



Invitation to Tender

MI2

PR Services

Cornwall Development Company

TEN476

21st February 2020

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1 About Cornwall Development Company

Cornwall Development Company (CDC) is the economic development service of Cornwall Council (CC) and is part of the Corserv Group of companies. On behalf of CC, Cornwall & the Isles of Scilly Local Enterprise Partnership (LEP) and a range of stakeholders, CDC provides a bespoke, business facing service which helps deliver the economic vision and strategy for Cornwall.

We achieve this through the expertise and professional commitment of our staff covering a wide range of economic development activities.

2 Background and Context

The Cornwall and Isles of Scilly (C&IOS) Growth Programme is the European economic regeneration programme for the region. Running until 2023, it will contribute to the EU ambition to deliver smart, sustainable and inclusive growth.

One of the Growth Programme projects is MI2.

MI2 is an RD&I stimulus project which builds on the work of Marine-I and continues to increase market-led RD&I activity within Marine Tech companies located in Cornwall. The project is focussed around creating collaborative working relationships between Cornish SMEs and world class Research institutions, under the aim of driving innovation and accelerating growth in the Cornish Marine Tech sector. The result of this will be;

- Cornish businesses who have an ongoing, productive relationship with the research base including both Universities and Offshore Renewable Energy Catapult
- Projects which are truly collaborative and are based on co-created solutions to defined marine market challenges,
- Local companies who have the capability to engage with collaborations, partnerships and sustainable funding sources (those that will survive ERDF and private sector investment) in order to meet the needs of the UK Industrial Strategy.

Project specific activities which shall be undertaken include;

- Focussing on key themes in line with the UK Industrial Strategy, Local Industrial Strategy, the Greater South West and the developing work of both the Celtic Sea Alliance and Maritime UK South West,
- Developing more Business Research Fellow interventions with an integrated project team,
- Providing specialist technical, academic and research knowledge in order to support project-based capability building,
- Taking a lead in promoting both industry challenges and associated research activities to an industry audience in order to catalyse co-created solutions,
- Playing a key role in developing co-created projects including “roadmaps” towards future funding and commercialisation,
- Providing the enabling funding and access to facilities required to deliver the developed projects,
- Working closely with other PA01/ PA03 programmes, public/ private sector funders, non-SME’s, national initiatives etc to ensure that the project objectives remain strategically aligned, represent best value in terms of delivery and sustainability.

3 Tender objectives

CDC is seeking to commission an experienced supplier to develop and roll-out a PR campaign for the MI2 project. The objectives are;

- To develop succinct project messaging which highlights the benefits of engagement with the project, the impact on the region and manages third party expectation,
- To maintain a high public profile for the MI2 project by generating positive, business related coverage of the project, using social media as appropriate.

4 Tender requirements

The PR programme will run from March 2020 until December 2022. The tenderer must have the necessary experience, skills and resource to fulfil the following requirements:

4.1 The PR Plan

A PR plan must be developed within 3 weeks of contract commencement. This should include;

- A review of the project messages to ensure that they convey the intended outcome of the project to different audiences including the global marine industry, marine sector businesses, interested members of the public, intermediaries and partner organisations
- Guidance on the timing of key messages throughout the project life to ensure maximum impact, to drive engagement and ultimately ensure the project delivers both outputs and outcomes,
- Guidance on suitable delivery channels which may include Web, Social Media, General Press, Trade Press, Radio, TV.

4.2 The PR Programme

In close collaboration with the MI2 project management team, the successful tenderer will deliver the PR plan on behalf of the project. This will include;

- Drafting copy for website, press releases, case studies and articles including associated photography.
- Distributing press releases, articles and other material,
- Liaising with media and press as required,
- Building awareness and demonstrate the relevance and benefits of the MI2 project to relevant businesses, industrial organisations, funders, investors and policy makers,
- Creating interest in MI2 across the global marine industry,
- Build project profile and demonstrate the reach and success of the MI2 project by integrating our project messaging with those activities, undertaken as part of the wider sphere of activity within the region,
- Coordination with the delivery partners to provide advice and guidance on consistency of messaging across all project channels.

4.3 Reports

For the duration of the contract, provide reports every six months detailing the impact, reach and effectiveness of the PR programme, for the six-month period immediately preceding the date of the report.

4.4 Adherence to European Regional Development Fund Publicity Guidance

This project is partly funded through ERDF and to raise awareness of the opportunities it offers, the European Commission requires all European funded projects to actively promote and publicise that they have received investment and to acknowledge it on any publicity materials or project documentation relating to the funded activity. These requirements are set out in formal regulations and failure to comply with them may result in projects having to repay grant. Therefore, any material produced under this contract must comply with the EU Publicity regulations which can be found at this link contained in the ERDF National Publicity Guidelines at Enclosure 3. All material will normally require the use the MI2 logo (to be supplied), the HMG Logo (as outlined in the HMID Identity Guidelines found at the link at Enclosure 4) and the ERDF logo which can be found at the link in Enclosure 3.

4.5 ERDF Cross-Cutting Themes

As detailed above, this project is partly funded through ERDF and Projects qualifying for funding support must incorporate the Cross-Cutting Themes which are essential for the achievement of a well-balanced, sustainable and innovative economy. There are two themes:

4.5.1 Sustainability:

Sustainable development is about achieving an appropriate balance between environmental, social and economic objectives. This means a project needs to demonstrate how the project will have a positive impact. However, should a project identify any potential negative environmental impacts associated with their project, the project must demonstrate how they will be mitigated and minimised,

4.5.2 Equality and diversity:

Equality is about respect and not treating an individual or group of people unfairly. It is about giving people equality of opportunity to access services and to fulfil their potential. Equality is therefore based on the idea of fairness while recognising everyone is different.

Diversity is about all the ways in which people differ and about recognising that differences are a natural part of society. No two people are the same and this means that many different elements make up our local community – something which should be celebrated. Diversity is about treating people as individuals and making them feel respected and valued.

These themes are required, where appropriate, to be promoted within any of the activities contained within the Scope of Service detailed in this tender.

See also Corporate Requirements section below.

5 Budget

The total maximum budget available for this commission is **£29,800 excluding VAT but including expenses. Tenders that exceed this amount will not be considered.**

6 Tender and commission timetable

The timescale of the project is from the date of signing the contract until December 2022. The anticipated timetable for submission of the Tender, completion of the project and interim tendering/contract process milestones, are set out in Table 1 - Tender and Contract Milestones.

Milestone	Date
Publication of ITT	21/02/20
Final date for receipt of clarifications	03/03/20
Final date for response to clarifications	06/03/20
Deadline to return the Tender to CDC	17:00 on 13/03/20
Evaluation of Tender by CDC - commencement	16/03/20
Successful and unsuccessful tenderers notified	17/03/20
Contract sent by post to successful tenderer	18/03/20
Signed Contract returned by post	20/03/20
Project inception meeting	23/03/20
Delivery of PR Plan	13/04/20
First 6-month report	30/09/20
Second 6-month report	30/06/21
Third 6-month report	30/09/21
Fourth 6-month report	30/06/22
Fifth 6-month report	30/09/22
Project Completion	31/12/22

Table 1 - Tender and Contract Milestones

7 Tender submission requirements

Please include the following information in your Tender submission.

7.1 Covering letter (two sides of A4 maximum) to include:

- 7.1.1 Contact name for further correspondence
- 7.1.2 Confirmation that the tenderer has the resources available to meet the requirements outlined in this brief and its timelines
- 7.1.3 Confirmation that the tenderer accepts all the Terms and Conditions of the Contract attached (Enclosure 1)
- 7.1.4 Confirmation that the tenderer will be able to meet the Corporate Requirements (see Section 8) to include confirmation that Equality and Diversity and Environmental policies are in place and, if successful, supporting documentation will be provided as evidence
- 7.1.5 Confirmation that the tenderer holds current valid insurance policies as 8.3 and, if successful, supporting documentation will be provided as evidence
- 7.1.6 Conflict of interest statement in accordance with 8.12
- 7.1.7 That the tenderer accepts CDC Information and Data Agreement (Enclosure 2)

7.2 Project proposal

Proposal to include how you will approach / deliver the project. Please limit to 4 sides of A4.

7.3 Project CVs

CVs of the individuals who will be actively involved in delivering the PR commission and who are costed into the tender. Please limit to 1 side of A4 per individual.

7.4 Expertise in PR

Provide examples of two PR plans that you have previously designed and implemented, which you consider demonstrate your experience and ability to effectively deliver this commission (4 pages maximum per example). Examples should demonstrate:

- 7.4.1 Key similarities between these projects and the proposed commission
- 7.4.2 The client
- 7.4.3 Approximate cost
- 7.4.4 Outcomes
- 7.4.5 Creative vision
- 7.4.6 Experience of working with European Funding

7.5 Budget

Provide a total cost for delivering the commission together with a breakdown of costs for the delivery of the PR Services (including hourly rates, and how the Tenderer would approach managing the budget across the lifetime of the contract (excluding VAT). Provide a breakdown of any anticipated out of pocket expenses/disbursements.

8 Corporate requirements

CDC wishes to ensure that its contractors, suppliers and advisers comply with its corporate requirements when facilitating the delivery of its services. It is therefore necessary to ensure that the contractor can evidence their ability to meet these requirements when providing the services under this commission.

8.1 Equality and Diversity

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

8.2 Environmental Policy

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

8.3 Indemnity and Insurance

The contractor must affect and maintain with reputable insurers such policy or policies of insurance as may be necessary to cover the contractor's obligations and liabilities under this contract, including but not limited to:

- 8.3.1 Professional indemnity insurance with a limit of liability of not less than £1 million;
- 8.3.2 Public liability insurance with a limit of liability of not less than £2 million;
- 8.3.3 Employers liability insurance with a limit of liability of not less than £2 million.

All insurances shall cover for any one occurrence or series of occurrences arising out of any one event during the performance of this contract.

The tenderer will be required to provide a copy of their insurance policies if successful in securing this contract.

In addition, the contract will be subject to the following legislation.

8.4 Freedom of Information Legislation

CDC may be obliged to disclose information provided by bidders in response to this tender under the Freedom of Information Act 2000 and all subordinate legislation made under this Act and the Environmental Information Regulations 2004 (Freedom of Information Legislation). Tenderers should therefore be aware that the information they provide could be disclosed in response to a request under the Freedom of Information Legislation. CDC will proceed on the basis of disclosure unless an appropriate exemption applies.

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

8.5 Prevention of Bribery

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

8.6 Health and Safety

The Consultant must at all times comply with the requirements of the Health and Safety at Work Act 1974, the Management of Health and Safety at Work Regulations 1992 and all other statutory and regulatory requirements.

8.7 Exclusion

CDC shall exclude the tenderer from participation in this procurement procedure where they have established or are otherwise aware that the organisation, to include administrative, management or supervisory staff that have powers of representation, decision or control of the applicant's company, has been the subject of a conviction by final judgment of one of the following reasons:

- Participation in a criminal organisation
- Corruption
- Fraud
- Terrorist offences or offences linked to terrorist activities
- Money laundering or terrorist financing
- Child labour and other forms of trafficking in human beings

8.8 Publicity

In order to comply with the necessary publicity regulations that accompany ESIF funds all promotional material, meeting invites, questionnaires and reports must at all times comply with the latest guidelines.

The Secretary of State has published the National European Structural and Investment Fund Publicity Guidance to assist grant recipients to comply with the Regulations referred to in the paragraph above. The chosen contractor will be required to agree all project paperwork design with the project manager at the start of the contract to ensure that the necessary conditions have been met.

The appointed contractor must comply with the publicity requirements in all activities, events, and literature developed as part of this contract. The links to the ERDF publicity requirements and HMID Identity Guidelines can be found at Enclosure 3 and Enclosure 4 respectively.

8.9 Sub-contracting

Tenderers should note that a consortia can submit a tender but the sub-contracting of aspects of this commission after appointment will only be allowed by prior agreement with CDC.

8.10 Content ownership

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

8.11 Document Retention

All documentation (electronic and hard copy) produced as part of this contract will need to be returned to CDC at the end of the contract so that we can retain them for future reference/audit. The contractor will not be expected to store these documents for future reference.

8.12 Conflicts of Interest

Tenderers must provide a clear statement with regard to potential conflicts of interests. Therefore, please confirm within your tender submission whether, to the best of your knowledge, there is any conflict of interest between your organisation and CDC or its project team that is likely to influence the outcome of this procurement either directly or indirectly through financial, economic or other personal interest which might be perceived to compromise the impartiality and independence of any party in the context of this procurement procedure.

Receipt of this statement will permit CDC to ensure that, in the event of a conflict of interest being notified or noticed, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

9 Tender clarifications

Any clarification queries arising from this Invitation to Tender which may have a bearing on the offer should be raised by email to: **matt.hodson@cornwalldevelopmentcompany.co.uk** by **03/03/20** and strictly in accordance with the Timetable in Table 1 - Tender and Contract Milestones.

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

No representation by way of explanation or otherwise to persons or corporations tendering or desirous of tendering as to the meaning of the tender, contract or other tender documents or as to any other matter or thing to be done under the proposed contract shall bind CDC unless such representation is in writing and duly signed by a Director/Partner of the tenderer. All such correspondence shall be returned with the Tender Documents and shall form part of the contract.

10 Point of contact

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

11 Tender evaluation

11.1 methodology

Tender returns will be assessed on the basis of the following tender award criteria;

- Each Tender will be checked for completeness and compliance with all requirements of the ITT.
- Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria set out in Table 2 - Tender Evaluation Criteria

Ref 7.1: Covering Letter	Maximum Score
<ul style="list-style-type: none"> • Acceptable covering letter including confirmation of the requirements detailed at 7.1 	Pass/ Fail
Reference 3, 7.2 & 7.4: Application of expertise to achieve tender objectives Total marks (as distributed below)	60
<ul style="list-style-type: none"> • Clarity and credibility of the project proposal. • Understanding of the project and its objectives. • Proposed methodology. 	35
<ul style="list-style-type: none"> • Experience of similar business focused investment projects • Experience of working with ERDF projects • Clear evidence of experience & expertise from examples provided see 7.4.1 	25
Ref 7.3: Project CVs Total marks	25
Clear evidence of experience of relevant PR experience from CV's supplied	25
Ref 7.5: Budget Total marks	15
Cost: the lowest bid will be awarded the full 15 marks. Other bids will be awarded a mark that is proportionate to the level of their bid in comparison to the lowest bid ie; Marks awarded = 15 x lowest bid / bid	15

Table 2 - Tender Evaluation Criteria

11.2 Tender Assessment

It is anticipated that the selection process will be carried out in one stage:

The reviewer will award marks depending upon their assessment of the applicant's tender submission and will use the scoring outlined in Table 3 - Scoring Matrix for Evaluation Criteria to assess the response

Score (% of Maximum)	Judgement	Interpretation
100%	Excellent	Exceptional demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required to support the response.

80%	Good	Above average demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Majority evidence provided to support the response.
60%	Acceptable	Demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with some evidence to support the response.
40%	Minor Reservations	Some minor reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
20%	Serious Reservations	Considerable reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
0%	Unacceptable	Does not comply and/or insufficient information provided to demonstrate that there is the ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.

Table 3 - Scoring Matrix for Evaluation Criteria

Each Tender will be checked for completeness and compliance with all requirements.

During the tender assessment period, CDC reserves the right to seek clarification in writing from the tenderers, to assist it in its consideration of the tender. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria weightings detailed in the criteria table above.

CDC is not bound to accept the lowest price or any tender. CDC will not reimburse any expense incurred in preparing tender responses. Any contract award will be conditional on the Contract being approved in accordance with CDC's internal procedures and CDC being able to proceed.

Tender Award

Any contract awarded as a result of this tender process will be in accordance with the attached CDC standard terms and conditions (see enclosure 1).

12 Tender returns

Please submit the Tender document by email or post or in person by **17:00 on 13th March 2020**.

If submitting electronically, please send by email to tenders@cornwalldevelopmentcompany.co.uk with the following wording in the subject box: "Tender TEN476 Strictly Confidential. MI2 PR Services"

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

If submitting by post or in person, the Tender must be enclosed in a sealed envelope, only marked as follows: "Tender TEN476 Strictly Confidential. MI2 PR Services"

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

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

13 Disclaimer

The issue of this documentation does not commit CDC to award any contract pursuant to the tender process or enter into a contractual relationship with any provider of the service. Nothing in the documentation or in any other communications made between CDC or its agents and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between CDC and any other party (save for a formal award of contract made in writing by or on behalf of CDC). Tenderers must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their tender responses. Information supplied to the tenderers by CDC or any information contained in CDC's publications is supplied only for general guidance in the preparation of the tender response. Tenderers must satisfy themselves by their own investigations as to the accuracy of any such information and no responsibility is accepted by CDC for any loss or damage of whatever kind and howsoever caused arising from the use by tenderers of such information.

CDC reserves the right to vary or change all or any part of the basis of the procedures for the procurement process at any time or not to proceed with the proposed procurement at all.

Cancellation of the procurement process (at any time) under any circumstances will not render CDC liable for any costs or expenses incurred by tenderers during the procurement process.

14 Enclosures

Enclosure 1 – CDC Terms and Conditions over £25k

Enclosure 2 - CDC Information and Data Agreement

Enclosure 3 - ERDF Publicity Guidance

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/705940/ESIF-GN-1-005_ESIF_Branding_and_Publicity_Requirements_v7.pdf

Enclosure 4 – HMID Identity Guidelines

<https://gcs.civilservice.gov.uk/wp-content/uploads/2019/01/HMID.pdf>