

The **acc** Liverpool Group

TENDER REF: TT000067

**INVITATION TO TENDER FOR THE
PROVISION OF EMAIL PLATFORM AND SERVICES**

Document 1 - Briefing Document

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The ACC Liverpool Group

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1. Overview

We are The ACC Liverpool Group – operators of a world-class event campus located on the banks of Liverpool’s world heritage waterfront, ACC Liverpool, home to Echo Arena, BT Convention Centre, Exhibition Centre Liverpool and ticketing agency Ticket Quarter. The ACC Liverpool campus is a family of venues, experiences and services for the local, national and international events market. We play a leading role in shining a spotlight on Liverpool, we have successfully staged a wide array of national and international events, from shows and conventions, business gatherings to showcase exhibitions, developing our offer over the last decade to that of a world class provider of venue and event services.

The versatile BT Convention Centre facilities include a 1,350 seat auditorium, 18 breakout rooms, 3,725m² of exhibition space and a range of sustainable credentials having been designed to produce half the CO₂ emissions it would without any environmentally-friendly measures.

Sister venue Echo Arena Liverpool is an 11,000-seat arena with 22 hospitality VIP Boxes and The Liverpool Collection Lounge with a packed programme of entertainment and sporting events throughout the year.

In September 2015, The ACC Liverpool Group expanded its offering with the opening of Exhibition Centre Liverpool, adjacent to BT Convention Centre and Echo Arena, providing an additional 8,100m² exhibition facility, taking the total to 15,225m² of interlinked and flexible event space.

A pedestrian link bridge connects the new and existing venues making it the only purpose-built interconnected arena, convention centre and exhibition facility in Europe. A 216-bedroom Pullman hotel, which forms part of the development, opened in February 2016.

Ticket Quarter is a ticketing agency created in 2012, we have since expanded the services we provide to include support for event promoters and venues including online ticketing; contact centre; marketing and promotional support; customer service support and account management. We have grown our portfolio and we now sell tickets for music, comedy, theatre and arts, family entertainment, exhibitions and sport for a variety of regional venues and more than 200 events across the North West including St George’s Hall and Farmaggedon and Liverpool International Music Festival (LIMF).

The ACC Liverpool Group works closely with Clients helping to ensure the success of their events and delivering the best possible service. Our vision is to be a successful world class arena, convention centre and exhibition centre and the ticketing agency for the North West that serves its customers to the best of its abilities and attracts visitors to Liverpool, thereby contributing to the long term growth and prosperity of our enterprise, our city and its people.

2. Vision

The unique skill of what The ACC Liverpool Group does is in the complexity of bringing together many diverse individual groups of people with different expertise and experiences, to create seamless, coherent and impactful events that deliver a unique experience for Clients and visitors.

The awarded Contractors must be true partners and work closely with The ACC Liverpool Group to promote continuous improvement and help The ACC Liverpool Group enhance their brand and service quality through the provision of high quality, pro-active and innovative products and services.

3. Values

The ACC Liverpool Group's brand values are:-

Our Brand Blueprint

Who We Are
We are The ACC Liverpool Group
A family of world-class venues, experiences and services for the local, national and international events market.
Currently our group includes Destination Venue ACC Liverpool, home to BT Convention Centre, Echo Arena and Exhibition Centre Liverpool and our ticketing agency TicketQuarter.

How We Work
Straightforward
Ambitious
Versatile
Welcoming

What We Do
We strive to be at the heart of Liverpool's cultural and economic success, and our passion for the city is matched only by the commitment we show to our customers.
Through the venues we operate and the services we provide, our focus is to attract business and visitors to Liverpool, contributing to the long-term growth and prosperity of our group, our city and its people

The **ACC** Liverpool Group

4. Aim and Objectives

The overall aim of this tender is for The ACC Liverpool Group to appoint a new Supplier for its email platform and associated services.

The Supplier's objectives when appointed should include:-

- supporting our vision and values
- meeting our comprehensive range of requirements as detailed in the Scope of Services and
- providing us with a professional and timely service.

5. Summary of Requirements

Please refer to Document 3 – Scope of Services for further details.

The duration of the contract is 3 years with an option to extend for two further periods of twelve months. The anticipated contract start date is 1 October 2018.

6. Procurement Documents

The documents provided as part of this tender process are detailed below:-

Document 1 – Briefing Document (*this document*)

Document 2 – Confidentiality Agreement

Document 3 – Scope of Services

Document 4 – Invitation to Tender Submission Schedule.

Please note Documents 3 and 4 will be provided to organisations once an expression of interest has been received with a signed copy of the Confidentiality Agreement.

7. Notes to Organisations

Please note the following:-

7.1 The ACC Liverpool Group reserves the right to reject any organisation which fails to comply fully with the requirements of the selection process set out or referred to in the tender process.

7.2 Failure to submit a pre-qualification questionnaire or tender response, in whole or in part may disqualify the organisation from the procurement and The ACC Liverpool Group may undertake no further evaluation of that tender. Failure to furnish the required information or supply documentation referred to in responses, within the specified timescale, may also mean that an organisation is not awarded the contract.

7.3 Organisations should be aware that erroneous or incorrect responses may result in their not being awarded the contract. In the case where the error or misrepresentation is not discovered until after the contract is awarded, The ACC Liverpool Group reserves the right to terminate the contract and all costs incurred by The ACC Liverpool Group as a result of the termination shall be recoverable from the tenderer accordingly.

7.4 The ACC Liverpool Group reserves the right to terminate the procurement process and does not undertake to award a contract to any organisation. In no circumstances shall The ACC Liverpool Group be liable for any costs incurred by an organisation in relation to the procurement process or entering into a contract.

7.5 By participating in the procurement process, organisations agree and accept that they are bound by all of the terms of this ITT. The submission of a tender will imply the full acceptance of the provisions of this ITT by the relevant organisation. Any attempt to qualify any of the provisions of this ITT may result in an organisation being disqualified.

7.6 If The ACC Liverpool Group considers any question or request for clarification to be of material significance, both the question and the response will be communicated, in a suitably anonymous form, to all organisations who have been invited to tender.

7.7 Information given by The ACC Liverpool Group is provided in good faith. Technical information may be incomplete, or even contradictory, where it relates to different time periods or methods of information gathering. The ACC Liverpool Group Information is intended only as an explanation of The ACC Liverpool Group's requirements and is not intended to form the basis of an organisation's decision as to whether to enter into a relationship with The ACC Liverpool Group. Organisations will be expected to test and verify any information that has a bearing on their proposals

7.8 The ACC Liverpool Group Information does not purport to be all-inclusive or to contain all the information that a prospective contractor may require. Organisations must take their own steps to verify any information which they use and must make an independent assessment of the opportunities described in The ACC Liverpool Group Information after making such investigation and taking such advice as they think necessary.

7.9 Neither The ACC Liverpool Group nor its members, directors, officers, employees, agents or advisers make any representation or give any warranty as to the adequacy, accuracy, reasonableness, or completeness of The ACC Liverpool Group Information. Organisations considering entering into a relationship with The ACC Liverpool Group should make their own enquiries and investigations of The ACC Liverpool Group's requirements.

7.10 Neither The ACC Liverpool Group nor its professional advisers shall be liable neither for any loss or damage arising as a result of reliance on The ACC Liverpool Group Information nor for any expenses incurred by organisations at any time in connection with the procurement process.

7.11 Any advisers appointed by The ACC Liverpool Group, whether legal, financial, technical or otherwise, will not be responsible to anyone other than The ACC Liverpool Group for providing advice in connection with this procurement process.

7.12 Where an organisation intends to use sub-contractors, it will be its responsibility to provide such sub-contractor with all necessary information. Where information about the organisation is requested in negotiations or any procurement documentation, such information must be provided for the principal contractor and all sub-contractors.

7.13 Organisations remain responsible for all costs and expenses incurred by them or by any third party acting under instructions from the organisation in connection with their tenders, at any time, and whether incurred directly by them or their advisors or subcontractors and regardless of whether such costs arise as a consequence, direct or indirect, of any amendments made to this ITT by The ACC Liverpool Group at any time.

7.14 Any attempt by any organisation or its appointed advisers to influence the procurement process in any way will result in the relevant tender being disqualified. Specifically, organisations shall not directly or indirectly at any time:

7.14.1 fix or adjust the amount or content of any tender in accordance with any agreement or arrangement with any other person, other than in good faith where such other person is a proposed provider of finance;

7.14.2 communicate to any person other than The ACC Liverpool Group (other than in order to obtain quotations for supplies, services or finance) or seek to obtain information about the amount or content of any other tender;

7.14.3 enter into any agreement or arrangement with any other person that will result in such a person refraining from submitting a tender;

7.14.4 enter into any agreement or arrangement with any other person as to the form, content or amount of this tender or any other tender;

7.14.5 offer or pay a sum of money, incentive or valuable consideration to any person proposing to effect changes in or omissions from any other tender; nor

7.14.6 contravene any provisions of the Bribery Act 2010.

7.15 Direct or indirect canvassing by an organisation or its appointed advisers in relation to the procurement or any attempt to obtain information from any of the officers, employees, or agents of The ACC Liverpool Group or their appointed advisers concerning another organisation or another tender will result in disqualification.

7.16 The ACC Liverpool Group must be notified in writing of any change in the control, composition, or membership of an organisation that has taken place or takes place at any time prior to execution of any contract.

8. Your ITT Submission

The ACC Liverpool Group's Vision, Values and Objectives, along with our requirements for the proposed Contract, have been detailed in the Procurement Documents listed under Section 6.

We would now like to know more about your organisation and the skills you could potentially bring to this Contract. Listed below are a number of areas we would like you to cover in your ITT submission which should be provided by completing Document 4 – Invitation to Tender Submission Schedule:-

Section A – Potential Supplier Information

This section requests details about your organisation.

Section B – Exclusion Grounds

This section relates to activity that may exclude an organisation from participating in this process.

Section C – Selection Questions

This section requests details about your organisation's economic and financial standing, technical and professional ability, legislative and insurance requirements.

Section D – Your Services

1. Details of your organisations experience and expertise in the provision of email marketing solutions and evidence of recent work. This should include case studies, technical specifications, visuals and screen grabs where appropriate
2. Details of your service delivery plan, including amongst other things, set up and integration programme, management of the Contract, ongoing delivery of the Services, communication with the Customer and contingency planning.

Section E – Intention to Sub-Contract Part of the Services

Please indicate whether your organisation intends to sub-contract any element of this Contract including software and technology. If so, please provide details of sub-contractors and/or third party providers.

Section F – Additional Services

Please provide details of any additional product or service offerings which you feel would be relevant and how they could be utilised by The ACC Liverpool Group. You may also provide an outline of those factors which differentiate your organisation from those of your competitors. In addition to this, please demonstrate how you will ensure a value for money service.

Section G - Costs

In addition to the above information, please complete the Costs Schedule ensuring charges for all elements of the services are provided.

Section H – Terms and Conditions of Contract and Service Level Agreement

Please provide a copy of your Terms and Conditions of Contract and Service Level Agreement. The ACC Liverpool Group reserves the right to review the terms and enter into negotiations with the proposed Supplier prior to awarding the Agreement.

9. Selection Criteria

Tender submissions will be evaluated by the panel detailed below:-

Karen Williams	Interim Assistant Director (Marketing)
Susan Albanese	Head of Procurement (Tender Facilitator)
Robin Cooke	Multimedia Manager
Dominic Leeson	Head of ICT.

The evaluation panel will use the following guidelines, listed in no particular order, to select a contractor:-

- depth of experience and expertise in database segmentation and email platform and the ability to deliver to the platform requirements as a minimum
- competitiveness of pricing
- ability to offer value added services
- future developments planned
- compatibility with The ACC Liverpool Group’s vision, mission and brand values.

10. Next Steps

Please see below an indicative project timetable (these times may be subject to change):-

Thursday 9 August 2018

Documents 1 and 2 added to Contracts Finder and ACC Liverpool Group Website.

Please note, organisations must express an interest and sign and return Document 2 Confidentiality Agreement before Documents 3 and 4 are issued.

Friday 24 August 2018

Tenderers have the opportunity to raise questions regarding the ITT until 12 noon on this date. Please submit any questions via email to purchasing@accliverpool.com

Friday 31 August 2018

Deadline for tender submissions.

Tender submissions will be evaluated and a short list of tenderers invited to present to the evaluation panel.

Wednesday 12 September 2018

Presentations held.

Week commencing 17 September 2018

Award confirmed.

Week commencing 24 September 2018

Contract documentation finalised and issued.

1 October 2018

Mobilisation work to commence.