TEN 422 – PR and Marketing Campaign, Website Design and Development

Response to clarifications – 20th March 2018

Q1. Can you please advise if you require one all-encompassing supplier to provide all the services specified in this tender?

We would be looking for one provider to meet all requirements specified in the tender.

Q2. We are unable to fulfill a number of the Corporate requirements. As a remote workforce we would be unable to comply with the stipulations ie. Health and Safety, Indemnity and Insurance, Equality and Diversity policies etc.  Please advise if this is therefore likely to disqualify our entry.

Although being unable to fulfil the Corporate Requirements would not disqualify you from applying, it would mean that you would fail the first section of assessment and the remainder of your application would not be scored.

Q3. What proportion of PR & Marketing activity do you envisage being directed at global aerospace/space audiences and what proportion directed at Cornwall and Isles of Scilly SMEs?

In the first instance a larger proportion of the PR will be used to attract Cornish SME’s to engage with the programme, and a smaller amount to gain inward investment leads and non-SME’s to collaborate with the Cornish SME’s. Over time as the project is more established, the emphasis of the PR will also change. There will also be a separate PR procurement in the next few months for targeted PR to non SME’s who are interested in working with Cornwall, in the Aerospace or Space sectors.

Q4. Can you please clarify the position on consortia bids. The Invitation to Tender says consortia bids will be considered, but the published clarification response on Contracts Finder says that you are looking for one provider.

Consortia will be considered, but there will be only one contracted supplier. If the successful bidder chooses to outsource services to another company, having shown this will not affect delivery, then that is up to the bidding party.

Q5. Can you please outline the KPIs that will apply to the contract?

KPI’s will be set at the inception meeting to ensure they work for Cornwall Development Company to ensure delivery, but are also practical for the winning bidder. There will be defined pieces of work that can have a payment schedule associated to them, such as design of website, delivery of website, and marketing strategy.

Q6. The tender document calls for the promotion of the project to ‘global corporations in the aerospace and space sector’. How does this differ from activity already being undertaken by Invest in Cornwall?

Invest in Cornwall have a similar remit, but are targeting SME’s wanting to move to Cornwall in six sectors. This tender is for the promotion of all businesses in Cornwall’s Aerospace and Space sectors and non SME’s wanting to invest in Cornwall in the Aerospace and Space sectors.

Q7. When and how do you anticipate procuring digital and print advertising activity?

The procurement of digital and print advertising activity will be in line with ERDF procurement rules and is outside of this tender. We have planned events and activities at which we will use materials to promote the project. We are however looking to increase this activity and are happy to take recommendations from the winning bidder. Suggestions would need to contribute to the delivery of our programme and meet ERDF procurements rules.

Q8. Please can you tell us what’s happened in communications since the initiative started in Jan 2017. What’s worked/hasn’t worked?

Currently the marketing and PR has been done in house and has been on a smaller scale than that asked for in the tender. AeroSpace Cornwall has advertised in Business Insider and Business Cornwall and attended international and national events such as The Paris Airshow, DSEI London, IBC Amsterdam, SmallSat Symposium 2018 in San Francisco, Satellite Show 2018 in Washington DC, Advanced Engineering 2017 in Birmingham, WEAF Conference and RAeS events in London. The events have been successful overall, but we need assistance to generate more interest pre and post events.

Q9. Is there an existing communications supplier (from when the initiative started in Jan 2017)? Who is that and what happened? Would we be liable to TUPE their staff per the core contract?

There has not been a communications supplier for the AeroSpace Cornwall programme to date.

Q10. What momentum has been created since the project originally launched?

How many businesses have located to Cornwall with Aerospace Cornwall’s help? No businesses have committed a move to Cornwall yet as part of this programme. However the Invest in Cornwall team which has been running longer has had success.

Q11. Is there a pool of example businesses that can be used for PR/marketing (as case studies, for example)?

We have a number of businesses that will be in a position to provide case studies in the coming months

Q12. Can we spend the total £55K budget in a different split to the outline in section 5?

The budget splits provided were guides, the overall £55,000 can be split differently as long as the overall tender aims are met.

Q13. What internal resource is available to support the delivery of PR/Marketing? For example, is there an internal resource who will manage the day-to-day posting of materials and responding to comments on social media?

There is resource available on the AeroSpace Cornwall programme to set direction, review and comment on materials.

Q14. Is the cost of printing marketing materials, for example flyers for trade shows, in addition (not included) in the £55K budget?

Print costs and advertisement spend (both traditional and print) are separate from this tender. The estimated budget for digital and print adverting is an additional £35,000 until Oct 2019.

Q15. (Ref: section 7.2) Is the video the only material you would like to explain how we will approach/ deliver the project? Can the video be in addition to a written proposal? Would you accept a proposal in any other format?

Historically we have found that written tender responses can lead to a lack of demonstration of the creativity that a Marketing and PR company has. The video is designed to demonstrate this and is not expected to be costly to the bidding parties. Video content can be simple, effective and show understanding of our programme, the thought process that you would apply to delivery if successful, and examples you have worked on previously. The format is up to you, as long as the video can be viewed online via a standard browser, such as Chrome or Internet Explorer.

The tender asks for a cover letter and examples of previous work to back up the video.

Q16. Do you have a preference on the location of your supplier for this tender? There is no preferred location of the supplier, but having an understanding of the business sector in Cornwall would be of an advantage.

Q17. Do you regard trade shows are being a part of this bid, or will you be pursing trade show activities under a different work-stream, not a part of this tender process? If trade shows are a legitimate part of this process, can the additional budget (£35K) for digital and print advertising be used for exhibiting at trade shows or would this spend have to come out of the main PR and marketing budget?

Trade shows are an important part of the AeroSpace Cornwall programme. Stand build and show costs have a separate budget, but the design of smaller stands/pop ups is to be included in this current tender. The design of large trade shows such as Farnborough International Airshow 2018 are part of a separate procurement process, as the needs are more complex. Print materials for the small shows are included in the £35K budget that is outside of this current tender.

Q18. We intend to put together a consortium/collaboration that brings specialism in skills, experience and sector knowledge. Is it best to have one company leading the tender and subcontracting the other businesses involved or is it best to have all businesses shown equal measure.

Consortia will be considered, but there will be only one contracted supplier. If the successful bidder chooses to outsource services to another company, having shown this will not affect delivery, then that is up to the bidding party.

Q19. How does the existing aerohub website fit within the communication plan for the new site ([aerospacecornwall.org](http://aerospacecornwall.org)). What is the aerohub's websites main objectives compared to the aerospace website?   
The Aerohub website’s current objective is to attract businesses to the Aerohub business park, and the asset that is Cornwall Airport Newquay. AeroSpace Cornwall has a wider brief to increase the whole Aerospace and Space sectors in Cornwall, not solely at the Aerohub and Cornwall Airport Newquay. To help reduce costs and duplicate information, the Aerohub site content will be modified to promote the aerospace sector in Cornwall under the overall banner of AeroSpace Cornwall. Changes to the content of the existing Aerohub website will be outside of this tender. The rest of the AeroSpace Cornwall website, including the Space sector will be developed under this tender.

Q20. What design elements do we need to take from the aerohub?

We are not asking for bidding parties to design the new website prior to the tender being awarded, but for your thought process on how you would go about it. The design elements of the existing Aerohub site can be different from the rest of the site, but the overall experience still needs to work and flow for the user.

Q21. There is a requirement to produce a short video yet there are no evaluation criteria for this. Most agencies don’t have in-house video capabilities (as it is something they would commission and direct). Can you confirm that the quality of the video will not be judged and it will be based on what you are saying within the video to back up the proposal?

Historically we have found that written tender responses can lead to a lack of demonstration of the creativity that a Marketing and PR company has. The video is a designed to demonstrate this, and is not expected to be costly to the bidding parties. Video content can be simple, effective and show understanding of our programme, the thought process that you would go about delivering if successful, the creativity that you bring, and examples you have worked on previously. We are not expecting elaborate videos, and the focus will be on the content.

Q22. Are you looking for the agency to develop the social media strategy, which your team will then implement on a day to day basis or are you looking for the agency to develop the strategy and also implement it on a day to day basis for you?

The winning bidder will develop the social media strategy, and be the lead on implementing it. However AeroSpace Cornwall will post adhoc when at events or if running any competitions via social media.

Q23. The tender document says: "Lead the creative vision for all visual content including animation, infographics, video and photography, working collaboratively with appointed photographer/videographer".

Is animation, infographics, video & photography part of a separate budget? There is a separate budget for photography and video. Infographics are to be included in this tender. If you are able to do animation as part of this tender then that is an advantage. Otherwise animation could come out of the video budget. The video and photo work will be procured separately.

Q24. The project involves promoting the Aerospace and Space sectors.

What's the split between the two sectors? Is there focus on one sector more than the other?

Ideally the split is 50/50 between space and aerospace. The aerospace sector is more established in Cornwall and across the UK. However with the launch of the Cornwall Space Strategy via the Local Enterprise Partnership, and the focus on Spaceport Cornwall, there is real energy to be tapped into regarding space, so the weighting may change as the project evolves.

Q25. The tender includes "Produce marketing materials across digital media and print to include flyers, videos and pop up stands if considered appropriate."

How many marketing materials are to be included within the budget?

For digital media images, I would suggest having a core set of images that are reused over the life of the contract. Articles will evolve over the life of the programme as we have more case studies and if industry news changes our direction. In terms of a total number of images, this is fairly fluid, so a rate per hour or draw down pricing structure with a monthly agreed minimum spend may work better. The cost for traditional printing, digital ad spend and the physical pop ups are separate from this tender, but the design and planning is to be included in this tender.

Q26. PR & Marketing plan includes "Distribute press releases and articles"

What do you mean by "distribute"? Are we responsible for media coverage/column inches or are you open to non-traditional PR approaches?

We are looking for ways to get our message out, so if you have ideas on non-traditional approaches, we would be very happy to hear them. The winning bidder would be responsible for liaising with 3rd party agencies and publications to get the message distributed. The winning bidder would advise AeroSpace Cornwall on which agencies would be suitable, and Aerospace Cornwall would sign off the copy.

