16 June 2017

# OPEN REQUEST FOR QUOTATION

# Pitch Tender

Cornwall Council on behalf of the Cornwall and Isles of Scilly Local Enterprise Partnership (CIoS LEP) is seeking to commission an agency to develop our ‘elevator pitch’ for Cornwall and Isles of Scilly. This is a unique opportunity for the successful agency to create something which summarises current thinking, showcases the assets of our LEP region and outlines our ambitions for our economy within one piece of work.

**Aims**

CIoS LEP ([www.cioslep.com](http://www.cioslep.com)) has been developing ideas and strategies to support the growth of the local economy for the last few years; CIoS now has a solid foundation of research and evidence to enable it to make its case as a young challenger region as the UK economy moves towards a new political and economic reality post Brexit.

When the LEP and our partners engage with others, locally, nationally and internationally they can evidence various documents within the LEP archive. On the whole we all roughly say the same thing, however, there isn’t that one single, growing the economy ‘elevator pitch’ which could grab the interest of a business, an investor or even an MP to say, “*We are* *Cornwall and Isles of Scilly, and this is what we are about”*.

**What is *it*?** In truth we don’t know. We are reluctant to say it’s a ‘document’ as this could define your thinking, but it should work both digitally and physically. There should be thought on how it would be presented or transferred to the interested party to showcase that CIoS is at the cutting edge in creativity and technology. For purposes of this tender we think it shouldn’t take more than 15 minutes for someone to read/look through.

Later in the brief there is source material for you to look through to be used as a guide, so whilst we are keen for an innovative and business friendly design, the copy, tone and language is of the utmost importance. Whilst the archive is full of brilliant pieces of research, thought and opinion there isn’t ‘one voice’. This is where your copywriting skills will come in to condense, clarify and create a tone of voice which highlights CIoS as a great place to live, work and invest.

**What about your ‘Vision 2030’ document?** That’s the word, document. Many of pieces of work go into minute detail and aren’t something you would hand a foreign investor or a MP as they rush off to their next meeting. This ‘elevator pitch’ straddles the line of informed content with an undertone of selling our region, something that no other document in our collection has properly mastered. It needs to draw from Vison 2030, recast the key points within it and also reflect other recent work such as our response to the Industrial Strategy Green Paper.

**What do you need it to do?** It needs to reflect the LEP position as the strategic economic lead for CIoS, bringing together a range of interests to advocate and argue for the CIoS economy. It needs to outline how CIoS is the ‘place’ to invest by weaving our story from the past through to the future, taking in our cultural heritage, our unique environment, our people and our ambitions through one fluid ‘pitch’. We would like to present CIoS as an attractive place for investment, and a place where people and existing and new businesses can grow and develop.

**OK, but…** let’s put it simply, we are often asked, *“What are your three biggest assets in CIoS?”* and “*What is it that you need to develop those assets for the benefit of CIoS and the UK”.* What is an asset? Is it physical or digital? Is it the environment or is it a feeling? Shall we mention tourism?! Yes, we need to mention all of our sectors, from the shiny and new to our traditional sectors which have kept our economy running. This work will present information in a way which is engaging and different, so our region stands out.

**Cornwall is a small place!** Yes and the Isles of Scilly are even smaller. This document is our brochure, our ‘pitch’ to Government, something an investor reads on the plane on the way home, but also our calling card against other LEP areas, everyone is gearing up for change and we need to ensure that CIoS is in the game. We need to demonstrate how a small region will be a player in national thinking, the recent Industrial Strategy outlined a very urban focus for Government, so for example we need to demonstrate how our businesses can tap into lucrative supply chains, and highlight to others that our tourism offer is world class, and that we aren’t afraid to let others know it.

**You obviously have ideas on the copy then?** Yes, we do, but that’s where we need your design and copywriting to transform all of these ideas into reality. How we articulate the ways in which investment into our *People*, our *Places* and into our *Businesses* will change our economy for the better without losing sight of the issues CIoS faces is a challenge.

**We like a challenge!** Good, as we have one more. The work should also inspire our young people, it is vital that our young people understand the area they are growing up in. Many young people are concerned about the future, the LEP is very conscious of this, if you watch the two Vision 2030 films the LEP has recently made with students, you will see they have firm opinions, and not all of them are good – especially of their perceptions of their future job opportunities with CIoS.

**OK, that sounds a lot!** In short, it is. This is an extremely demanding piece of work, but one which will put your design and copywriting in the hands of everyone the LEP engages with, from local students to the Prime Minister – such a unique opportunity is very rare. This is being led by the LEP Board as one of the single most important pieces of work during 2017, and we need a strong agency that is ready to create something completely different.

*“If everyone has to think outside the box, maybe it is the box that needs fixing.”*

Malcolm Gladwell

Are *you* ready? Cornwall and Isles of Scilly is.

**Design:**

* The LEP is private sector led with a Board comprised of representatives from across our LEP region. Whilst this is a LEP led document, it *isn’t* a LEP document. It is a document which all of our partners can use. Also, partners in various sectors should feel able to pull inspiration and be comfortable using the work to support their ambitions. So, the design needs to be unique, and the agency should be confident that your design can stand alone
* The LEP would like commissioned photography to complement the work as the LEP does not own any imagery
  + Once the design has been chosen we can aid the agency with contacts to help set up location shoots
  + The LEP would like to own all photography to enable us and our partners to use it without restraint within any future digital or physical work
* There will be a need for graphs and infographics, these should be bespoke and designed in house or with a partner – not pulled from stock sites
  + Representing economic statistics in fresh ways should be considered carefully by all agencies, the LEP expects approx. 20 individual graphs or infographics may need to be made so this should be considered within your tender
* The design should be cutting edge and different – this work should not look like anything else the LEP has produced, if it helps think of the LEP as a ‘business’ and this work is our ‘pitch presentation’ not a public sector, dry document. Essentially at the end of the tender we want a piece of work your employees would read, if they wouldn’t, it has failed

**Copy:**

* The LEP is private sector led with a board comprised of representatives from across our LEP region. Whilst this is a LEP led document, it *isn’t* a LEP document. So, the copy needs to be:
  + Fresh, clean and modern – acronyms, clichés and tired representations of CIoS will not be accepted
  + It should be written with businesses in mind, we easily write in public sector speech and tone (we slip into it within this tender) so we are deliberately bringing a copywriter in to combat this – they need to be firm, and we are willing to collaborate
  + The document should inform the reader, whilst tone and language will be left to the copywriter to define, we do want the reader to leave the work feeling more knowledgeable about the aspirations for our LEP region, ideally they should be excited and inspired by the work through a piece which is realistically optimistic
  + The LEP and our partners see case studies on a daily basis, if the copywriter decides to use them, they have to be excellent, different and not public sector in style
    - Design note: Case studies become quickly dated, the design should be flexible to allow case studies to be withdrawn and replaced over time without changing the format of the work
* The LEP has various documents to aid the copywriter; there is no need to conduct any research for this tender. Instead, the copywriter needs to amalgamate the ‘best bits’ of various documents into a single tone and voice to showcase our ambitions for the region
  + **Source material:**
    - Vision 2030 (Strategic Economic Plan) – read it [here](https://www.cioslep.com/strategy/vision-2030)
* CIoS response to the Governments Industrial Strategy green paper – read it [here](https://www.cioslep.com/strategy/industrial-strategy)
* CIoS LEP Business Plan – read it [here](https://www.cioslep.com/strategy/lep-business-plan)
* Growth Deal 3 submission – read it [here](https://www.cioslep.com/funding-streams/growth-deal-3)
* CIoS Employment & Skills Strategy – read it [here](https://www.cioslep.com/employment-and-skills/employment-and-skills-strategy-2016-2030-)
* **Background information** (can be found in our [archive](https://www.cioslep.com/strategy/archive-research-library)):
* CIoS Integrated Territorial Investment Strategy – read it [here](https://www.cioslep.com/assets/file/Cornwall%20and%20IOS%20ITI%20Strategy.pdf)
* Cornwall Local Plan – read it [here](https://www.cioslep.com/assets/file/Archive/Cornwall%20Local%20Plan%20Strategic%20Policies%202016.pdf)
* Isles of Scilly Local Plan – read it [here](https://www.cioslep.com/assets/file/Archive/Isles%20of%20Scilly%20Local%20Plan.pdf)

**Format:**

* This is a fresh way of thinking so the LEP is reluctant to call the work a ‘document’ or give it a definition as a physical presence. Whatever the successful agency creates should be:
  + Agile – the LEP may need to edit copy, stats or graphs in the coming year to reflect national policy, this should be considered at inception of design
  + Future proof – within your tender response, and within the context of proposing an innovative new way of making our pitch, we would like you to outline how you see the work being used both digitally, and if needed, physically – and how that will delivered as part of your response to the work.

**Budget**

* Between £20,000 and £25,000 is available for this piece of work.

**Tender Submission**

All requests for clarifications should be sent to CIoS LEP: [info@cioslep.com](mailto:info@cioslep.com)

Quality Submission

Please respond to the quality questions below:

* Up to five hundred words describing how you will approach this contract in an innovative way
* Up to three examples, within the last 3 years, of your work - that support your ability to deliver the contract, this may include links to a hidden page on your website, online show reel, YouTube or Vimeo
  + **Please do not** include public sector commissioned work, unless specifically not public sector in style and tone
  + **Please bear in mind** the LEP is heavily involved with the European Programme in CIoS so it is highly likely we have seen project communications from European projects – we want to see something different and not necessarily from CIoS
  + References with contact details that are linked to the three examples - and brief team CV’s showing that those proposed for this work were also part of the three work examples
* Please provide a fixed price for the work to include a breakdown of all costs and the team who will be working on this tender
  + Please remember to line out ‘future costs’ within your tender should the LEP need to update the work in the future. For example:
    - Rate of copywriter: 2 hours, half and full day
    - Rate of design: 2 hours, half and full day
    - Plus any additional rates you feel appropriate should the LEP need to update the document in the future
    - **Note:** please remember to outline when these costs expire (e.g. one calendar year from date of LEP final sign of the work)
    - These costs are in addition to the proposed tender amount

Please send your submission via email to [info@cioslep.com](mailto:info@cioslep.com) by the deadline identified in the table below with the subject heading;

“Pitch Tender - [ADD COMPANY NAME]”

**Timescales**

The proposed key dates for this project are:

|  |  |
| --- | --- |
| **Dates** | **Milestone** |
| 16 June – 30 June 12 noon | * The opportunity to ask questions will be open between 16-30 June. All questions and responses will be anonymously shared with all agencies. * All questions are to be sent to [info@cioslep.com](mailto:info@cioslep.com) |
| 5 July by 12 noon | * Responses to be sent electronically to [info@cioslep.com](mailto:info@cioslep.com)   + Emails, links and PDFs only, we cannot open Dropbox or similar sharing software |
| w/c 10 July (Date TBC) | * Inception meeting with LEP exec and selected Board Directors to define parameters of the work   + This will be a minimum of 2 hours in Truro, Cornwall. Any expected costs to attend the meeting should be considered and included within your budget. No additional claims for expenses and travel will be accepted. This date is flexible should an agency need to travel. * LEP to give design agency copywriter 500 words to edit and agree tone |
| w/c 17 July (Date TBC) | * Agency to produce 3 mood boards showcasing different design ideas (ensure they are three different ideas, not variations on a theme) * Copywriter presents edited words to showcase style, tone and language of work   + Both of pieces of work can be submitted electronically if the agency prefers |
| w/c 17 July (Date TBC) | * LEP exec give feedback to agency on mood boards and copy |
| w/c 17 July (Date TBC) | * Agency works on document |
| N/A | * Reporting: the LEP will need weekly status updates during the design period; this may take the form of a weekly call or emailed report by Wednesday pm on any given week. The LEP will also provide a single point of contact within the team for the agency * Details of the process can be confirmed with the successful agency |
| w/c 21 August (Date TBC) | * First full draft submitted to the LEP exec |
| w/c 21 August (Date TBC) | * LEP exec give feedback to agency on first full draft |
| w/c 4 September | * Second full draft submitted to the LEP exec with revisions |
| w/c 4 September | * LEP exec give feedback to agency on second full draft |
| w/c 11 September | * Last edits to the document |
| **18 September** | * Document submitted and signed off by LEP exec |

**Evaluation of Bids**

The submission will be considered by an assessment panel consisting of at least three representatives of Cornwall Council, CIoS LEP exec and LEP Board. The bids will be assessed using the quality submission and fee submitted with the tender that is considered to be the most economically advantageous tender selected.

**Invoicing Arrangements**

Invoicing arrangements and payment terms will be agreed prior to contract.

**Terms and Conditions**

In the event that we decide to move forward with your company, an order will be placed with you subject to Cornwall Council’s Terms and Conditions, a copy of which is attached.

Thank you in anticipation.

Yours sincerely,



Janet Bowen

Economic Programme Officer

Economic Growth Service

Cornwall Council