**Invitation to Quote**

**ERDF Place Marketing – Media Relations Framework**

**Term: April 2018 – December 2018**

1. **Overview of Requirements**

Liverpool City Region (LCR) partners (Liverpool, Liverpool LEP, Knowsley, Halton, Sefton, St Helens & Wirral) are working together to attract new investment and jobs to the city region. To position the city region as a leading international investment location, LCR partners have been awarded funding from ESIF (European Structural Investment Fund). The bid aims to attract internationally owned SMEs to the Liverpool City Region.

The project will provide the Liverpool City Region (LCR) with a coherent and transparent strategy for inward investment by delivering key marketing activities and case handling on a city region basis. It will provide the catalyst for a comprehensive inward investment strategy that will transform operational delivery and the region‘s contribution to the Northern Powerhouse. SME inward investments and growth of foreign owned SMEs will be the project focus.

The Place Marketing Programme will plan and implement a range of marketing and communications activities during the programme, which runs until December 2018.

A key component of the Place Marketing Programme is securing national, international and sector specific media coverage for LCR. This would focus on communicating the region’s economic strengths, competitive assets and established and emerging firms to international SMEs.

The objective of this invitation to quote is to establish a framework of approximately three companies with the requisite attributes. Following appointment, each of these companies will be invited to quote for specific pieces of work on an ad-hoc basis. Each ‘request for services’ may specify its own set of award criteria.

1. **The Client**

The client is Liverpool Vision Limited (company registration number 06580889) working on behalf of the Mayor of Liverpool. Liverpool Vision have been commissioned to procure these services on behalf of itself and its City Region Partners for the ERDF Place Marketing Programme mentioned in the overview section. Liverpool Vision shall be, and shall remain the contracting party under any consequential agreement of this tender.

Who Are We?

Working closely with private sector businesses in the city, Liverpool Vision is the Mayor of Liverpool’s economic development company incorporating:

* Marketing Liverpool
* Invest Liverpool
* Special projects, such as the 2018 International Business Festival

What Is Our Purpose?

Liverpool Vision’s purpose is to enhance the brand of Liverpool, attracting investment and creating jobs to ensure a more prosperous future for the city.

How Do We Do This?

Through raising the profile of our offer we will generate interest from investors and visitors that will both help attract new investment and encourage existing businesses to grow. We will, together with private and public sector partners maximise opportunities by participating in major events such as MIPIM, International Festival for Business (in 2016, 2018 and 2020) and Visitor Economy exhibitions. By working in partnership with commercial partners in the private sector we will communicate positive messages about the city to local, national and international audiences.

What Are Our Values?

Liverpool Vision’s is committed to the highest standards of ethical conduct and integrity in its business activities and to providing a high-quality service to all its customers and partners. Liverpool Vision believes that all its workers should be treated with dignity and respect and everyone is encouraged and supported to be the best they can be. We believe in taking responsibility, being creative and innovative and working together as a team for the benefit of the city.

1. **Specific Requirements**

We are seeking to put in place a framework of communications companies to work with us on an ad-hoc basis when we have media opportunities and news stories to disseminate. This can include an existing press release, which requires new messaging and quotes before disseminating. On other occasions it may be press release writing, research, interviews and photography.

Successful companies will demonstrate capabilities in securing media coverage within national, international and sector specific media titles and digital properties. The sector specific coverage, relevant to international SMEs, will focus on LCR’s strengths in advanced manufacturing; business and professional services; creative and digital industries; energy and environment; life sciences; port and logistics.

Due to the ad-hoc nature of the requirements, it is not possible to commit to any volume of work. However, for the purposes of assessing resource / availability, we advise current budgets indicate a level in the region 20 - 30 days’ (8-hour days) work across the term.

**Companies selected for the framework will be asked to quote competitively for specific pieces of work on an ad-hoc basis, using the agreed rate card as maximum pricing.**

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**The selected companies or individuals are not permitted to subcontract the work, without prior written consent of Liverpool Vision.**

1. **Responses**

Tenderers should provide: -

1. Cost per hour and cost per day (this will be the maximum rate charged throughout the Term, but may be reduced when responding to a request for services). Costs to exclude VAT, but include expenses, except where travel is requested by Liverpool Vision and agreed in advance.
2. Outline of approach, including account management, service levels.
3. Information on the people involved, including where appropriate, copies of CVs.
4. Evidence of capability and capacity / availability.
5. **Evaluation**

Responses will be evaluated against the response requirements set out in Section 4, on the basis of the following award criteria, weighted as indicated:

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| --- | --- | --- |
|  | **REQUIREMENT** | Evaluation Weighting |
| 4 a) | Cost | 30% |
| 4 b) | Approach | 20% |
| 4 c) | Individual skills and qualifications | 20% |
| 4 d) | Capability and Capacity | 30% |

**Responses, other than Cost, will be scored as follows. Intermediate scoring, for example 3.7, is permissible: -**

|  |  |  |
| --- | --- | --- |
| 0 | Poor | 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 | Weak | 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 | Satisfactory | 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 | Good | 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 | Very good | 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 | Excellent | 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 50%.

To calculate their actual score: - (3.7 / 5.0) x 50 =37% (out of a possible 50%).

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

30% will be awarded to both the lowest priced daily rate / hourly rate and the remaining Tenderers will be allocated scores based on their deviation from this figure.

For example, if the lowest daily rate is £120 and the second lowest price is £140 then the lowest priced Tenderer gets 30% (full marks) for daily rate and the second placed Tenderer gets 25.7% and so on. £120/£140 x 30 = 25.7%).

1. **Timescales**

ITQ Publication: 4th April 2018

Requests for clarification\*: 12th April 2:00pm

Liverpool Vision responses to requests for clarification: 13th April

Responses to the ITQ to be received no later than: 19th April 2:00pm

Indicative Award: subject to contract and any further due diligence: w/c 23rd April

Service commencement: Immediate upon contract signature

\* There is an opportunity to ask Liverpool Vision 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 Zac Roberts (zroberts@liverpoolvision.co.uk) during this period.

Two written copies of your response should be submitted in a sealed envelope, stating “ITQ Response for ERDF Place Marketing: Media Relations” and marked for the attention of: Zac Roberts, Procurement 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 (USB Stick).

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 to advise that your submission has arrived for collection.

External envelopes must **not** indicate the identity of your organisation.

1. **The Award**

Notwithstanding the Important Notice below, any contract awarded subsequent to this ITQ will be subject to the enclosed terms and conditions.

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***Important Notice***

*Whilst Liverpool Vision is committed to selecting a supplier or suppliers, it reserves the right not to accept any proposals or award the contract. Liverpool Vision does not bind itself to accept the lowest or any response, and reserves the right to accept a portion of any proposal, unless the respondent expressly stipulates otherwise on its response. The right is also reserved to award more than one contract.*

*Whilst the information in this document is given in good faith and is believed to be correct it does not purport to be comprehensive or to have been independently verified.*

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| ITQ Title |
| ERDF Place Marketing – Media Relations Framework |

Appendix 1

Your Company Information

At Liverpool Vision we appreciate the amount of hard work that can go into submitting tenders. We therefore request that in answering the questions in this Appendix 1, you provide only **very brief** information. This will give us a much better understanding of you as a potential supplier to us.

Please expand the rows to suit.

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| Company Name |
|  |
| Status *(limited, self-employed, partnership, etc.)* |
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| Contact details *(including name, email and phone)* |
|  |
| Locations *(including where the service would be provided from)* |
|  |
| Year of incorporation |
|  |
| Company Registration Number, *if applicable* |
|  |
| Turnover *(most recent, plus forecast)* |
|  |
| Staff *(including total number, subcontractors, etc)* |
|  |
| Associations *(partnerships, group, holding, parent, company, subsidiaries)* |
|  |
| Accreditations / Memberships / Awards |
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| Previous dealings with Liverpool Vision *(current, past, tenders, contracts)* |
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| Other relevant information |
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