social media feeds) and will support with the development of any relevant press releases required by CTI.

2.4 It is expected that the successful tenderer will compile a content calendar on behalf of CTI, to include a separate content calendar for social media.

### 3. Tender requirements

3.1 CTI require a copywriter to develop authentic, compelling content to help promote the region as a business destination. This will involve a variety of content including web copy, news articles, case studies, feature articles, thought leadership pieces, blog posts, press releases, copy for marketing material (such as flyers / brochures) and copy for social media feeds. The overall aim is to create content that will attract and engage with CTI's target audiences.

3.2 The tenderer must be able to demonstrate knowledge, experience, skills and resource to fulfil the following objectives and requirements:

- a. Developing B2B content
- b. Developing content for a variety of topics / industries (specifically technology and food and drink industries)
- c. Experience working with business owners / entrepreneurs / decision makers
- d. Experience of developing copy for both national and international audiences
- e. Content calendar development
- f. Social media content development (copy only)
- g. Developing content that has gained media coverage
- h. Ability to create content in a variety of formats e.g. blogs, articles, case studies, press releases, web copy, brochures, fact sheets, thought leadership, social media

### 4. Total budget

The budget for this commission is a fixed cost of **£16,000** including expenses (excluding VAT).

Budget	Detail
£16,000 (VAT)	<p><b>This sum must cover all the activities and expenses expected to be incurred to complete the project including:</b></p> <ul style="list-style-type: none"> <li>- All content development</li> <li>- All travel and subsistence</li> <li>- Interview time required for content development</li> <li>- All content amends</li> </ul>

Please note, the figure reflects a **maximum** budget allocation for the project and **Commissioned activity will be invoiced against a Purchase Order.**

### 5. Timescale

The project is currently funded until March 2023. All of the tender requirements must be completed on, or before, **31st March 2023**. It is anticipated that some of the work will be front loaded throughout Q1/Q2 2022.

## 6. Tender submission requirements

Please include the following information in your Tender submission.

- 6.1 Covering letter to include:
  - 6.1.1 Dedicated account manager and contact name for further correspondence
  - 6.1.2 That the tenderer has the resources available to meet the requirements outlined in this brief & its timeline
  - 6.1.3 That the tenderer has the capacity to front load some of the activity during Q1/Q2 2022
  - 6.1.4 That the tenderer accepts all the Terms and Conditions of the Contract as per Enclosure 1
  - 6.1.5 Conflict of interest statement as per section 11.4
  - 6.1.6 That the tenderer will be able to meet the Corporate Requirements below, to include confirmation that Equality and Diversity and Environmental policies are in place and, if successful, supporting documentation will be provided as evidence
  - 6.1.7 That the tenderer holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as evidence
  - 6.1.8 That the tenderer accepts to comply with branding requirements as detailed in the ESIF-GN-1-005 ESIF Branding and Publicity Requirements v8 Enclosure 2
- 6.2 The tenderer must provide a brief account of how they will meet all of the requirements in section 3 'Tender Requirements' (Maximum 2 pages of A4)
- 6.3 Provide information regarding the team that will be dedicated to this account, including a summary of the team's skills and experience (Maximum of 4 sides of A4)
- 6.4 Provide two examples of previous projects which you feel demonstrate your ability to effectively collaborate and meet similar objectives to the requirements set out in section 3 (maximum of 2 sides A4 per example)
- 6.5 A description of how you will manage the allocation of tasks required for the delivery of the contract alongside cost breakdowns for the individual items listed below:
  - a. 2,000 word article, including two telephone interviews
  - b. 500 - 700 word blog post
  - c. 250 words – web page copy
  - d. 300 word press release 4 page brochure (1000 – 1500 words)
  - e. 10 social media posts for use across Instagram, Facebook, LinkedIn and Twitter

## 7. Tender timetable

The anticipated timetable for submission of the Quotation and the completion of the interim and final project deliverables is set out below.

Milestones	Date
Invitation to Tender issued	5 January 2022
<b>Latest date for raising clarifications by email</b>	14 January 2022
<b>Clarifications provided (via Contracts Finder) by</b>	17 January 2022
<b>Deadline to return the tender to CDC</b>	<b>9am 28 January 2022</b>
Evaluation of tenders by CDC	w/c 31 January 2022
Successful and unsuccessful bidders notified	w/c 31 January 2022
Inception meeting online, and start of contract	w/c 31 January 2022
All deliverables provided and Contract complete	31 March 2023

Any clarification queries arising from these Tender Documents which may have a bearing on the offer should be raised with the CDC contact Kelly Trelease, referencing "TEN528 Clarification" as the subject title to [info@cornwallti.com](mailto:info@cornwallti.com) as soon as possible and in accordance with the Tender Timetable above.

## 8. Tender evaluation methodology

Desktop evaluation of agencies will be selected on the following criteria.

**For more detail on each 'Requirement' please see Section 3.**

Ref	Requirement	Score
6.1	Cover Letter	Pass/Fail
6.2	The tenderer must provide a brief account of how they will meet all of the requirements in section 3 'Tender Requirements'	Pass/Fail
6.3	Provide information regarding the team that will be dedicated to this account, including a summary of the team's skills and experience	20
6.4	Provide two examples of previous projects which you feel demonstrate your ability to effectively collaborate and meet similar objectives to the requirements set out in section 3	50
6.5	A description of how you will manage the allocation of tasks required for the delivery	30

	of the contract alongside cost breakdowns for the individual items listed below: <ul style="list-style-type: none"> <li>• 2,000 word article, including two telephone interviews</li> <li>• 500 - 700 word blog post</li> <li>• 250 words – web page copy</li> <li>• 300 word press release</li> <li>• 4 page brochure (1000 – 1500 words)</li> </ul>	
	Maximum available score	<b>100</b>

*Please note that by submitting a Tender, the applicant must accept the terms and conditions of CDC as outlined in the contract.*

## **9. Tender timetable**

Please submit the Tender document by email by **9am Friday 28 January 2022**

Please send by email to [tenders@cornwalldevelopmentcompany.co.uk](mailto:tenders@cornwalldevelopmentcompany.co.uk) with the following wording in the subject box: "Tender 528 Strictly Confidential. Copywriting Services for Cornwall Trade and Investment"

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

## **10. Tender assessment**

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

10.2 During the evaluation period, CDC reserves the right to seek clarification in writing from the tenderers, 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 detailed in the criteria table above.

10.3 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's internal procedures and CDC being able to proceed.

10.4 The reviewer will award a percentage of the marks depending upon their assessment of the tenderer's response. The following scoring, or graduations of such, will be used to assess the tenderer's response:

<b>Scoring Matrix for Tender Criteria</b>		
<b>Score</b>	<b>Judgement</b>	<b>Interpretation</b>
100%	Excellent	Exceptional demonstration of the relevant ability, understanding, experience, skills, and 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, and 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, and 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, and 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.

## 11. Corporate requirements

11.1 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.

11.2 All quote returns must include evidence of the following as pre-requisite if the quote return is to be considered.

### 11.3 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.

#### **11.4 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.

#### **11.5 Indemnity and Insurance**

11.5.1 The contractor must affect 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:

11.5.1.1 Professional indemnity insurance with a limit of liability of not less than £1 million;

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

11.5.1.3 Employers liability insurance with a limit of liability of not less than £2 million

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

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

#### **11.6 Freedom of Information Legislation**

CDC may be obliged to disclose information provided by bidders in response to this request for quote 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.

#### **11.7 Data Protection**

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

### **11.8 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.

### **11.9 Health and Safety**

The Consultant 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.

### **11.10 Exclusion**

CDC shall exclude the bidders 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:

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

### **11.11 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 ESIF Publicity Requirements in all activities, events, and literature developed as part of this contract. See Enclosure 2.

### 11.12 Sub-contracting

Bidders should note that a consortia can submit a quote but the sub-contracting of aspects of this commission after appointment will not be allowed.

### 11.13 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 we can retain them for future reference/audit. The contractor will not be expected to store these documents for future reference.

### 11.14 Conflicts of Interest

11.14.1 Bidders must provide a clear statement with regard to potential conflicts of interests. Therefore, **please confirm within your quote submission** whether, to the best of your knowledge, there is any conflict of interest between your organisation and CDC or its 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 the impartiality and independence of any party in the context of this procurement procedure.

11.14.2 Receipt of this statement will permit CDC 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.

## 12 Disclaimer

12.1 The issue of this documentation does not commit CDC to award any contract pursuant to the quote 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).

12.2 Bidders must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their quote responses. Information supplied to the bidders by CDC or any information contained in CDC's publications is supplied only for general guidance in the preparation of the quote 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.

12.3 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.

12.4 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.

**Enclosures:**

1. CDC Terms and Conditions under 25K
2. ESIF-GN-1-005 ESIF Branding and Publicity Requirements v8