

**Invitation to Tender  
Cornwall Brand Perception Survey  
2017 – 2018**

**TEN 406**



## 1. About 'Invest in Cornwall'

Invest in Cornwall is part of Cornwall Development Company (CDC), an arms-length economic development provision of Cornwall Council and part of the Corserve Ltd group of companies. Invest in Cornwall is funded by the European Regional Development Fund (ERDF) and Cornwall Council.

Invest in Cornwall's existence is twofold; firstly to help and encourage companies and investors without a presence in Cornwall and the Isles of Scilly (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 Cornwall as a location for 'next generation' businesses – enhancing the national and international image of the region.

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.

Invest in Cornwall's (IiC) focus is on key 'smart specialisation' sectors. Businesses operating in these sectors have been identified as best suited to operating in C&IoS and are therefore targeted for inward investment opportunities. The smart specialisation sectors are:

- Agritech
- Marinetech
- Aerospace
- Creativetechnology
- Healthtech
- Spacetechnology

## 2. Background

The objective of Invest in Cornwall's brand team is to broaden and enhance the national and international image of C&IoS as an attractive location for technology-led businesses and highlight what C&IoS has to offer businesses.

The brand perception surveys being commissioned are an integral part of the Invest in Cornwall project and will allow our team to track how our work is achieving its' goal in changing people's perception of C&IoS as a tourism only destination and growing its' recognition as a 'future' business destination of choice. When referencing 'people' it must be noted that IiC are referring to a specific, targeted group of individuals and organisations who have a large amount of influence over IiC's target sectors.



Innovation is deep-rooted in C&IoS's history alongside a cohesive community and rich history. In addition to traditional business in C&IoS (that still firmly remains part of its heritage) there is a new, disruptive sector that is growing at a rapid rate, that sector is the digital economy. The incredible digital infrastructure allows technology to intertwine with a creative, collaborative community encouraging ingenuity and growth, IiC want to be able to measure the level of awareness around this.

The project has recently gone through a rebrand; the perception survey will therefore play an integral role in enabling IiC to monitor and evaluate the effectiveness of any marketing / brand activity whilst helping IiC measure the current perceptions of C&IoS – eventually impacting the marketing and communications strategy moving forward.

C&IoS has long been established as a location in which leisure brands can flourish. The food industry in particular has experienced a renaissance due to the region's associations with quality and the environment. However, attracting Inward Investment to C&IoS is challenging. A driving factor is the negative or poorly informed perceptions of C&IoS as a business location. There is a perception amongst the business community representing the smart specialisation sectors that C&IoS has numerous barriers to entry.

This is a key challenge that through the brand and inward investment communications, the marketing team must work to overcome. The key barriers are the perceived lack of:

- Infrastructure
- Human resource / talent
- Internet capability / connectivity
- Transport/Access

The promotion of a unified brand for C&IoS is a key driver in contributing to long-term economic sustainability. The external image of C&IoS is strong and generally positive, with high awareness and associations with quality, the environment, creativity and individuality. However, there are negative associations related to the region being antiquated and predominantly linked to tourism with limited recognition for other business sectors – this needs to change. The aim of the Invest in Cornwall brand team is to challenge negative perceptions of C&IoS and raise the awareness of the region as a location for businesses to thrive (specifically related to the Smart Specialisation Sectors) through strategic marketing communications.



To date Invest in Cornwall has identified some of C&IoS's key businesses and signed up "Brand Ambassadors" who act as spokespeople for the region. This enables IiC develop and deliver authentic stories from the region, helping to portray a genuine, representative image of working and living in C&IoS.

Research has previously been carried out to measure the impact and awareness of C&IoS as a business location. Historically, this has shown a slight shift in perception however it is still clear that further, significant efforts are needed to demonstrate C&IoS's business credentials to attract new, innovative businesses into the region and grow its viability as a business location.

### **3. Tender objective**

The objective of the perception survey is to explore and capture the current perceptions of C&IoS as a destination for business through the identification of an appropriate methodology which will be used to measure and analyse responses from key influencers across IiC's priority sectors and select media. The successful tenderer will be required to demonstrate that they are able to select, identify and liaise with a specific target group.

### **4. Tender requirements**

The aim of the tender is to provide market intelligence on the perceptions of C&IoS as a business destination. The surveys will be carried out to allow IiC to track trends and monitor the effectiveness of the project's current marketing activity and is an important KPI, it will also help inform and guide the marketing strategy moving forward.

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

1. Complete three perception surveys at regular intervals between the date of appointment and the project end date – September 2018
2. Identify and capture information from key influencers for each of IiC's priority sectors; Agritech, Marinetech, Healthtech, Spacetechnology, Creativetechnology and Aerospace
3. Identify and capture information from key influential media reporting on business in the UK
4. Identify and capture information from regions / countries identified as target markets for Cornwall including key influencers / media outlets
5. To deliver a robust, detailed report including analysis, findings and future recommendations (including a detailed methodology and summary of findings)
6. Conduct a survey through methods recommended by the tenderer and mutually agreed with IiC to ensure the highest quality standards with defined target groups (as per requirements 1-3)
7. Deliver a presentation to the IiC team and wider stakeholders on the findings on the reports (to be delivered at the end of each report)



The overall research strategy will be agreed jointly between the tenderer and IiC in advance of the survey delivery.

## 5. Total budget

Budget	Detail
£20,000 (exclusive of VAT)	<p>This sum must cover all the activities and expenses expected to be incurred to complete the project including:</p> <ul style="list-style-type: none"> <li>- Travel &amp; subsistence</li> <li>- Project planning, management, monitoring and evaluation of three perception surveys</li> <li>- Identification of &amp; engagement with key influencers and select media</li> <li>- Final reports (x3), including findings and recommendations</li> <li>- Delivery of a presentation post survey completion (x3)</li> </ul>

Please note, the figure reflects the maximum budget allocation for the project. Tenders that exceed this amount **will not** be considered.

## 6. Timescale

The IiC project is currently funded until September 2018. This tender will run from the date of appointment until the project end date.

Perception Survey One	To all be carried out at regular, timely intervals agreed by IiC
Perception Survey Two	
Perception Survey Three	

## 7. Tender submission requirements

Please include the following information in your Tender submission.

- 7.1 Covering letter to include:
- Contact name for further correspondence
  - That the tenderer has the resources available to meet the requirements outlined in this brief & its timelines
  - That the tenderer accepts all the Terms and Conditions of the Contract attached as an Appendix
  - Conflict of interest statement



- 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
- That the tenderer holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as evidence

- 7.2 Meet all of the requirements of section 4 'Tender Requirements'
- 7.3 Provide two examples of previous projects which you feel demonstrate your ability to effectively collaborate and meet similar objectives
- 7.4 Total project costs including expenses, consultation & meetings, planning and scheduling, final report and delivery of a conclusive presentation

## 8. Tender process

This tender is being issued through an Open Tender process and therefore we anticipate a significant interest. The contract will be awarded following a thorough desktop evaluation of all tenders.

## 9. Tender evaluation methodology

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

**For more detail on each 'Requirement' please see Section 7.**

Ref	Requirement	Score
7.1	Cover letter	Pass /Fail
7.2	Meet all of the requirements of section 4 'Tender Requirements'	Pass / Fail
7.3	Examples of previous projects	Pass / Fail
7.4	Total project costs including expenses, consultation and meetings, planning and scheduling, final report and delivery of a conclusive presentation	100%

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



## 10. Tender timetable

Please submit the Tender document by email or post or in person by **5pm 25<sup>th</sup> August** with the email title 'TEN 406 Perception Survey Tender Submission' by 25<sup>th</sup> August 2017.

Please send by email to [finance@cornwaldevelopmentcompany.co.uk](mailto:finance@cornwaldevelopmentcompany.co.uk) with the following wording in the subject box: "Tender 406 Strictly Confidential. Brand Perception Survey for Invest in Cornwall"

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

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

"Tender TEN 406. Strictly Confidential. Brand Perception Survey for Invest in Cornwall"

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

The envelope should not give any indication to the tenderers identity. Marking by the carrier will not disqualify the tender.

### 10.1 Tender assessment

Tenderers must provide a single point of contact in their organisation for all contact between the contractor and CDC during the tender selection process.

Each tender will be checked for completeness and compliance with all requirements. 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. Each tender will be evaluated on completeness and cost.

CDC is not bound to accept the lowest price or any tender. CDC will not reimburse any expenses 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.

## 10.2 Tender clarifications

Any clarification queries arising from this Invitation to Tender which may have a bearing on the offer should be raised by email to [nikki@investincornwall.com](mailto:nikki@investincornwall.com) as soon as possible and strictly in accordance with the Tender & Commission Timetable below.

Responses to clarifications will be uploaded to Contracts Finder and will be viewable to all tenderers.

No representation by way of explanation or otherwise to persons or corporations tendering or desirous of tendering as to the meaning of the tender, 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 contractor (s). All such correspondence shall be returned with the Tender Documents and shall form part of the contract.

### 1. Tender and commission timetable

The anticipated timetable for submission of the Tender, shortlisted presentations, completion of the project and interim milestones, are set out below.

Milestone	Start Date
Dispatch of Tender Documents & quotes requested	10/8/2017
Final date for raising clarifications with CDC	17/8/2017
Deadline for responses to clarifications	21/8/2017
Deadline to return the Tender to CDC	25/8/2017
Evaluation of Tender by Invest in Cornwall	W/C 28/8/2017
Successful tenderer notified	W/C 4/9/2017
Contract sent by post to successful Tenderer	W/C 4/9/2017
Signed Contract returned by post to Invest in Cornwall	W/C 11/9/2017
Project start up meeting	W/C 18/9/2017
Project end	20/9/2018





## 12. 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(s) can evidence their ability to meet these requirements when providing the services under this Contract.

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

### *Equality and Diversity*

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

### *Environmental Policy*

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

### *Indemnity and Insurance*

The contractor(s)/supplier must effect and maintain with reputable insurers such policy or policies of insurance as may be necessary to cover the supplier'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
- Professional indemnity 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.

### *Freedom of Information Legislation*

CDC may be obliged to disclose information provided by bidders in response to this 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). Tenderers 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.

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

#### *Prevention of Bribery*

Tenderers are hereby notified that CDC is subject to the regulations of the Bribery Act 2010 and therefore has a duty to ensure that all tenderers will comply with applicable laws, regulations, codes and sanctions relating to anti-bribery and anti-corruption including, but not limited to, this legislation.

#### *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.

#### *Conflicts of Interest*

Tenderers must provide a clear statement with regard to potential conflicts of interests. Therefore, **please confirm** 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.

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.

#### *Exclusion*

CDC shall exclude the tenderer 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

#### *Sub-contracting*

Tenderers should note that the sub-contracting of aspects of this Contract will not be considered.

#### *Content ownership*

By submitting a tender application, the tenderer acknowledges that the copyright to all material produced during the project will be the property of Invest in Cornwall

#### *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.

### **13.Disclaimer**

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

Tenderers must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their tender responses. Information supplied to the tenderers by CDC or any information contained in CDC's publications is supplied only for general guidance in the preparation of the tender response. Tenderers 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 tenderers 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 tenderers during the procurement process.

