

**INVITATION TO TENDER**

**For IFB2018 brand creative services**

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# Introduction

Liverpool Vision now invites quotations for the supply of brand creative services for the International Festival for Business 2018 (IFB2018).

Tenderers will need to respond to the requirements listed, considering the evaluation criteria specified and submitting via the process and timelines as indicated.

# Liverpool Vision

Liverpool Vision is a company limited by guarantee, wholly owned by Liverpool City Council.  Its business plan, activities and finances are overseen by a Board of Directors, chaired by the Mayor of Liverpool.  Vision’s purpose is to generate jobs and investment in the city.  It does this by marketing it as a business, investment and leisure location, through the Marketing Liverpool team and by working with the private sector in the city and internationally to generate investment projects.

Liverpool is a global city, one that’s proud of its heritage and culture but also passionate about looking to the future. That makes it an inspiring and exhilarating place to do business.

With a global perspective and exceptional economic strengths, Liverpool is recognised as one of the UK’s leading business destinations. Blue-chips, start-ups, entrepreneurs and emerging talent are attracted to Liverpool by investment opportunities, business benefits and an outstanding quality of life. That’s where we fit in at Liverpool Vision.

Liverpool Vision is the city’s economic development company that integrates economic development and business and enterprise support designed to accelerate the city’s growth and build a sustainable economy.

We are the company creating an environment for growth, generating a long term impact in both the supply and demand sides of the economy. Liverpool Vision also plays a huge role in transforming perceptions of Liverpool, by communicating positive messages about the city to local, national and international audiences, reaching many hundreds of businesses and opinion formers.

Liverpool Vision has three (directorates) related functions:

* Marketing Liverpool.
* Invest Liverpool.
* International Festival for Business.

Each directorate is overseen by an experienced director, leading a dedicated team of staff. They are supported by a small support function providing business planning and development services, financial management and human resources skills.

Marketing Liverpool includes the Liverpool Convention Bureau.

You can find out more at [www.liverpoolvision.co.uk](http://www.liverpoolvision.co.uk) and [www.itsliverpool.com](http://www.itsliverpool.com)

# Overview / Background

About International Festival for Business:

IFB - The Festival of ideas, learning and connections that inspires internationally ambitious companies to grow.

A biennial gathering of UK and international businesses which is hosted in its home city of Liverpool. It celebrated its second event from 13 June to the 1 July 2016. As one of the largest business events staged in the UK, it included over 100 individual events, welcomed more than 14,000 delegates with almost 2000 attending from overseas. The festival allows participants to attend seminars and events, meet potential clients via a match-making system and also receive advice from experts.

The International Festival for Business is now heading towards its 3rd edition and, whilst it has delivered significant success to date, there is a now a renewed focus and need to better communicate with our target audience, enhance the quality of the experience and develop a more bespoke programme of events in order to become more relevant and appealing.

The brand is failing to speak to our target audience with sufficient clarity. It is currently perceived as corporate and cold, unattainable, confusing, intimidating, too broad and not tailored. It is perceived as a high level government event, professional irrelevant and slightly out of reach to small, medium sized businesses.

The festival is still largely unknown by many UK and international businesses and due to this, the festival needs to grow its awareness presence, audience and appeal in order build on the success to date.

The next edition of the festival will take place over 2 weeks in June 2018. Over the course of 2017 we will launch a series of PR and marketing campaigns to ensure we are seen by a much wider audience as well as re-engage with our customers, partners and sponsors.

**MISSION:**

Enable all delegates and participants attending to secure tangible business benefits and value

Inspire, influence and stimulate business ideas and understanding within an enjoyable environment

**VALUES:**

Please see appendix 3.

**VISION:**

To become **THE** global event destination for businesses across a number of sectors who want to share knowledge and ideas, trade, innovate, network and learn. It celebrates the energy, social contribution and value of global business.

**Problem:**

The festival aims to provide a single platform for businesses from a variety of sectors who are aiming to grow and develop. The broad nature of the festival is a challenge as we are aiming to attract visitors and businesses from a wide range of sectors. This is being addressed in 2018, by ensuring our programme of events has sector specific days and single market focus weeks, i.e. ‘China week’, ‘India week’, ‘Americas week’. However, many may fail to see direct relevance unless we communicate our offer effectively and become visible within those sectors.

In addition, many UK businesses hesitate in taking the export leap and, research by the DfIT, shows this is often down to a perception issue and lack of knowledge in understanding whether their product will appeal to overseas buyers. The festival has a mandate to help businesses make an educated choice and understand the full scope of opportunities in trading further afield.

Our offer to the delegates positions the following opportunities for any attending delegate to the Festival as below:-

1. SELLING your product, service or investment offer in our International Marketplace comprising of 100 high quality exhibitors displaying a vast array of innovative products and services from around the world.

2. MEETING International Buyers – Investors – Innovators – Sellers – Business Partners in a formal “Meet The Buyer” appointment mechanism or informally through our planned APP which will allow you access to attending delegates to arrange a more speculative business meeting. If you are a UK business this means that you can effectively carry out International Business, meaning that you need to travel short haul to Liverpool to expedite business without investing in all of the costs of travelling around the globe to effect the same objective.

3. Take advantage of our INSPIRING free to enter day programme of Blue Skies Events, which include your opportunity to hear the latest advice on International Business Topics, trending Innovations. Finally at the end of the day prepare to be “wowed” by our sparkling Blockbuster Speaker programme of World Class orators.

4. LEARNING across a range of daily “Sector Themes” about how to overcome the latest issues and barriers to growth, in our purpose built suite of Auditoria in our Event Zone.

5. As an ambitious business you will doubtless wish to access the opportunity of EXPORTING your products and services to markets that you have yet to enter. The Festival for Business is the perfect platform to seek both export opportunities and accompanying advice to de-risk your entry into new markets and prepare your organisation for the legal, logistical and intellectual challenges that this venture can sometimes bring. We partner both with Exporting Is GREAT and International Promotion Agencies who will be in attendance to assist you during your visit. Additionally, you will have the opportunity to grow your business by attending one of our How To Do Business with our 3 headline markets, one per week, comprising “The Americas” – “India” & “China”, whilst also being in the presence of International Country and UK Core City Pavilions, who will explain to you the offer that they can provide to your business directly from the Marketplace within the Festival venue itself.

A crowded business events marketplace means many events already exist which appear similar within this space, we must stand out and ensure we speak our customers’ language and we are seen as a credible and valuable voice and resource. We are a festival and therefore we celebrate business, our environment is designed to help people connect, learn and trade.

The UK’s current geopolitical situation is complex with some significant challenges ahead which may deter some from engaging with us if we are purely seen to be single minded in encouraging businesses to export. We aim to enable informed decisions rather than force outcomes.

Our new identity should help position the festival in a whole new dimension. It must set us apart from the many other business events which already exist. As a festival, we celebrate, we offer a relaxed and enjoyable environment whilst being credible, trusted and respected.

**Now**

* Largely unknown by many businesses
* Confusing and unclear about our offer
* Appear to be about ‘big business’
* Appear too closely aligned to government
* Lack creativity and energy

**Future**

* We are open, global and unbiased
* We are widely recognized as a key biennial event
* We are clear about our offer
* We welcome all, but focused on behaviours and attitudes
* We are supported by government, but we have no government agenda
* We are creative and energetic
* We can mix business with fun
* We celebrate the culture of business in all its forms
* We are our customers, understand their needs and help them realise their potential

# Requirement

We want the event to continue to grow in momentum, for stakeholders to share and love the refreshed brand, but most importantly for it to resonate with our key audiences and help internationally ambitious SMEs realise their potential.

There are 4 main deliverables for this tender, they are:

* Development of the event name
* Development of event brand architecture
* A refreshed visual identity & brand guideline
* Brand campaign creative direction

Moving away from:

* Stuffy
* Corporate
* Cold
* Telling style platform delivered in the IFB2016 iteration

Please note: The below users and stakeholders should be directly targeted with the above tasks.

**End User**

* Enterprising SMEs worldwide on a quest to expand
* Corporates looking to go beyond their traditional business models and connect with a wider business audience
* Global start-ups that want to find new markets
* Influencers and innovators who want a wider network
* Established businesses looking for ways to innovate
* Young people looking to enter the world of business and enterprise
* Thought leaders

**Stakeholders**

* Sponsors – mostly large corporate organisations
* UK government
* Nationwide businesses as per end user
* London and South East businesses (as the UK’s global centre for business)
* Liverpool City Region businesses (as host city)
* North West region businesses (as host region)
* Existing database of 30,000 businesses/past participants
* Key UK and international business membership organisations
* UK and international conference and event organisers
* IFB2018 sounding board (as our lead advisers)
* Internal IFB2018 delivery team
* Liverpool Vision team (host organizing body)
* Suppliers

# Structure of the Invitation to Tender

This Invitation to Tender (‘ITT’) is divided into a number of specific sections:

## 1. ITT Instructions.

These instructions should be followed to ensure that your response covers all areas and is in the correct format and structure. By submitting a response to the ITT you are declaring that you comply with all the relevant sections and stipulations.

## 2. Deliverables

This section provides the details of LV’s specific requirements and your Response should ensure these are referred to.

## 3. Responses Required

Sections 3, 4 and 5 indicate the information that tenderers are to provide.

## 4. General company information required

This section requests certain general information about you or your organisation.

## 5. Additional information required

This section provides you with an opportunity to submit additional information in support of your submission.

# 1. ITT Instructions

Please note that by submitting a response to this ITT that you agree and comply with all parts of the ITT Instructions section.

## 1.1 General Instructions

1.1.1 This document is made available on the condition that the information contained within it is used solely in connection with the competitive process for this ITT and for no other purposes.

1.1.2 Whilst reasonable care has been taken in preparing this document, the information within it does not purport to be comprehensive or to have been independently verified. LV accepts no liability or responsibility for the adequacy, accuracy or completeness of any information stated. No representation or warranty, express or implied, is given by LV or any of its representatives with respect to the information contained herein or upon which this ITT is based. Any liability for such matters is expressly disclaimed.

1.1.3 LV reserves the right, without prior notice, to change, modify, or withdraw the basis of its request and/or to reject all proposals and terminate negotiations at any time. In no circumstance will LV incur any liability in respect of time, effort or costs incurred in regard to either discussions, meetings or time spent in respect of reviewing and/or responding to this document or any subsequent material.

1.1.4 This document is not intended to provide the basis for any investment decision. The recipients of this document must make their own independent assessment of the requirements after making such investigations and taking such professional advice as it deems necessary.

1.1.5 The information in this document shall be kept confidential by the Tenderer and may not be copied, reproduced, distributed or passed to any other persons, at any time, without the prior written authorisation of LV. Ownership in any response to this ITT shall be vested in LV upon delivery of the same and such response shall only be returned at the sole discretion of LV and at the recipient’s cost.

1.1.6 This ITT is not a purchase order and does not constitute an offer capable of acceptance. This ITT does not commit LV or any official of it to any specific course of action. The issue of this ITT does not bind LV or any official of it to accept any proposal, in whole, or in part, whether it includes the lowest priced proposal, nor does it bind any officials of LV to provide any explanation or reason for its’ decision to accept or reject any proposal. Moreover, while it is the intention of LV to enter contract negotiations with the selected Tenderer, the fact that LV has given acceptance to a specific Tenderer does not bind it or any official of it in any manner to the Tenderer.

1.1.7 Without prejudice to any prior obligations of confidentiality you may have, no publicity relating to this ITT or to the acceptance by LV of any ITT response or to the letting of any future contract shall be released by you without the prior written approval of LV.

1.1.8 You shall be deemed to have examined before the submission of your tender response, all the provisions in this ITT as well as regulations and other information relevant to your tender response, and to have fully considered the risks, contingencies, and other circumstances, which could affect the tender response. You shall be responsible for obtaining all information by the making of reasonable and prudent inquiries and, by prior arrangement.

1.1.9 By submitting a Tender Response the Tenderer represents that it has read and understood the ITT. The Tenderer will consider the contents of any submitted tender response as an offer to contract.

1.1.10 Any attempt by Tenderers or their advisors to influence the contract award process in any way may result in the Tenderer being disqualified. Specifically, Tenderers shall not directly or indirectly, at any time:

(a)      Revise or amend the content of their Tender in accordance with any agreement or arrangement with any other person, other than in good faith with a person who is a proposed partner or supplier;

(b)      Enter into any agreement or arrangement with any other person as to the form or content of any other Tender, or offer to pay any sum of money or valuable consideration to any person to effect changes to the form or content of any other Tender;

(c)      Enter into any agreement or arrangement with any other person that has the effect of prohibiting or excluding that person from submitting a Tender;

(d)      Canvass LV or any employees or agents of LV in relation to this procurement; or

(e)      Attempt to obtain information from any of the employees or agents of LV or its advisors concerning another Tenderer or Tender; or

(f)       Offer, pay, promise to pay, or authorize the giving of any financial or other benefit to any person for the purpose of obtaining an improper advantage, or otherwise conduct themselves in a manner contrary to any anti-bribery or anti-money laundering legislation and/or regulations in the broadest sense (whether issued by the EU, the US, the UN or any other body) or any other such rule or legislation that may apply from time to time.

1.1.11 Tenderers are responsible for ensuring that no conflicts of interest exist between the Tenderer and its advisors, and LV and its advisors and Partners. LV reserves the right to disqualify any Tenderer that is guilty of any misrepresentation in relation to its Tender or the tender process.  Any Tenderer who fails to comply with the requirements of this clause may be disqualified from the procurement process at the discretion of LV.

1.1.12 Only information provided as a direct response to this ITT will be evaluated. Information and detail which forms part of general company literature or promotional brochures etc. will not form part of the evaluation process. Marketing material should not be included with your tender response. Supplementary documentation may be attached where you have been directed to do so. Such material must be clearly marked with the name of the organisation and the section to which it relates. All sections must be answered unless advised otherwise.

1.1.13 Please note that we may require clarification of the answers provided or ask for additional information.

1.1.14 The response should be submitted by an individual of the organisation, company or partnership who has authority to answer on behalf of that organisation, company or partnership.

1.1.15 Should there be any obvious typographical errors or misunderstandings in the ITT documentation then clarification should be sought. However, if the response is found to misrepresent facts, the documents will be deemed void. In the case where the error or misrepresentation is not discovered until after the contract is awarded, we reserve the right to determine the contract and costs incurred by us as a result of the determination shall be recoverable from the Tenderer under the contract.

1.1.16 If applying on behalf of a **consortium**, please list the names and addresses of all other members of the consortium. Any contract will be entered into with the nominated lead organisation and all members of the consortium, who will in these circumstances each be required to execute said contract together with all ancillary documentation, evidencing their joint and several liability in respect of the obligations and liabilities of the contract. It will be for members of the consortium to resolve their respective duties and liabilities amongst each other. For administrative purposes, any associated documentation will be sent to the nominated lead organisation.

1.1.17 If sub-contractors are proposed to assist in the delivery of the service, please list the business names, registered offices, addresses and specific areas of service which they will deliver.

1.1.18 It is the responsibility of tenderers to ensure that their tender is delivered not later than the appointed time. LV does not undertake to consider tenders received after that time unless clear evidence of posting is available (i.e. a clear post mark and/or certificate of posting). It should be noted that mail is not delivered directly to the recipient but through a central post room. This may delay receipt of post, and allowances should be made.

1.1.19 Whilst LV is committed to selecting a supplier or suppliers, it reserves the right not to accept any proposals or award the contract.

1.1.20 LV does not bind itself to accept the lowest or any tender, and reserves the right to accept a portion of any tender, unless the tenderer expressly stipulates otherwise on his tender. The right is also reserved to award more than one contract.

1.1.21 Where a framework contract is intended, LV reserves the right to appoint one or more suppliers to such framework and to run various subsequent mini competitions in the award of specific pieces of work, pursuant to the contract.

## 1.2 Freedom of Information

1.2.1 LV is subject to The Freedom of Information Act 2000 (“Act”) and The Environmental Information Regulations 2004 (“EIR”).

1.2.2 As part of its duties under the Act or EIR, it may be required to disclose information concerning the procurement process or the contract to anyone who makes a request.

1.2.3 If the prospective Tenderer considers that any of the information provided in their response is commercially sensitive (meaning it could reasonably cause prejudice to the prospective Tenderer if disclosed to a third party) then it should be clearly marked as "Not for disclosure to third parties” together with valid reasons in support of the information as being exempt from disclosure under the Act and the EIR.

1.2.4 LV will endeavour to consult with the prospective Tenderer and have regard to comments and any objections before it releases any information to a third party under the Act or the EIR. However LV shall be entitled to determine in its absolute discretion whether any information is exempt from the Act and/or the EIR, or is to be disclosed in response to a request of information. LV will make its decision on disclosure in accordance with the provisions of the Act or the EIR and will only withhold information if it is covered by an exemption from disclosure under the Act or the EIR.

## 1.3 Responding to the ITT

1.3.1 **Two written copies** of your response should be submitted in a sealed envelope, stating “IFB2018 Brand Creative tender” and marked for the attention of: Connor Reilly,Purchasing Assistant, Liverpool Vision, 10th Floor, The Capital, 39 Old Hall Street, Liverpool, L3 9PP, **this should include a soft copy, stored on an electronic memory device.**

We appreciate the environmental impact and request therefore that where practical duplex printing on environmentally friendly paper is used and that additional materials not directly related are **not** included.

Certain documentary requirements that are indicated by asymbol need only be submitted in electronic format.

If delivering by hand, please be advised that because of a barrier system in a shared building, you will need to ask reception in the Capital Building to phone Liverpool Vision (0151) 600 2900 that your submission has arrived for collection.

Envelopes must **not** indicate the identity of your organisation.

1.3.2 In responding to this ITT you specifically agree the following:

1.3.2.1 Having examined all parts of the ITT that the supply of the Goods and/or Services to LV will be at the rates/prices as provided. All prices must be quoted on the basis indicated in the accompanying documents, except where the tenderer proposes alternative priced procedures, and should **exclude VAT.** Discounts for prompt payment should be stated. The basis of the price shall be inclusive of all costs and delivery to LV.

1.3.2.2 That any other terms or conditions or any general reservations which may be printed on any correspondence emanating from the tenderer in connection with this tender or with any contract resulting from this tender, shall not be applicable to the on-going relationship between LV and the selected supplier(s).

1.3.2.3 That any contract whatsoever that may result from this tender shall be subject to the laws of England and Wales as interpreted in an English Court.

1.3.2.4 The prices quoted and all other information supplied in this tender are valid and open to acceptance by LV for a period three calendar months from the tender return date specified in the ITT

1.3.2.5 The essence of competitive tendering is that LV shall receive bona fide competitive tenders from all companies tendering. In recognition of this principle, any response is declared to be a bona fide tender, intended to be competitive and that you have not fixed or adjusted the amount of the tender by or under or in accordance with any agreement or arrangement with any other person.

1.3.2.6 You declare that you have not done and undertake that you will not do any of the following acts:-

(a) communicate with a person, other than the person calling for this tender, the amount or approximate amount of the proposed tender.

(b) enter into any agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any tender to be submitted.

(c) offer to pay or give, or agree to pay or give, any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tender or proposed tender for the requirement any act or thing of the sort described above.

In this declaration the word "persons" includes any person and anybody or association, corporate or incorporate. The words "agreement or arrangement" include any such transaction, formal or informal, whether legally binding or not.

## 1.4 Indicative Timetable

This timetable is indicative only and LV reserves the right to change it at its absolute discretion.

|  |  |
| --- | --- |
| Issue of ITT | 14th December 2016 |
| Opportunity to raise items for clarification ends | 21st December 2016 |
| LV respond to clarification questions | 22nd December 2016 |
| Return of completed response to ITT | 3:00pm on the 11th January 2017 |
| Indicative award, subject to contract | 13th January 2017 |
| Contract Commencement | Immediately upon award |

There is an opportunity to ask LV for further information to assist you in the preparation of your responses during the Items for Clarification period. If you have an Item for clarification please e-mail Connor Reilly (creilly@liverpoolvision.co.uk). Please note that responses to these Items for Clarification from LV may be posted on the LV website on or around the given day, rather than a response via e-mail. It is your responsibility to make checks on the LV website for updates.

## 1.5 Evaluation

Tender Responses will be evaluated using the following criteria:

|  |  |
| --- | --- |
| **Creative approach, methodology** | 35% |
| **Relevant experience, capability and resource** | 30% |
| **Value for Money** | 35% |

Successful tenderers will also be expected to have suitable financial stability to undertake these pieces of work and to have insurances and policies in place that are adequate to undertaking payment from public funds (as detailed in the general organisation requirements in Section 3.5 and Section 4 of this ITT). These requirements are mandatory and, if not satisfied, then LV reserves the right at its absolute discretion not to award a contract irrespective of how the tenderer has scored using the evaluation criteria.

**Responses, other than Price, will be measured as follows: -**

|  |  |
| --- | --- |
| 0 | No response or partial response and poor evidence provided in support of it. Does not give confidence in the ability of the Tenderer to deliver the services. |
| 1 | Response is supported by a weak standard of evidence in several areas giving rise to concern about the ability of the Tenderer to deliver the services. |
| 2 | Response is supported by a satisfactory standard of evidence in most areas but a few areas lacking detail/evidence giving rise to some concerns about the ability of the Tenderer to deliver the services. |
| 3 | Response is comprehensive and supported by good standard of evidence. Gives confidence in the ability of the Tenderer to deliver the services. Meets the requirements. |
| 4 | Response is comprehensive and supported by a high standard of evidence. Gives a high level of confidence in the ability of the Tenderer to deliver the services. May exceed the requirements in some respects.  |
| 5 | Response is very comprehensive and supported by a very high standard of evidence. Gives a very high level of confidence the ability of the Tenderer to deliver the services. May exceed the requirements in most respects. |

An **example** of scoring using the method above: a supplier is rated at 3.7 out of a possible 5. The weighting for that particular criteria is 30%.

To calculate their actual score: - (3.7 / 5.0) x 30 = **22.2%** (out of a possible 30%).

All the actual scores will be added together give an overall assessment out of 100%.

**Price will be evaluated using the following method:**

35% will be awarded to the lowest priced bid and the remaining Tenderers will be allocated scores based on their deviation from this figure.

For example, if the lowest price is £40 and the second lowest price is £42 then the lowest priced Tenderer gets 35% (full marks) and the second placed Tenderer gets 33% and so on. £40/£42 x 35 = 33%).

2. Deliverables

This brief poses a creative challenge at a pivotal moment in the development of the event and the results will help us advance the journey we are already on.

This is a creative brief but agencies pitching for this contract are advised not to propose any further workshops or adaptation of the objectives of the event or insights from our audiences. We do not have the resource or time to undertake that process and do not feel that it’s necessary.

Please take into account the work already undertaken and insights provided in this document.

We want the event to continue to grow in momentum, for stakeholders to share and love the refreshed brand, but most importantly for it to resonate with our key audiences and help internationally ambitious SMEs realise their potential.

There are 4 main deliverables for this tender, they are:

* Development of the event name
* Development of event brand architecture
* A refreshed visual identity & brand guideline
* Brand campaign creative direction

	1. **Development of event name.**

‘IFB’ and ‘International Festival for Business’ have some traction in the market place, and after just 2 editions, we do not feel that it is necessary to dispense with this name completely. However, the event name does not portray the purpose of the event clearly enough and we believe that a clearer positioning statement or new event name could take a more prominent position as discussed earlier in this brief i.e. ‘Go Global, at the International Festival for Business’ or ‘Go Trade at the International Festival for Business’. In time, the new positioning statement/event name could supersede IFB/International Festival for Business completely.

* **This brief requests a recommended positioning statement or new event name that can run in parallel with IFB/International Festival for Business.**
* **Event names must be assessed for trademark and copyright potential and be appropriate for international use.**
	1. **Development of a brand architecture for the event**

The event’s objectives and purpose are clearly laid out in the document. We are clear about our vision, mission, aims and objectives

* **This brief requests a brand architecture for the event including: top line narrative and key messages per audience (taking into consideration international and domestic audiences); tone of voice and personality.**
	1. **A refreshed Visual identity & Brand Guidelines.**

The refreshed event logo, graphic suit and overall toolkit need to improve the profile of the event and portray its dynamic and professionally relevant aspects.

* **Hence, this work will necessitate additional work on the following:**
* A new event logo.
* Brand treatments for China, India and Americas weeks
* Graphic suit – typeface, colour palette.
* 3rd party/sponsor/partner usage guidelines based on the master brand.
* Photography style development
	1. **Brand campaign creative direction**

Following from the agreement on an event name, visual identity and brand, the Festival for Business will be launching a brand campaign in early 2017 which will aim to reposition the festival and attract the attention of our target audience.

The campaign will seek to position the festival as the must-visit event in 2018 and the creative direction must have sufficient depth to allow our story to develop and unfold over the next 17 months into the start of the festival in June 2018. Whilst the event is still some time away, there must be an urgency to register on the IFB2018 website to connect with the festival and receive updates.

With a focus on digital and social media, our new campaign will seek to capture the imagination of our audience and help deliver, new followers, traffic and registrations to our new website as follows:

* 5000 new followers on Twitter
* Launch a Facebook page, attract 1500 followers
* Launch an Instagram page, attract 1500 followers
* Relaunch our LinkedIn page, attract 1500 followers
* 5000 new website registrations

**Results of the above requirements will be seen as successful by:**

1. **The Business**:

How could this be articulated?

Greater visibility and exposure for the Festival. Greater number of quality participants, the festival has wider recognition overall being held in high regard and seen as a credible, quality, must-visit event.

1. **The End User / Consumer / Clients / Key Audiences**What would we want them to think or do as a result of this project output?

“The event cannot be missed; I need to be there. I need to maximise on the opportunity, network, learn, inspire and be inspired. I want to get involved, trade, sponsor, engage with the festival.”

As a key focus ensure we maximize on the opportunities offered by market-led weeks: China, India and Americas

They must believe they will be exposed to world class thinkers, challenging forums, practical workshops, a belief in diversity of people and approach, one to one mentoring, introduction to latest trends and analysis, tailored networking events, new ideas, market place and a social programme in one of the world’s most creative cities.

1. **The Team (personal success)**

The team has managed to effectively redefine our value proposition and we have developed a clear and concise narrative which appeals to our target audience.

# 3. Tender Responses Required

## 3.1 Evaluation Questions

## 3.1.1 Creative Approach and Methodology (35%)

Please provide the following:

1. Provide direction and options in evolving the name of the festival or enhancing the current proposition with a new positioning statement.
2. Ensure names or statements are assessed for trademark and copyright potential and are appropriate for international use.
3. Demonstrate an understanding of the brief and the problems it is trying to solve by providing a systematic approach to the development of the festival brand.
4. Describe how the project would be managed to ensure deadlines are identified, worked to and achieved.

## 3.1.2 Experience, Capability, Resource (30%)

Please provide the following:

1. Examples and case studies of previous, relevant work and the processes followed in the area of brand and successful campaign development.
2. Examples of previous, relevant work in the area of development of brand architecture. This must include top line narratives and key messages per audience, taking into account UK and international audiences and including tone of voice and personality
3. Examples of previous work as well as direction and options in the development of a new visual identity and brand guidelines. This must include graphic suit, typeface and colour palette. Consideration must be given to usage guidelines for 3rd party sponsors and partners, based on the master brand as well as treatments of festival market focus weeks – China, India and Americas.
4. Examples and new direction for photography and videography style development.
5. The key principles for new creative direction for the launch of a festival brand campaign for 2017, with successful examples.
6. Confirmation and details of team and its availability, having a relevant track record in delivering similar work on time and within budget.
7. Timescales for delivery and process for adaptations following feedback.
8. Identification of any proposed use of subcontractors, consultants or freelance support for the delivery of this project, including details of those sub-contractors proposed.
9. Details on any accreditations and awards for campaigns or activity of similar nature.

## 3.1.3 Value for money and total cost of ownership (35%)

Please provide the following:

1. A full breakdown of costs separately, for:
* The creation of the brand (naming, visuals, architecture, guidelines and treatments)
* Brand campaign development/direction

Costs must be clear, transparent and for the total life of the project, including any adaptations to meet the needs of the new brand and the campaign direction

Include details of the team, rates and an overall total proposed cost for the project, inclusive of expenses but exclusive of VAT.

1. Any opportunity for added value or additional commercial benefits

## 3.2 Insurance requirements

The appointed supplier will be required to maintain appropriate levels of insurance in a number of areas. Please complete the enclosed table and supply copies of relevant policies  as appropriate:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Area | Level of cover expected | Level of cover currently held | Level of cover to be provided  | Further details |
| Public liability | £10m |  |  |  |
| Employer’s liability | £5m |  |  |  |
| Material Damage | £1m |  |  |  |
| Professional Indemnity | £5m |  |  |  |

Please note that the insurance cover detailed above needs to be in place before activities commence in pursuance of the services required and will not be considered as part of the costs under the contract between LV and the selected supplier.

## 3.3 Health and Safety

The appointed supplier will be required to ensure that all elements of your services are planned and implemented in accordance with best practice set out in the Health and Safety Executive (HSE) Event Safety Guide (the ’Purple Guide’) and other such guidance appropriate to your business, and to provide a specific detailed risk assessment of all Health and Safety issues associated with the service.

Please confirm your acceptance of this.

## 3.4 Business Continuity

Please provide a copy of your organisation’s business continuity plan (“BCP”) and specifically state how this would be applicable to the service requirements of LV.

## 3.5 Key Performance Indicators and Service Level Agreements

Please provide your proposed Key Performance Indicators (KPIs) and Service Level Agreements (SLA) to monitor and support the proposed service.

Your proposed KPIs and SLAs should be clearly defined and objectively measurable and should set out:

* The part of the Services they are measuring;
* The way in which the quality of the relevant part of the Services will be measured; and
* The measurement period

It is important that the KPIs and SLAs you propose are, as far as possible, as simple and clear as the circumstances allow and would thus easily slot into Agreement attached at Appendix 1 of this ITT.  Please note that, where required, we may wish to include a service credit regime and/or specific rights of termination in this Agreement.

## 3.6 Quality

Please provide details of how you manage quality and whether you hold any relevant quality accreditations or industry specific accreditations.

## 3.7 Conflicts of interest

Identify any potential conflicts of interest relating to this contract.

## 3.8 Customer References

Please provide 2 relevant customer corporate references within the last three years on a comparable scale and relevance. No more than ½ a page. Provide contact details for LV to speak to the referees at an appropriate time.

## 3.9 CSR

3.9.1 Please confirm your commitment to comply with any reasonable environmentally related requests.

3.9.2 Please provide details of any environmental accreditation.

3.9.3 Please show what approach you have taken to ensure sustainability through the active involvement in Corporate Social Responsibility on a project of comparable scale and relevance.

3.9.4 Please provide your Company’s CSR Statement

3.9.5 LV strive to promote and support businesses in its region, having regard for the Public Services (Social Value) Act 2012. Please provide any evidence of how your services would address this requirement.

3.9.6 To improve the quality of life for low paid individuals and provide for a positive impact on the local economy, Liverpool Vision is committed to paying the Living Wage to its Staff. We would encourage other organisations providing services to Liverpool Vision to adopt this approach with their own staff, whilst ensuring they continue to offer best value and quality within an affordable business model. In the UK there is a statutory Minimum Wage, the Living Wage is a higher figure which is voluntary and is calculated by The Living Wage Foundation.  Currently the Living Wage outside of London is £ £8.25 per hour but this will be regularly updated and it applies to those over 18 years of age but excludes apprentices or interns. Please describe your policy in this respect.

# 4. General company information required

Please provide a suitable response to the following requirements:

## 4.1 Organisation information

|  |  |
| --- | --- |
| 4.1.1 | Full name of organisation (this should be the name of the organisation acting as prime contractor, where applicable). |
|  |  |
| 4.1.2 | Trading name of organisation (if different from above). |
|  |  |
| 4.1.3 | Date of formation |
|  |  |
| 4.1.4  | Registered number if a limited company (please supply a copy of the certificate of incorporation and any certificate of change of name) |
|  |  |
| 4.1.5 | Registered address of organisation **and** address of principal trading office  |
|  |  |
| 4.1.6 | Name and contact details of individual to act as **the prime point of contact** in relation to the tender process |
|  |  |
| 4.1.7 | Phone number (if different from above) |
|  |  |
| 4.1.8 | E-Mail Address (if different from above) |
|  |  |
| 4.1.9 | Address and phone number of office from where business would be conducted in support of this contract, if different from the above  |
|  |  |
| 4.1.10 | Full names of all directors/company secretary/ partners/associates or proprietor  |
|  |  |
| 4.1.11 | Have any of the persons named in 4.1.10 above, been subject to bankruptcy proceedings or been involved in an organisation which has been subject to liquidation proceedings or had receivers appointed? If yes, please give details. |
|  |  |
| 4.1.12 | Have any of the persons named in 4.1.10 above, been convicted of any criminal offence, apart from minor traffic offence? If yes, please give details. |
|  |  |
| 4.1.13 | Do any of the persons named in 4.1.10 above, have relative(s) who are senior employees of the LV? If yes, please provide details. |
|  |  |
| 4.1.14 | Have any of the persons named in 4.1.10 above, ever been employed by the LV? If yes, please give details. |
|  |  |
| 4.1.15 | If your organisation is a member of a group of companies, give the name and address of the holding company |
|  |  |
| 4.1.16 | Please state the approximate number of employees in your organisation and companies acting in partnership (where relevant), who are specifically engaged in delivering similar services to those proposed by LV. |
|  |  |

## 4.2 Financial Information

|  |  |
| --- | --- |
| 4.2.1 | Please state the full name and contact details of the person in your organisation who will be responsible for financial matters relating to this contract. |
|  |  |
| 4.2.2 | Please enclose copies of your organisation’s most recent audited accounts and annual reports. This should include: Balance Sheet, Profit and Loss Account, Full notes to the accounts, Director’s Report/Auditor’s Report. |
|  |  |
| 4.2.3 | If you have submitted accounts for a year ending more than 10 months ago, please confirm that the organisation described in the enclosed accounts is still trading. Also supply a statement of turnover since the last set of published accounts. |
|  |  |
| 4.2.4 | If your organisation’s accounts and annual reports are consolidated into those of your parent company or group, then for each of the last two years please provide for your organisation, your organisation’s turnover, profit before tax and net assets. |
|  |  |
| 4.2.5 | Are there any outstanding claims or litigation against your organisation with regard to systems and / or service delivery? If yes, please give details. |
|  |  |
| 4.2.6 | Please state the name and address of your bankers |
|  |  |
| 4.2.7 | Please supply your VAT registration number. |
|  |  |

## 4.3 Equal Opportunities

LV expects all suppliers and contractors to operate within its Equal Opportunity Policy.



|  |  |
| --- | --- |
| 4.3.1 | Is it your policy as an employer to comply with your statutory obligations under the Equality Act 2010and, accordingly, your practice not to treat one group of people less favourably than others in matters of:* Employment
* Service delivery

\*Please enclose a copy of your Equal Opportunities Policy |
|  |  |
| 4.3.2 | In the last three years, has any finding of unlawful discrimination been made against your Organisation by any court of law or industrial tribunal?  |
|  |  |
| 4.3.3 | In the last three years has your Organisation been the subject of formal investigation on grounds of alleged unlawful discrimination by The Commission for Equality and Human Rights or any other commission? |
|  |  |
| 4.3.4 | If the answer to 4.3.2 is or 4.3.3 is yes, what steps did you take in consequence of that finding? |
|  |  |
| 4.3.5 | If your organisation is not subject to UK legislation, please supply details of your experience in working under equivalent material legislation, which, in your country, is designed to eliminate discrimination in relation to Race, Gender, Disability, Sexual Orientation, Religion or Belief and Age and to promote equality of opportunity. |
|  |  |

## 4.4 Health and Safety

|  |  |
| --- | --- |
| 4.4.1 | Please enclose a copy of your Organisation’s and proposed partners Health & Safety Policy and / or other declaration, information or instruction issued by your Organisation as necessary, to protect the health, safety and welfare of your employees. |
|  |  |
| 4.4.2 | In the last three years has your Organisation or proposed partner been prosecuted for contravention of the Health & Safety at Work Act 1974 or equivalent national legislation, or been the subject of a formal investigation by the Health and Safety Executive or similar body charged with improving health and safety standards? Please provide details. |
|  |  |

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## 4.5 Professional Conduct

|  |  |
| --- | --- |
| 4.5.1 | Has your Organisation or proposed partners or any employee within these organisations who would be working on this contract, committed a criminal offence relating to the conduct of your business or profession? If so please provide details. |
|  |  |
| 4.5.2 | Is your Organisation or are your proposed partners currently involved with any legal proceedings (including Arbitration or any other form of alternative dispute resolution) with any other organisations including local authorities? If so please provide details. |
|  |  |
| 4.5.3 | Are there any issues, current or likely, in relation to your Organisation or proposed partners that may give rise to any conflict of interest? If so please provide details. |
|  |  |

# 5. Additional Information

Tenderers are invited to provide any additional information in support of their offer. This may include references to any section previously covered, or further information which may be of interest to LV. This may include proposals for suitable pricing structures you consider appropriate for LV, or developments for reducing costs in the provision of the service. It would be helpful to include references to current arrangements, expanding on any possible developments, including the impact on your company and ultimately LV.

Reference should also be made to the impact a contract of this size would have on your business, and the implementation programme you anticipate in meeting this.

# Appendix 1 – Terms & Conditions

This appendix contains the terms of LV’s standard Terms & Conditions for services.

By submitting a Response, the Tenderer is agreeing to be bound by the terms of this ITT and the agreements save as in relation to those areas of the agreements specifically highlighted in the response to Appendix 2. As such, if the terms of the agreements render proposals in the Tenderer’s Response unworkable, the Tenderer must submit full details of the unworkable/unacceptable provisions within the Agreement by completing the Legal Comments Table attached at Appendix 2.

Following receipt of this Response, LV will consider whether any amendment to the Agreement is required. Any amendments will be published through a Clarifications Log and will apply to all Tenderers. Where both the amendment and the original drafting are acceptable and workable to LV, LV will publish the amendment as an alternative to the original drafting. In this case, Tenderer’s should indicate if they prefer the amendment; otherwise the original drafting will apply. Any amendments which are proposed, but not approved by LV through this process, will not be acceptable and may be construed as a rejection of the terms of the Agreement leading to the disqualification of the tender.



# Appendix 2 – Legal Comments Table

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| --- | --- | --- |
| Clause/Paragraph /Schedule | Summary of Issue | Suggested Revisions |
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# **Appendix 3 – Values**

