



CAMELFORD TOWN COUNCIL
IN PARTNERSHIP WITH “AGAN RESKAMMEL”
PLACE SHAPING GROUP

ENGAGEMENT AND CONSULTATION
BRIEF

AUGUST 2021

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1. General information

- 1.1. Quotations/proposals are invited by Camelford Town Council ("CTC") from suppliers with relevant experience and ability to demonstrate sufficient capacity to undertake an engagement, consultation and communication exercise in relation to the finalisation of the vision document "Our Camelford – A Vision for the Future ("the Vision"), developed by Agan Reskammel ("AR") (a Place shaping Partnership Group) in partnership with CTC.
- 1.2. The contract is anticipated to commence in August 2021 (exact dates of the public consultation to be discussed) and will be completed by December 2021. We aim to complete the final Vision Document by January 2022.
- 1.3. You are requested to complete the quotation/proposal as detailed in this document. It is essential that you comply with the following instructions in the preparation and submission of this quotation. CTC reserve the right to reject any quotation/proposal that does not comply with these instructions.
- 1.4. Any quotation/proposal submitted will be deemed to remain open for acceptance or non-acceptance for not less than 90 days from the closing date. CTC may access the quotation at any time within this prescribed period. CTC shall, however, not be bound to accept the lowest or, in fact, any quotation.
- 1.5. Your quotation/proposal must be complete in full and in English. CTC reserve the right to invalidate any quotation that has not been completed.
- 1.6. Your quotation must be signed and dated where necessary.

2. Freedom of Information Act 2000

Important notice to all Tenderers to CTC.

CTC is a public authority within the meaning of the Freedom of Information Act 2000 and/or any other legislation requiring disclosure of information such as without limitation the Environmental Information regulations 2004 and associated codes of practice ("FOI Legislation") and therefore any requests for information held by CTC or another person on CTC's behalf (for example a Supplier) must be dealt with in accordance with the FOI Legislation.

As part of its duties and responsibilities under the FOI Legislation CTC may be required to disclose information relating to any tender or contract with any Supplier or partner, to any person making a request. It may also publish some of that information in its Publication Scheme under the FOI Legislation.

If any information provided to CTC contains trade secrets or is considered by the Supplier genuinely to be commercially sensitive it should be stated explicitly. In such cases any request for disclosure of the relevant material will be examined in the light of the exemptions contained in the FOI Legislation and public interest test and genuinely confidential information that is explicitly stated to be so that is exempt from disclosure will not be disclosed. The Supplier will be consulted before disclosure of any information expressly stated by the Supplier to be confidential is made, unless CTC has made it clear in advance that this type of information would be disclosed.

CTC will not accept information on terms that purport to prevent any possible future disclosure of information in compliance with the law. For instance CTC cannot accept restriction of disclosure where the information supplied is not genuinely commercially sensitive or confidential in nature.

CTC reserves the right to disclose details of the contract or contract process (for example, name of successful Supplier and overall contract price).

3. Deadlines and submission details

Your tender submission must be received by CTC by **13:00 on Wednesday 1 September 2021**. Please note that any tenders received after this date and time WILL NOT be considered.

These must be submitted by email to admin@camelford-tc.gov.uk

Any clarification questions relating to the tender process or tender documents should be submitted by email to the above addresses.

3.1. Timetable

An **indicative** timetable indicating key dates is shown below. This may be subject to change at CTC's discretion.

Activity	Date
Tender published	17 August 2021
Final date for receipt of questions	31 August 2021
Closing date for tenders	13:00 on 28 September 2021
Evaluation period by Agan Reskammel and/or Strategic and Economic Development Working Group	28 September – 19 October 2021
Award to successful Suppliers (Decision Made at Full Council 21 September)	20 October 2021
Contract mobilisation period	20 October – 29 October 2021
Contract start date	1 November 2021
Completion date	24 January 2022

4. Project – Engagement and Public Consultation of the document “Our Camelford – A Vision for the Future” (“the Project”)

4.1. Introduction and Context

Camelford is a town with a proud history, but in recent years questions have been asked about its future. Vital services have been lost, shops closed and there is a sense that the town is losing its identity. Combined with the recession triggered by the pandemic and long-standing pollution problems caused by traffic congestion, Camelford has been hit by a perfect storm.

In December 2020, a group of local people began working with specialist consultants to establish a place shaping group AR to reverse this decline, mobilise local people and develop a vision for change. CTC applied for initial European Union Regional Development Fund Town Vitality Funding in order to carry out this work. The bid was successful and a draft Vision completed in order to apply for further Town Vitality Funding to take the draft vision to the public.

In June 2021, further Town Vitality Funding was secured. CTC now wishes to appoint a suitably qualified and experienced firm of consultants to carry out the Project. It is vital that CTC engage with our community to encourage local people to get involved and generate ideas. Vision documents that are made with communities that they affect are most likely to be successful, lead to innovation and creativity, and result in less controversy.

4.2. Initial Guidance

It is essential that the Vision document (Appendix 1) is read and its aims understood before an engagement and consultation plan can be put in place. Where possible, our community should be part of originating ideas, setting objectives and visions rather than just giving feedback on the Vision. If our community feels heard, and is invested in the success of the Vision, this should ultimately help develop a sense of pride and connectivity to place and community. CTC is not being prescriptive about how this looks, however, it can and should be built on existing partnerships, consultation and mobilisation in the local community.

5. Brief

5.1. Overall aim

CTC is the responsible authority looking to appoint a suitably qualified consultancy to produce a rigorous, transparent and inclusive programme of engagement and consultation to enable further development of the Vision document for Camelford. This document is vital for future funding bids to support place shaping work in Camelford, so it is essential that the engagement and consultation work captures the opinions and aspirations of those who live, study and work in Camelford.

5.2. Consultation - Objectives

The main objectives are:

- To work with AR and CTC to understand requirements and current networks and methods of engaging, particularly with hard to reach groups. (e.g. young people).

- To articulate the emerging Vision in a way that makes it stand out and easy to understand (see Appendix 1)
- To design, implement and feedback an engagement plan to support the development of the Vision, using the draft Vision to support it. It should include an initial public consultation exercise based on a short questionnaire, polling exercise or similar to be available online or digitally to define a “Vision for Camelford”.
- To communicate the work of AR and CTC to the wider Camelford community.
- To include a mix of online and face-to-face methods (COVID restrictions notwithstanding) of engagement and include a communication strategy to promote the work of AR and CTC.

5.3. The Engagement Plan

The engagement plan should demonstrate how you will:

- **Involve** Identify and involve the people/organisations who have an interest in the Vision.
- **Support** Identify and show how you will overcome any barriers to involvement.
- **Evidence** Gather evidence of the needs and available resources and use this to agree the purpose, scope and timescale of the engagement and the actions to be taken.
- **Design** Agree and use methods of engagement that are fit for purpose and demonstrate engagement throughout the Project.
- **Work Together** Agree and use clear procedures that enable the participants to work with one another effectively and efficiently.
- **Share information** Ensure necessary information is communicated between the participants and everyone is looped into the information needed to make informed decisions.
- **Work with others** Work effectively with others who are already or could help with engagement for example voluntary and community sector or relevant public sector bodies.
- **Improve** You may need to consider further developing the skills, knowledge and confidence of all participants
- **Feedback** How will you feed back the results of engagement to the wider community and agencies affected and show the impact this engagement has had
- **Evaluate engagement** Monitor and evaluate whether the engagement achieves its purposes and adjust as necessary

6. Proposal Requirements

6.1. Your proposal should include a method statement;

- Describing how the consultancy company propose to undertake the work to meet the requirements of the brief including what other input is needed to support your approach.
- Including a proposed programme of activity showing that the timescale set out in Section 3.1 above can be achieved.
- Demonstrating how you aim to meet the quality criteria as set out in the evaluation section of this document.

- 6.2. Details demonstrating the company's previous relevant experience of similar work should be provided together with information about the relevant personal experience for the main professional staff that the company would intend to deploy on the project. The company will nominate a project manager who will be the main point of contact with CTC. Consultants should also set out details of any consultants they propose to sub-contract work to deliver the brief.
- 6.3. The proposal should include a fixed price quotation to undertake the work. The quotation should be exclusive of VAT but inclusive of all fees, attendance at meetings, travel, subsistence and all other associated costs. The proposal should include position of member(s) of staff involved, their hourly rate and their total number of hours required to undertake the work and their total cost.
- 6.4. The company will confirm that there are no potential conflicts of interest that would affect their ability to undertake the work.
- 6.5. This contract will be governed by CTC.

7. Evaluation and Selection Criteria

- 7.1. The Clerk and a panel of 3 members of the Strategic and Development Working Group shall evaluate proposals and award on the basis of the **most economically advantageous tender**.
- 7.2. The tender will be evaluated in two (2) stages:

Stage 1 – Suitability Assessment Evaluation

- 7.3. Your responses to the suitability assessment questions will be assessed as detailed below. Please note that there are certain questions which, if not answered to the satisfaction CTC, will lead to your exclusion from the tender process.
- 7.4. **COMPANY INFORMATION**
For information only.
- 7.5. **INSURANCE**
Suppliers must meet, or indicate that they are willing to increase their cover to meet CTC's minimum insurance requirements.
- 7.6. **ECONOMIC AND FINANCIAL STANDING**
For information only. However, any answers which lead CTC, acting reasonably, to conclude (considering the risk that the relevant answer suggests about the Supplier's ability to properly perform under the contract) that it would be inappropriate to select the Supplier on this occasion will result in exclusion.
- 7.7. **DATA PROTECTION AND INFORMATION GOVERNANCE**
CTC reserves the right to exclude you in the event that your answer to question 1 is "No" and you have not provided any details as to why you do not have any technical and organisational measures in place in line with the industry standard ISO272001 (or equivalent), and to what kind of remedial action has been or will be taken to ensure that such measures will be implemented by your organisation going forward.

Please note that the authority will not select Supplier(s) that do not have any technical and organisational acceptable measures in place in line with the industry standard ISO272001 (or equivalent), unless we are satisfied that appropriate remedial action has been or will be taken.

- 7.8. CTC reserves the right to exclude you in the event that your answer to question 2 is “Yes” and you have not provided any details of what remedial action has been or will be taken to prevent future occurrences / breaches. Please note CTC will not select applicant(s) that have been prosecuted or served penalty / enforcement notice(s) in the last three (3) years unless we are satisfied that appropriate remedial action has been taken to prevent future occurrences / breaches.

Stage 2 - Price and Quality Evaluation

- 7.9. The Clerk in consultation with the Strategic and Economic Development Working Group will also afford consideration to each proposal based on what **best meets the below quality evaluation criteria**:

1. Overall quality of response to the brief;
2. Specific research design and approach;
3. Capacity to deliver the Services within timescales required;
4. Analysis and reporting offer;
5. Project team and relevant experience for this Specific Contract; and
6. Value for money offered for this Specific Contract.

- 7.10. **Please note all bids will be based on both price and quality. Below is the maximum and minimum weightings allowed for each area.**

1. Quality: Method statements 70%
2. Price: 30%

- 7.11. Please demonstrate how your organisation can meet the following, giving examples where appropriate.

	Assessment criteria	Assessment Method	Maximum Points Available	Minimum Score Threshold	Maximum Word Count
1	Please provide a method statement which demonstrates your organisation's approach to developing a communication strategy for this project	Scoring	100	5	250

	Assessment criteria	Assessment Method	Maximum Points Available	Minimum Score Threshold	Maximum Word Count
2	Please provide a method statement which outlines your organisation's approach to public consultation and engagement activity to inform regeneration interventions	Scoring	100	5	250
3	Please provide a method statement which outlines your organisation's approach to delivering consultation and engagement effectively through digital platforms.	Scoring	100	5	250
4	Please provide a method statement which demonstrates your organisation's approach to analysing and presenting findings of consultation exercises	Scoring	100	5	250
5	Please provide a method statement which outlines your organisation's approach to developing strategies to effectively influence politicians and decision makers in national government departments.	Scoring	100	5	250
6	Please provide a method statement that demonstrates your organisation's approach to working with communities or with local government in developing engagement strategies to inform place making and regeneration initiatives.	Scoring	100	5	250

7.12. Scoring quality

The quality evaluation will assess the tenderers responses to the method statements on the basis of the submitted tenders only. No prior knowledge of the tenderer will be assumed. Although the aim is for tenderers to address the evaluation criteria in separate method statements, CTC will review each tender submission as a whole.

The response to each method statement will be scored by the Evaluation panel on a 0-10 basis as below:

Score	Assessment
10	Outstanding: The response covers all elements of the criterion, and associated specified contract requirements and standards; and with a high level of relevant and detailed information, backed up with clear evidence; and demonstrates a robust and coherent understanding of CTC's requirements; and with no issues, weaknesses or omissions.
9	Excellent: The response covers all elements of the criterion, and associated specified contract requirements and standards; and with relevant and detailed information, backed up with clear evidence; but with limited minor issues, weaknesses or omissions in the information/evidence only.
8	Very good: The response covers all key elements and almost all of the other elements of the criterion, and associated specified contract requirements and standards; and with relevant and detailed information, backed up with clear evidence; with a few minor issues, weaknesses, or omissions in the information/evidence.
7	Good: The response covers all key elements and the majority of the other elements of the criterion, and associated specified contract requirements and standards; and with relevant information, backed up with evidence, but lacks detail in some areas; some minor issues, weaknesses, or omissions in some areas of information/evidence.
6	Better than satisfactory: The response addresses all key elements of the criterion, and associated specified contract requirements and standards; but is not fully detailed or fully backed up with clear evidence in some areas; a number of minor and/or one or two more significant issues, weaknesses, or omissions in some areas.
5	Satisfactory: The response addresses all key elements of the criterion, and associated specified contract requirements and standards; but is not fully detailed or fully backed up with clear evidence in some areas; with a large number of minor, and/or a number of significant weaknesses, issues or omissions in the detail/evidence.
4	Less than satisfactory: The response has some weaknesses, issues or omissions, lacking detail, clarity and/or evidence with regard to at least one key element of the criterion, and associated specified contract requirements and standards with respect to this criterion.
3	Weak: The response has some weaknesses, issues or omissions, lacking detail, clarity and/or evidence with regard to several key elements of the criterion, and associated specified contract requirements and standards.

2	Poor: The response has material weaknesses, issues or omissions, lacking detail, clarity and/or evidence with regard to many key elements of the criterion, and associated specified contract requirements and standards.
1	Very poor: The response does not meet the criterion, or does not include sufficient information or clarity or evidence or information in support, to determine whether the solution meets CTC's requirements or standards.
0	Unacceptable: Failed to provide a response, or the response provided is wholly inconsistent with CTC's specified contract requirements and standards with respect to this criterion.

Once the final score

for each method statement question has been determined the appropriate weighting for each question will be applied.

For example, if a question has a weighted score of 100 points and following evaluation the panel scored the response 5 out of 10, then the total score awarded to the tenderer for that question would be 50 points.

Tenderers points for each question will then be totalled to provide the tenderers total quality points score.

7.13. Conclusion and award

Where the evaluation is on the basis of price and quality, the scores from both will be added together and the preferred bidder shall be the one with the highest total points.

- 7.14. **Costs should be clearly set out.** If there are any costs/discounts available please append onto the quotation.
- 7.15. **Please note** that the costs include all expenses, travelling costs and disbursements. Any costs that are not identified in this tender will not be considered. **No range of rates shall be inserted.** An incomplete or incorrectly completed Schedule of Prices may result in the tender being excluded.
- 7.16. **Shortlisted companies will go forward for a meeting of Full Council to award contract.**

FORM OF TENDER AND CERTIFICATE OF NON-COLLUSIVE TENDERING

TENDER FOR Camelford Strategic Communication and Engagement Support - FORM OF TENDER

The Tenderer in submitting the tender hereby undertakes that in the event of his/her tender being accepted by CTC he/she will provide the goods and/or services detailed in the attached Method Statement at the costs specified on the Price Schedule, exclusive of value added tax (VAT). *(If you are a consortium please ensure all relevant organisation(s) including the lead organisation signs and returns an individual copy of the Form of Tender).*

I/We hereby certify and declare that I/we have taken out such insurance policies as I/we am/are required to do under the terms of the contract relating to the above mentioned goods and/or services.

I/We undertake that all elements of our Method Statement shall not, from the date of its opening, be withdrawn or modified during the period of three calendar months in respect of the said requirement.

I/We understand that CTC accepts no liability as to the actual amount of work included within this contract.

I/We confirm that in preparation and submission of our Method Statement I/we have observed and accepted the above conditions.

I/We also declare that in the preparation and submission of our Method Statement I/we have observed and complied with the tender instructions issued with this tender.

Signed

Name (Block Capitals)

Designation

For and on behalf of

Registered Office Address

Email Address

Telephone & Facsimile Nos.

Tel:

Fax:

Date

Declaration of non-collusive tendering

In recognition of the principle of selective tendering and in order that CTC shall receive genuine competitive tenders from all those tendering I/WE CERTIFY THAT:

- 1 The tender submitted herewith is a genuine tender and is intended to be competitive.
- 2 I/We have not fixed or adjusted the amount of the tender under or in accordance with any agreement or arrangement with any other person.
- 3 I/We have not done, and undertake that I/we will not do at any time before the deadline specified for the return of the tender, any of the following acts:
 - (a) communicating with a person other than the person calling for this Tender the amount or approximate amount of the proposed Tender (except where the disclosure, in confidence, of the approximate amount of the tender was essential to obtain insurance premium quotations required for the preparation of the tender);
 - (b) entering into any agreement with any other person that he/she shall refrain from tendering or as to the amount of any tender to be submitted; and
 - (c) offering, paying, giving or agreeing to give any sum of money or valuable consideration directly or indirectly to any person for doing, having done, causing or having caused to be done in relation to any other tender or proposed tender any act or thing of the sort described above.

Signed

.....

Name (Block Capitals)

.....

Designation

.....

For and on behalf of

.....

Registered Office Address

.....

.....

Email Address

Telephone

Tel:

.....

Date

In this declaration:

- 1 'person' indicates any person, body, or association corporate or incorporate.
- 2 'any agreement or arrangements' includes any transaction of the sort described above, formal or informal and whether legally binding or not.

BACS payment form

If you will accept payment direct to your account through BACS please fill in the section below.

Company name:

Your bank's name:

Your bank's address:

Branch's sort code:

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Your account number:

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Building society roll number:
(if appropriate)

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VAT number:.....

Signed

APPENDIX 1 – Draft Vision Document “Our Camelford – A Vision for the Future”

Attached as a separate document.