

Cornwall Development Company

Invitation to Tender (ITT)

Public Relations services for Cornwall & Isles of Scilly Growth Hub



TEN 467

October 2019



European Union

European Regional
Development Fund

Overview

Cornwall Development Company (CDC) operates as Cornwall Council's economic development arm and is a member of the CORSERV group of companies. CDC has been successful in its bid to the European Growth Programme 2014 – 2020 to establish and operate the Cornwall & Isles of Scilly (CIoS) Growth Hub. This project is funded by the European Regional Development Fund (ERDF), with match funding from Cornwall Council, Department for Business, Energy & Industrial Strategy (BEIS) and Cornwall & Isles of Scilly Local Enterprise Partnership (LEP).

The Growth Hub encourages and supports businesses to grow, innovate and invest through a one-stop service for information and guidance on and access to business support. It does this through a content-rich online portal and social media activity backed by a telephone and face-to-face service delivered by office-based Business Navigators and a team of experienced Senior Business Connectors covering Cornwall & Isles of Scilly.

CIoS Growth Hub requires a contractor to deliver public relations and campaign activity to generate positive, business related media coverage that will raise awareness and promote the service in conjunction with achieving media profile for its clients at a local, regional and national level where relevant.

Background

The Growth Hub addresses the most common concern from the business community; that the business support landscape is confused and difficult to navigate, leading to unwillingness to engage or uncertainty around whom to contact.

The central task of the Growth Hub is to simplify access to business support provision via a detailed diagnostic (Business Review), action planning and referral service (signposting) for eligible businesses.

The Growth Hub works closely together with other providers in co-ordinating promotional activity and events to maximise the best use of public money through efficiency and joined up working.

For more information on the Growth Hub, please visit:

www.ciosgrowthhub.com

<https://twitter.com/growthskillshub>

<https://www.facebook.com/growthskillshub/>

[YouTube Channel](#)

Commission

On behalf of the CIOs Growth Hub, CDC wishes to appoint an agency to deliver public relations and campaign activity to generate positive, business related media coverage that will raise awareness and promote the service in conjunction with achieving media profile for its clients at a local, regional and national level as appropriate.

The agency will be required to deliver consistent and high quality online, print and broadcast media coverage including trade or sector specific publications/channels when relevant.

The agency will generate media coverage that places Growth Hub clients at the centre of each story, focussing on their success to demonstrate the quality and impact of the Growth Hub service and related business support activity. This will form the bulk of the contract, but there will also be the opportunity to plan and deliver campaign activity around relevant business themes as well as key milestones and events for the Growth Hub.

Content should also demonstrate the wide variety of businesses the Growth Hub works with in terms of age, size, geography and sector.

The successful agency will draft copy for case studies and press releases, place editorial and advertorial (as required) and contribute to the planning and delivery of campaign activity to generate positive, business-related coverage that:

- Builds awareness of the project;
 - across Cornwall and the Isles of Scilly in terms of driving client acquisition (priority)
 - regionally and nationally to position CIOs Growth Hub as a leader in the national business support landscape (as appropriate)
- Demonstrates the quality of the Growth Hub service and benefits/impact on Growth Hub clients
- Demonstrates a broad reach to show Growth Hub supporting:
 - Sole trader, micro, small and medium enterprises
 - Geographical diversity of clients
 - Sector diversity of clients
- Demonstrates the added value of the wider business support landscape, working with Growth Hub partners
- Creates content for and dovetails with the Growth Hub's website and social media channels.
- References and evidences Growth Hub's key role in, and contribution to, the local, regional and national economic development agenda
- Links to research and evidence-based findings both commissioned by the CIOs Growth Hub and countywide, regional and national data

Growth Hub is part funded by the European Regional Development Fund and as such, all materials and documentation produced **must** comply with EU Branding & Publicity Guidelines (**Annexe A**).

Budget

A budget has been set for this commission of up to £40,000 (excluding VAT) for public relations and campaign activity until 30 September 2021. The cost of advertising and advertorial placement will be covered by a separate budget, subject to agreement.

The budget for the commission will be allocated based on agreed activity and associated costs with the successful Tenderer.

Tender Information & Requirements

This section provides instructions and defines the format Tenderers should use in responding to this ITT along with specific information Tenderers should supply and information on how the tenders will be assessed.

Procurement Timetable

The anticipated timetable for submission of the tender and commission milestones are set out below:

Activity	Date
Dispatch of Tender Documents (Contracts Finder)	25/10/19
Latest date for submitting clarifications (by email)	04/11/19
Deadline for clarification responses	05/11/19
Deadline to return Tender to CDC	5pm 18/11/19
Evaluation of Tenders by CDC	19-22/10/19
Shortlist Interview Date	29/11/19
Award of Contract	03/12/19
Contract start date / Inception meeting	2pm 10/12/19

CDC reserves the right to change the above timetable and Tenderers will be notified accordingly where there is a change in the timetable.

Discrepancies, Omissions, Clarification and Enquiries

Should the Tenderer find discrepancies in, or omissions from, the Tender Documents, the Tenderer shall notify CDC immediately.

Any clarification queries arising from these Tender Documents which may have a bearing on the offer should be raised with the CDC contact (Kirsty Miles-Musgrave, kirsty@ciosgrowthhub.com) as soon as possible and in accordance with the Tender Timetable above. There will be no negotiation on any of the substantive terms of these Tender Documents. All clarifications need to be submitted by email to the CDC contact above. Where the Company considers any question or request for clarification to be significant, the anonymised query and response will be communicated to all Tenderers via Contracts Finder.

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 provider. All such correspondence shall be returned with the Tender Documents and shall form part of the Contract.

Tender Submission

All tender returns must include a covering letter setting out the following;

1. The point of contact within your organisation in relation to this tender.
2. That the provider has the resources available to meet the requirements outlined in the brief - and within the tender timetable.
3. That the provider will be able to meet the CDC Corporate Requirements (see below). This should include the appropriate conflicts of interest policy statement together with confirmation that Equality and Diversity and Environmental policies are in place and, if successful, supporting documentation will be provided as evidence.
4. The provider shall provide confirmation that the relevant insurance policies are in place and, if successful, supporting documentation will be provided as evidence. If the policies are due to expire during the course of the contract, the Tenderer will provide renewal notices prior to their expiry date(s).
5. That the provider accepts all the Terms and Conditions of the Contract attached at **Annexe B**
6. That the tenderer is aware of the interview and inception meeting dates outlined in the procurement timetable and can attend either or both if required.

The Tender submission should also include:

- **Examples of three previous B2B public relations projects/campaigns** you have carried out (preferably within Cornwall or a comparable geography) in the last three years, that you consider demonstrate a track record of achievement in dealing with similar audiences and outcomes. Each project example should be presented on no more than two sides of A4. These examples should highlight:
 - The client
 - Fulfilment of the specified brief
 - Approximate cost
 - Outcomes
 - Breadth of contacts within local, regional and national media as appropriate
 - Key similarities between the project and the proposed commission
- **A suggested campaign approach for 2020**, maximum 2 sides of A4 with bullet points that:
 - include an inventive and engaging approach for generating positive media coverage
 - demonstrate a clear understanding of the Growth Hub project and its messaging
 - Provide an indication of the budget required, including costs (exclusive of VAT) that will be funded through this contract and those that will be funded through alternative Growth Hub budgets, e.g. paid for content and advertising.

- **A summary of CVs** for the people that would be working on the contract, including a breakdown of job roles, limit to 2 sides of A4 in total.
- **A breakdown of hourly rates and other relevant charges** (e.g. out of hours, travel etc) for the people that would be working on the contract.

It should be noted that the Growth Hub Team has a variety of skills that could be made available to the successful Tenderer (subject to available capacity) including videography and editing. This does not preclude the use of external providers, but any related costs must be included within the contract budget.

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 Tenderer can evidence its ability to meet these requirements when providing the services under this commission.

All tender returns must include evidence of the following. This is a pre-requisite if the tender return is to be considered.

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. **If successful you will be required to provide a copy of your Equality and Diversity Policies/Practices**

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. **If successful you will be required to provide a copy of your Environmental Policy Policies/Practices**

Indemnity and Insurance

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

- Public liability insurance with a limit of liability of not less than **£2 million**;
- 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.

The Tenderer should note that the following Corporate Requirements will also apply;

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 ("the 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.

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.

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.

Conflicts of Interest

Tenderers must provide a clear statement with regard to potential conflicts of interests.

Therefore, please confirm 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/noticed, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

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

No Sub-Contracting

Tenderers should note that the sub-contracting of any aspect of this commission will not be allowed.

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.

Tenders must be submitted for the whole of the Services. Tenders for part of the Service will be rejected.

All documents must be written in English.

Tender Return

Tenders may be returned by email or post, or by delivery in person.

Latest date to be returned: **5pm – 18 November 2019**

If submitting by email, tenders should be sent electronically to tenders@cornwalldevelopmentcompany.co.uk with the following message **clearly noted in the Subject box;**

'Tender TEN467 - Strictly Confidential – Tender to provide Public Relations Services for Cornwall & Isles of Scilly Growth Hub'

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 TEN467 - Strictly Confidential – Tender to provide Public Relations Services for Cornwall & Isles of Scilly Growth Hub'

For the attention of Nicky Pooley, Head of Corporate Services
Cornwall Development Company
Bickford House
South Wheal Crofty
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.

Note that if you are delivering the Tender by hand or by courier, it should be delivered during normal working hours (0900 – 1700 Monday to Friday) and an official receipt

obtained. Tenders delivered by hand to any other location will not qualify and will be rejected.

PLEASE DO NOT EMAIL YOUR TENDER SUBMISSION TO ANY OTHER CORNWALL DEVELOPMENT COMPANY ADDRESS OR THE CONTACT OFFICER.

Evaluation of Tenders

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 following award criteria:

Tender Evaluation Criteria

Section I: Covering Letter	
<p>Covering letter (2 pages maximum) stating:</p> <ul style="list-style-type: none"> The point of contact within your organisation in relation to this tender. That the provider has the resources available to meet the requirements outlined in the brief - and within the tender timetable. That the provider will be able to meet the CDC Corporate Requirements. The appropriate conflicts of interest policy statement Confirmation that Equality and Diversity and Environmental policies are in place and, if successful, supporting documentation will be provided as evidence. Confirmation that the relevant insurance policies are in place and, if successful, supporting documentation will be provided as evidence. That the provider accepts all the Terms and Conditions of the Contract attached at Annexe B That the tenderer is aware of the interview and inception meeting dates outlined in the procurement timetable and can attend either or both if required. 	Pass/ Fail
Section II: Expertise	
Total 60% (as distributed below)	
<p>Examples of three previous B2B public relations projects/campaigns you have carried out (preferably within Cornwall or a comparable geography) in the last three years, that you consider demonstrate a track record of achievement in dealing with similar audiences and outcomes. Each project example should be presented on no more than two sides of A4. These examples should highlight:</p> <ul style="list-style-type: none"> The client Fulfilment of the specified brief Approximate cost Outcomes Breadth of contacts within local, regional and national media Key similarities between the project and the proposed commission 	35%

<ul style="list-style-type: none"> • A suggested campaign approach for 2020, maximum 2 sides of A4 with bullet points that: <ul style="list-style-type: none"> ○ include an inventive and engaging approach for generating positive media coverage ○ demonstrate a clear understanding of the Growth Hub project and its messaging ○ Provide an indication of the budget required, including costs (exclusive of VAT) that will be funded through this contract and those that will be funded through alternative Growth Hub budgets, e.g. paid for content and advertising. 	35%
Section III: The Team Total 20%	
Up to a two page summary of the CVs of the people that would be working on the contract, including a breakdown of job roles	10%
Section IIII: Budget Total 20%	
A breakdown of hourly rates and other relevant charges (e.g. out of hours, travel etc) for the people that would be working on the contract.	20%

Assessment of the Tender

The Company is not bound to accept the lowest or any Tender. This Tender does not constitute an offer to enter into a contractual relationship. The Company will not reimburse any expense incurred by the Tenderers in preparing their responses to this Tender.

It is anticipated that the selection process will be carried out in two stages;

1. Desktop assessment of the tender submission (reviewing ability to meet criteria listed above).
2. Shortlist Interview (29/11/19)
 - CDC will invite the three highest scoring Tenderers to attend a Shortlist Interview, before making the final decision to award the contract.
 - The key personnel working on the contract will be expected to attend the Shortlist Interview in person.
 - The Tenderer(s) interview will be used to validate the proposals and if necessary moderate the scores of the desktop evaluation.

The reviewer will award a percentage of the marks depending upon their assessment of the applicant's tender submission and will use the following scoring to assess the response:

Scoring Matrix for Evaluation Criteria		
Score	Judgement	Interpretation
5	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.
4	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.
3	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.
2	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.
1	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.

Worked Example:				
Criteria	Tenderers Score, A	Maximum Score, B	Weighting C (100% total)	Contribution to tenderers score, (A ÷ B) x C
Covering Letter	Pass/Fail	Pass/Fail	-	Pass
Examples of previous work	3	5	35%	21%
Campaign	4	5	35%	28%
The Team	3	5	10%	6%
Budget	2	5	20%	8%
Tenderer's Score out of a possible 100%				63%

Notification

Following evaluation of the Tenders and shortlist interviews, CDC will make a decision on which, if any, Tender shall be accepted.

Any contract award will be conditional on the Contract being approved in accordance with the CDC's internal procedures and CDC being generally able to proceed.

Intellectual Property

CDC shall be entitled to share the outcome of the work in whole or part with others at its discretion. All outputs of the contract will remain the property of Cornwall Development Company.

Tender Award

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

Further Information

The CIOs Growth Hub is in receipt of funding from the European Union and as such it is necessary for documentation (including every accessible/viewable option) to properly accredit the key support from the European Union. Principally, this will include use of the ERDF logo as appropriate. More details can be found in **Annexe A**.

Disclaimer

The issue of this documentation does not commit CDC to award any contract pursuant to the bid 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).

Bidders must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their tender responses. Information supplied to bidders by CDC or any information contained in CDC's publications is supplied only for general guidance in the preparation of the tender response. Bidders 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 bidders of such information.

Bidders shall be responsible for their own costs and expenses in connection with or arising out of their response.

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 bidders during the procurement process.

Annexe A – EU Branding & Publicity Guidelines

[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](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)

Annexe B: Terms and Conditions