



**European Union**

European Regional  
Development Fund

## **Invitation to Tender**

# **AeroSpace Cornwall**

## **Animation**

**Cornwall Development Company  
TEN426**

17<sup>th</sup> October 2018



## **1. About Cornwall Development Company**

Cornwall Development Company (CDC) is the economic development service of Cornwall Council (CC) and is part of the Corserv Ltd 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 2020, it will contribute to the EU ambition to deliver smart, sustainable and inclusive growth.

The AeroSpace Cornwall programme, funded by the European Regional Development Fund, promotes research, development and innovation (RD&I). It offers technical and commercial support for businesses across Cornwall and the Isles of Scilly looking to develop products, services and technologies which add competitive advantage to the aerospace / space sectors.

The programme is led by Cornwall Development Company (CDC), delivered in partnership with the West of England Aerospace Forum (WEAF), and aims to increase the size and capability of the local aerospace and space clusters and secure ongoing investment in them.

The AeroSpace Cornwall programme, which runs from Jan 2017 to Dec 2019, aims to:

- Develop an 'innovation environment' for the aerospace and space sectors by incentivising local businesses to collaborate and engage with research institutions and take advantage of national programmes to accelerate their innovation(s).
- Increase the performance and competitiveness of local enterprises, create highly skilled jobs and launch new products into the marketplace.
- Secure investment from global collaborators and investors as potential end users of the products, services and technology developed.

## **3. Tender objectives**

CDC is seeking to commission an experienced supplier to create a suite of eight animation videos (between 75 and 90 seconds in length) in order to promote the Aerospace Cornwall programme and explain the opportunities within the aerospace and space sectors.

Promotion will be via our social media sites and mailer campaigns to our growing database. When developing these animation videos, two different audiences need to be taken into consideration: the Inward Investor, and Businesses in Cornwall.

Currently Cornwall is not well known for its aerospace and space cluster, although this is changing thanks to the work by Goonhilly Earth Station, Spaceport Cornwall, Cornwall Airport Newquay and Invest In Cornwall at raising Cornwall's profile. The role of the AeroSpace Cornwall Programme is to promote the business opportunity in aerospace and space sectors in Cornwall.

Overall, we need to make businesses and individuals aware that Cornwall is an integral part of the south west aerospace cluster and that investing in and support the cluster is good for their business and for Cornwall overall.

Our purpose for creating the animation videos is to:

- Explain the business opportunities available to SMEs and Corporate Enterprises when supplying into the aerospace and space sectors;
- To provide clear and concise explanations of the specifics of our offer, i.e. Innovation Vouchers, funding and support and sign posting;
- Be seen as credible thought leaders in the aerospace and space sectors and leave a legacy to our audience beyond the life of the programme;
- Help build our following on social media

### 3.1 Current Animation Ideas

Please note that these animation ideas can be modified in order to better fit the brief - based on the target audiences and the propositions.

1. **What is a Space business?** High level explanation of the business involved in upstream and downstream space. Could include the UK Space cluster – and how we are an integral part of that (Cornwall, Harwell, Leicester, Glasgow and Surrey). How you can benefit from being part of the sector in Cornwall.
2. **Downstream space market opportunity** - explains what Navigation, Comms (inc. 5G), Meteorology and Deep space analysis, in AgriTech, marine, e-health are.
3. **UAS capabilities and testing opportunities in Cornwall.**
4. **Composites** – from Surfboards and boats to Aircraft wings and SpaceTech. Supply chain is big business in Cornwall.
5. **Spaceports** – what is a spaceport, what the UK is doing and what Spaceport Cornwall offers.
6. **Connectivity and Data** – the UK is connected to the world via undersea cables and satellite comms which the majority comes into Cornwall.
7. **Investment in Aerospace and Space sector in Cornwall** – this would show case the advanced engineering and software sectors of Cornwall as well as Goonhilly Earth Station and the Cornwall Airport Newquay.
8. **Innovation Vouchers** – what they are, how they can be used, and success stories.

### 3.2 Target market

The target market will be broken into two segments:

- Inward Investment from outside of Cornwall
- Business community based in Cornwall

### 3.3 Propositions

Inward Investor: Cornwall is uniquely placed in the Space sector to design, build, launch and track satellites, backed with regional funding, support and incentives. Cornwall has unrivalled airspace for testing unmanned aerial systems.

Local: Aerospace Cornwall has given me opportunities to grow my business, through funding, support and access to new markets.

<b>Inward Investment</b> <ul style="list-style-type: none"><li>• Cornwall has a burgeoning, high-value aerospace and space sector.</li><li>• Unique proposition from satellite design, build, launch and tracking.</li><li>• Space is an exciting industry to be part of</li><li>• AeroSpace Cornwall can help broker any relationships.</li><li>• AeroSpace Cornwall are experts in the industry.</li><li>• Opportunity to work with Spaceport Cornwall and Goonhilly Earth Station</li></ul>	<b>Local</b> <ul style="list-style-type: none"><li>• AeroSpace Cornwall can broker any relationships with local, national and international clients.</li><li>• AeroSpace Cornwall will grow the industry</li><li>• A great way to get support, funding and exposure.</li></ul>
--	--

### 3.4 Tone of Voice

The tone of voice of the animation needs to be professional. We are talking to businesses that are SME and large corporations. It can't be patronising or over explanatory – even though some of our messages are complex.

### 3.5 Inspiration

Animation is a very varied field, and the aerospace and space sectors are niche business communities, therefore below are some animations that the AeroSpace Cornwall team at CDC like and are relevant to the aerospace and space sectors. However do not limit animations styles to these examples.

Satellite Applications Catapult has some great inspirational messages and can be found via their YouTube site [https://www.youtube.com/channel/UCbIVZb33\\_0kF-StYsAqfPnw](https://www.youtube.com/channel/UCbIVZb33_0kF-StYsAqfPnw) as well as their website <http://satellites4everyone.co.uk/>

Innovate UK has some interesting content as: <https://innovateuk.blog.gov.uk/2017/11/02/space-predictions-what-will-the-future-of-space-be-like/>

Spaceport Cornwall has some effective animation that forms part of their promotion. <https://vimeo.com/279563029/ac364df88f>

Bristol Aerospace has a You-Tube channel with multiple video styles, but no animation. What they do well are short, newsworthy pieces about the industry and the space that they occupy. Some of it is fun – these generate the most views (check out Christmas wrapping). Some of it is user generated – a great way to get people involved and lend an air of authenticity. A lot of it is drone footage – not relevant for animation, but worth noting.

<https://www.youtube.com/channel/UCu7z6LjQxAH9IakPW06xs5g>

### 3.6 Functional and Technical Requirements

These will be short animation videos that can be promoted across our social media channels, emailed and uploaded to the AeroSpace Cornwall YouTube channel. They will also be embedded into mailers and within the AeroSpace Cornwall website.

The supplier will be required to advise on the most suitable format.

## 4. Tender requirements

The successful tender will be expected to undertake the following activities

4.1 Creation of eight animated videos of between 75 and 90 seconds in length, including the storyboard and script, with guidance from CDC. The areas of focus will be set by CDC, in line with the animation ideas outlined in the tender objectives. The animation will be created over the course of the contract, in a staggered approach. 2 animations created by 14<sup>th</sup> January 2018, 3 more by 14<sup>th</sup> February and the final 3 by 14<sup>th</sup> March 2019.

## 4.2 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 2. All material will normally require the use of both the AeroSpace Cornwall logos (Enclosure 1) with the ERDF logo which can be found at the link in Enclosure 2.

## 4.3 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:

- Sustainability:

Sustainable development is about achieving an appropriate balance between environmental, social and economic objectives. This means a project needs to demonstrate how any potential negative environmental impacts associated with their project will be minimised, or mitigated, and how potential positive impacts will be maximised.

- 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.

See also Corporate Requirements section below.

## 5. Budget

The total maximum budget available for this commission is **£29,000 (exc VAT)**

**Tenders that exceed the total budget will not be considered.**

## 6. Tender and commission timetable

The timescale of the project is from the date of signing the contract until Mar 2019. The anticipated timetable for submission of the Tender, completion of the project and interim tendering/contract process milestones, are set out below.

<b>Milestone</b>	<b>Date</b>
Publication of ITT	17/10/2018
Final date for receipt of clarifications	26/10/2018
Final date for response to clarifications	29/10/2018
<b>Deadline to return the Tender to CDC</b>	<b>17:00 on 09/11/2018</b>
Evaluation of Tender by CDC - commencement	13/11/2018
Successful and unsuccessful tenderers notified	16/11/2018
Signed Contract	23/11/2018
Project inception meeting	05/12/2018
Delivery of first 2 animations	14/01/2018
Animations 3, 4 and 5	14/02/2019
Last 3 animations	14/03/2018
End of contract	29/03/2019

## 7. Tender submission requirements

Please include the following information in your Tender submission.

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

- A single point of contact for all contact between the tenderer and CDC during the tender selection process, and for further correspondence
- Confirmation that the tenderer has the resources available to meet the requirements outlined in this brief and its timelines
- Confirmation that the tenderer accepts all the Terms and Conditions of the Contract attached (Enclosure 3)
- 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

- Confirmation that the tenderer holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as evidence
- Conflict of interest statement

## 7.2 Experience

The project proposal should include two references to past animation, ideally in the business to business engineering or digital sectors. Include the name of two businesses you have delivered animation for and the contact details of the relevant person at that business who CDC can contact, if needed.

## 7.3 Showreel

Provide examples of at least two examples of animations that are relevant to the brief. This should be via online file transfer or secure online hosted videos.

## 7.4 Delivery Plan

CDC need to understand how you intend to deliver the animation requirements as set out in section 3 Tender Objectives. Describe your high level plan (maximum of 2 A4 pages), including;

- Your creative approach to the brief.
- Timescales for delivery to include any meeting or actions of CDC, such as planning, editing and approving.
- Who at your company will be managing each part the delivery, together with a brief history their experience.

## 7.5 Budget

Maximum budget available is £ 29,000 (excluding VAT).

Please provide 1 fixed price for all 8 animations to include all costs of production and delivery.

## 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.

All Tender returns must include evidence of the following as 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. The tenderer will be required to provide a copy of their Equality and Diversity Policies/Practices if successful in securing this contract.

## **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.

## **Indemnity and Insurance**

The contractor must effect 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:

- Employers liability insurance with a limit of liability of not less than £5 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.

## **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.

## **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.

## **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

## **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 link to the ERDF publicity requirements can be found at Enclosure 2.

## **Sub-contracting**

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

## **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.

## **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.

## **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:

**Daniel.Griffiths@cornwaldevelopmentcompany.co.uk by 26/10/2018** and strictly in accordance with the Tender & Commission Timetable in section 6.

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. Tender evaluation 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 following award criteria:

Tender Evaluation Criteria

Ref 7.1 Covering Letter	
Acceptable covering letter including confirmation of the requirements detailed at 7.1	Pass/ Fail
Ref 7.2 Experience	15
Two 3 <sup>rd</sup> party references on past animation, ideally in the business to business engineering or digital sectors.	
Ref 7.3 Showreel	40
Provide examples of at least 2 examples of animations that are relevant to the brief. These are to be submitted via online file transfer or viewable and hosted online.	
Ref 7.4 Delivery Plan	30
Describe the management to delivery, creative approach, time lines for delivery.	
Ref 7.5 Budget	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 i.e; Marks awarded = $15 \times \text{lowest bid} / \text{bid}$	

### Assessment of the Tender (7.1-7.4)

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

Scoring Matrix for Evaluation Criteria		
Score %	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.

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 3).

### **11. Tender returns**

Please submit the Tender document by email or post or in person by 17:00 on 9<sup>th</sup> November 2018.

If submitting electronically, please send by email to [finance@cornwalldevelopmentcompany.co.uk](mailto:finance@cornwalldevelopmentcompany.co.uk) with the following wording in the subject box: "Tender TEN426 Strictly Confidential Animation"

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 TEN426 Strictly Confidential. Animation"

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.

## **12. 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.

## **13. Enclosures**

1. AeroSpace Cornwall logo
2. ERDF Publicity Guidelines  
[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/634288/ESIF Branding and Publicity Requirements.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/634288/ESIF_Branding_and_Publicity_Requirements.pdf)
3. Terms and Conditions of the Contract