



European Union
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HM Government



HARTPURY

Digital Innovation in Agri-Tech Project

TENDER SPECIFICATION DOCUMENT

Marketing PR Agency

Tender for the supply of specialist advice services for development and implementation of the project

Date: March 2021

Hartpury University and College
Registered Office:
Hartpury House
Hartpury
Gloucester
GL19 3BE

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1. Introduction

- 1.1. Hartpury University and Hartpury College's mission is to be a specialist niche provider delivering relevant, effective and high quality education and training for employment in sport, equine, animal and agricultural industries; locally, nationally and internationally.
- 1.2. The vision for Hartpury Agriculture is to create an industry leading Digital Innovation Farm providing excellent facilities, education and research to meet global demand for new technology in farming.
- 1.3. Hartpury is now seeking to appoint a marketing agency to develop and deliver a marketing and PR plan to support the project's aims.
- 1.4. This is initially on a two-year basis starting in April 2021, to be reviewed and considered for renewal after year one. The appointed agency will work under the direction of the Digital Innovation in Agri-Tech Project Manager, and in collaboration with Hartpury's in-house marketing team and other relevant external marketing consultants.

2. Background

- 2.1. Hartpury University is procuring a marketing agency following acceptance of its full application for ESIF funding.
- 2.2. Project funding for a Tech Box Park on Hartpury's Agricultural campus will establish the next phase of the Digital Innovation Farm initiative, which includes the recently established Agri-tech Centre.
- 2.3. The Digital Innovation in Agri-Tech (DIA-T) project will support agri-tech firms with support to develop new products and services to market connecting them to Hartpury's commercial farm and well-established farming network.
- 2.4. The Tech Box Park project will ultimately provide a cluster of business accelerator units to accelerate the growth of SME agri-tech firms creating new products, driving productivity and competitiveness in the agri industry.
- 2.5. Workspace will be constructed from five environmentally sustainable purpose built units, each 61sqm, giving a total area of 183sqm, 'Tech-Box Park' located within Hartpury's on-site commercial farm close to Hartpury's Agri-Tech Centre creating a cluster of agri-tech innovation. The project will deliver a dedicated support programme for SMEs in Gloucestershire operating, or wishing to operate, in the agri-tech sector.

2.6. The contract will be required to be underway as soon as possible to deliver the projects outputs within their allocated timescales specified in point 5.

3. Tender Specification

3.1 By June 2023, Digital Innovation in Agri-Tech will have achieved the following:

- 20% increase in networking between agri-tech businesses, academics and potential customers.
- 25% of engaged businesses will be supported to improve productivity.
- Highlighting the need/benefit of in-built security in agri-tech products.
- Improving the connectivity of agri-tech businesses.

3.2 Attracting leading agri-tech companies to Gloucestershire.

3.3 It is anticipated it will include but not limited to the following, however precise actions may vary as determined by the strategy to be developed by the successful tenderer and agreed by Hartpury, to give maximum ROI inline with project goals:

1. Create an actionable social media plan and manage the day-to-day handling of relevant social media channels, posting to an agreed minimum per week on each channel and working to agreed KPIs in terms of audience engagement.
2. Generate quality media coverage monthly and manage relevant media enquiries to meet agreed KPIs and business objectives throughout the entire project, including at the launch events.
3. Create engaging new content for the relevant webpages on the Hartpury website and keep up to date using the web CMS (Umbraco) in-line with Hartpury style guide and whilst using expertise to maximise SEO. Ensure processes are in place on website for capturing leads.
4. Deliver a regular e-newsletter for key stakeholders/leads in database, working in collaboration with the project manager to determine relevant content.
5. Oversee the design of a new logo for the project including usage guidelines.
6. Create and deliver a small-scale advertising campaign (predominantly digital) in-line with agreed budgets and targets. Using expertise of PPC, remarketing, social media and display advertising to deliver best format and channels for ROI.

7. Produce promotional materials (print, digital, display) in line with Hartpury branding guidelines, to promote the project to relevant stakeholders and audiences, including in preparation for specific industry or onsite events. Oversee such projects from conception to delivery, managing photographers, designers, printers and other stakeholders as necessary and within overall budget.
 8. Work closely with the Hartpury marketing team (who primarily focus on student recruitment) to ensure efforts are aligned and opportunities for student recruitment to the university and college are maximised.
 9. Lead marketing and promotion of the project pre-launch to ensure integration into the Gloucestershire Innovation portfolio.
 10. Work closely with Hartpury Agri-Tech Centre to provide a comprehensive offer and support to businesses already engaged including promotion and attracting pipeline of project membership.
 11. Provide updates to the DIA-T Project Manager through the provision of regular performance reports.
 12. Monitor data to ensure the project meets its target audience.
 13. Ensure contract offers value for money and is delivered within budget and timescales.
 14. Liaise with relevant departments at Hartpury e.g. DIA-T, Agri-Tech Centre and Marketing to ensure the contract meets all compliance and governance requirements relating to ERDF Branding and Publicity guidelines.
 15. Fully understand and comply at all times with all ERDF and Hartpury's relevant marketing policies and procedures, particularly with regard to the following as they relate to this project:
 - i. Safeguarding.
 - ii. Equality and Diversity.
 - iii. Sustainability.
- 3.4 All support must be delivered under the project brand. The supplier's own brand should not be used when delivering services under this contract. The successful supplier will be asked to comply with some simple brand guidelines.
- 3.5 Hartpury will own the copyright and intellectual property rights of any materials produced by the successful tenderer as part of this contract. They shall not be used by the successful tenderer at any point, unless with permission by Hartpury.

4 Knowledge, Skills & experience

4.1 Suppliers are required to demonstrate that they have the following knowledge, skills and experience relevant to the role:

- Significant experience of developing and delivering innovative multi-channel Marketing and PR strategy, from conception to delivery to evaluation.
- Proven ability to devise marketing plans to optimise return on investment, meet agreed KPIS and deliver on budget.
- Strong experience of all relevant digital marketing techniques and best practice, including the hands-on skills required to deliver and monitor successful multi-platform campaigns.
- Successful experience of new brand-development and positioning.
- Significant experience in the creative production of branded materials (print/promo), including engaging literature and event materials. To include overseeing all elements of content creation, copywriting, proof reading, photography, design and print (managing 3rd party suppliers as necessary).
- Established media contacts and a track-record of successfully selling-in PR stories to target media.
- Experience of delivering and managing successful advertising campaigns on a small budget.
- Strong copywriting, editing and content production skills suitable for each digital or printed medium.
- An understanding of the agricultural and/or technology sector would be an advantage.
- Creative skills for contributing new and innovative ideas.
- Strong communication and people skills for articulating ideas to colleagues and influencing stakeholders.
- Skills in data analysis and interpreting statistics and provision of regular reports to client.
- Full knowledge and ability to work in accordance with relevant GDPR and CMA legislations.

4.2 The supplier may be required to attend meetings with stakeholders across Gloucestershire, subject to COVID-19 secure measures being in place. If face-to-face meetings are not possible due to COVID-19, the supplier is required to demonstrate methods of innovative virtual delivery.

- 4.3 The supplier will have access to and deal with complex information which may be of a sensitive nature and will require a high level of confidentiality at all times.

5 Duration of Contract

- 5.1 This is initially on a two-year basis starting in April 2021, to be reviewed on an annual basis against project KPIs.
- 5.2 Key dates:
1. March 2021: tender process
 2. May 2021: contract start
 3. July 2021: soft launch
 4. September 2021: hard launch
 5. March 2022: contract review with consideration for renewal for a further 12 months.

6 Requirements

- 6.1 Hartpury University is inviting tenders from suitably qualified suppliers for the provision of Marketing and PR services. Suppliers must be able to demonstrate a proven track record in delivering similar services to agricultural and technical sector businesses.
- 6.2 Suppliers must be able to deliver throughout the County of Gloucestershire and surrounding Counties.
- 6.3 Suppliers should possess and maintain public and professional indemnity insurance and employer's liability insurance (if applicable). Evidence of current insurance policies and the limits of these policies must be provided as part of your tender submission.
- 6.4 The above specification points are not an exhaustive list. The successful tenderer may therefore be requested to provide additional services. Such services will be agreed between the supplier and Hartpury University.

7 Payment

- 7.1 The total budget available for the 27 month contract period is maximum budget of £50, 000 inclusive of VAT. This is inclusive of ALL costs including monthly management/consultancy fees AND budgetary costs to implement the plan (for instance, but not limited to design, print/production, photography and advertising).



- 7.2 Suppliers should provide details of their proposed day rate when submitting the tender response.
- 7.3 The marketing agency will issue an invoice to Hartpury University on a monthly basis for all work completed in any given month. This invoice should be accompanied by a summary of activities delivered during the month, along with any supporting evidence and paperwork.
- 7.4 Hartpury University's normal payment terms for approved invoices is 30 days.

8 Content of Tender Submission

- 8.1 A template for your response is attached at Appendix A. Potential suppliers are asked to provide the following within their submission:
- Your understanding of the requirements;
 - The proposed methodology that you will use to deliver the specialist support and the expected outcomes from that support;
 - Details of the key personnel who will be responsible for managing and undertaking the work, including their experience and professional qualifications;
 - Copies of full accounts for the last two years;
 - Evidence of current insurance policies and value of indemnity (as a minimum this should include public and professional indemnity and employers liability if applicable);
 - Evidence of previous work relevant to this contract (including client details, approximate scale of work, and dates / confirmation of delivery);
 - Names and contact details of two referees to whom you have provided a similar service in the last three years.
 - Evidence of any membership of professional bodies that are relevant to this contract.
- 8.2 Potential suppliers should note that answering 'No' to questions in sections 4-7 inclusively of the template will not preclude your bid from being considered. These are standard questions that we include in all our procurement exercises.
- 8.3 If successful, you will be required to supply copies of any certificates for any standards identified in Sections 4 – 7 of the Response Template.

9 Evaluation of Tenders

- 9.1 Tenders will be evaluated by an Evaluation Panel, which will determine which of the submissions provides Hartpury University with the most confidence that those suppliers have the relevant experience, personnel and capability to meet the requirement's objectives.
- 9.2 Scores will be agreed for each response in line with the Scoring Methodology and criteria set out below:

<i>Criteria:</i>	<i>Assessment / Score:</i>	<i>Weighting:</i>	<i>Total possible:</i>
Tenderers financial stability	Pass / Fail		
Understanding of the requirement	0(unacceptable)-4 (excellent)	5	20
Methodology	0(unacceptable)-4 (excellent)	5	20
Previous experience	0(unacceptable)-4 (excellent)	5	20
Personnel	0(unacceptable)-4 (excellent)	5	20
Total score available			80

- 9.3 Scores will be given based on the following assessment of responses:

Score:	Assessment:	Description of assessment:
0	Unacceptable	Nil or inadequate response. Fails to demonstrate an ability to meet the requirement.
1	Poor	Response is partially relevant and poor. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled.
2	Acceptable	Response is relevant and acceptable. The response addresses a broad understanding of the requirement but may lack details on how the requirement will be fulfilled in certain areas.
3	Good	Response is relevant and good. The response is sufficiently detailed to demonstrate a good understanding and provides details on how the requirements will be fulfilled.
4	Excellent	Response is completely relevant and excellent overall. The response is comprehensive,

		unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full.
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10 Instruction to Tenderers

- 10.1 Please submit your full tender submission by 12 noon on 6th April 2021 to:
Catherine.Briggs@hartpury.ac.uk
- 10.2 Submissions should be titled "**Tender for Digital Innovation in Agri-Tech Project**".
- 10.3 Subject to the number of tenders received, tenderers may be invited to give a virtual online presentation which will form part of the final evaluation of the tenders. Tenderers are therefore requested to reserve 16th April 2021 and will be notified should they be required to attend and present.
- 10.4 Tenderers should note that in the event that a bid is considered to be fundamentally unacceptable on a key issue, regardless of its other merits, that bid may be rejected.
- 10.5 Tenders submitted after the stipulated time and date advised will be rejected.
- 10.6 If you require further information concerning the tender process, or the nature of the proposed contract, in the first instance please contact:
catherine.briggs@hartpury.ac.uk with the subject line "Tender for Digital Innovation in Agri-Tech Project". No questions will be answered that provide a competitive advantage to any party tendering.
- 10.7 Should questions arise during the tendering period, which in our judgment are of material significance, we will post additional information on the Hartpury website [Hartpury Agri-Tech Centre | Commercial | Hartpury University and Hartpury College](#).....to explain the nature of the question, and our formal reply. All tenderers should then take that reply into consideration when preparing their own bids, and we will evaluate bids on the assumption that they have done so.

11 Conditions of Tender

- 11.1 Tenderers may contact Hartpury University using the e-mail address:
catherine.briggs@hartpury.ac.uk to obtain any further information about the requirements of the contract or the tendering procedures if these are not evident or clear from the documents supplied to tenderers.
- 11.2 For the avoidance of doubt, the tender specification document shall include all requirements explicit or implied within the invitation to tender.



11.3 Hartpury University reserves the right to withdraw this tender document and all funding contained within it without notice.

11.4 No tender will be considered for acceptance if the tenderer has indulged or attempted to indulge in any corrupt practice or canvassed the tender with an officer of Hartpury University. If a tenderer has indulged or attempted to indulge in such practices and the tender is accepted, then grounds shall exist for the termination of the contract and the claiming of damages from the successful tenderers.

11.5 It is unlikely that any tender will be accepted which (a) is incomplete or inaccurately or inadequately completed or which purports to impose conditions other than those provided in the contract documents and (b) is delivered out of time or in a manner other than specified in the specification.

12 Collusive Tendering

12.1 In submitting a tender against this contract, the tenderer confirms that he has not fixed or adjusted the amount of the tender by or under or in accordance with any agreement or arrangement with any other person.

12.2 The tenderer also certifies that at no time, before or following the submission of the tender, has the tenderer carried out any of the following acts:

- (i) communicating to a person other than the person calling for the tenders the amount or approximate amount of the proposed tender, except where such disclosure is required for the purpose of obtaining insurance;
- (ii) entering into any agreement or arrangement with any person that he shall refrain from tendering or as to the amount of any tender to be submitted;
- (iii) offering or paying or giving or agreeing to give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tender or proposed tender for the said work any act or thing of the sort described above. The context of this clause the word 'person' includes any persons and/or any body or association, corporate or unincorporated; and 'any agreement or arrangement' includes any such transaction, formal or informal, and whether legally binding or not.

13 Timetable for submission

13.1 The procurement timetable is as follows:

Date	Activity
5pm 19 th March 2021	Invitation To Tender published
5pm 1 st April 2021	Deadline for queries
12 noon, 6 th April 2021	Tender submission deadline
By the 9 th April 2021	Panel Tender scoring and review
12 th April 2021	Notification to present
16 th April 2021	Tender presentation meetings
By the 23 rd April 2021	Decision on selected supplier(s) and notification to unsuccessful bidders
1 st May 2021	Contract commencement

13.2 Bidders should note that although the submission date is fixed, the remainder of this timetable may be subject to change.

14 Appendix A: Template for Response

Section 1	Applicant information	
Question number	Question	Response
1.1(a)	Full name of the potential supplier submitting the information	
1.1(b) – (i)	Registered office address (if applicable)	
1.1(b) – (ii)	Registered website address (if applicable)	
1.1(c)	Trading status a) public limited company b) limited company c) limited liability partnership d) other partnership e) sole trader f) third sector g) other (please specify your trading status)	
1.1(d)	Date of registration in country of origin	
1.1(e)	Company registration number (if applicable)	
1.1(h)	Registered VAT number (if applicable)	

1.1(i)	Are you a Small, Medium or Micro Enterprise (SME) ¹ ?	YES <input type="checkbox"/> NO <input type="checkbox"/>
1.1(j)	Details of immediate parent company (if applicable): - Full name of the immediate parent company - Registered office address - Registration number - Head office DUNS number - Head office VAT number (Please enter N/A if not applicable)	
1.1(k)	Details of ultimate parent company (if applicable): - Full name of the ultimate parent company - Registered office address - Registration number - Head office DUNS number - Head office VAT number (Please enter N/A if not applicable)	
1.1(l)	Would the parent company be willing to provide a guarantee if necessary?	YES <input type="checkbox"/> NO <input type="checkbox"/>

Section 2	Previous experience and contract examples
2.1	<p>Please provide details of three different instances where you have provided similar support to that outlined in the specification during the past three years.</p> <p>The named customer contact should be willing to provide written evidence to confirm the accuracy of the information provided below which we reserve the right to verify.</p>

	Instance 1	Instance 2	Instance 3
Name of customer organisation			
Contact person in the organisation			
Position in the organisation			
E-mail address			
Description of support and the impact it had.			
Support start date			

¹ See EU definition of SME https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en

Support completion date			
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2.2	If you cannot provide at least one example for question 2.1, in no more than 500 words please provide an explanation for this, e.g. your organisation is a new start-up
Response:	

Section 3	Financial and Economic Standing	
	Please indicate which of the following you have provided to demonstrate your economic/financial standing:	
3.1	a) Copies of your full accounts for the last two years	YES <input type="checkbox"/> NO <input type="checkbox"/>
	b) A statement of the turnover, Profit and Loss Account/Income Statement, Balance Sheet/Statement of Financial Position and Statement of Cash Flow for the most recent year of trading for this organisation.	YES <input type="checkbox"/> NO <input type="checkbox"/>
	c) A statement of the cash flow forecast for the current year and a bank letter outlining the current cash and credit position.	YES <input type="checkbox"/> NO <input type="checkbox"/>

Section 4	Quality	
Is your organisation assessed and certified to a recognised Quality Management Standard? (e.g. ISO 9001)		YES <input type="checkbox"/> NO <input type="checkbox"/>
If YES, please attach a copy of your current certificate with your submission and go to Section 5		
If NO, please answer the following questions:		
Do you have a written Quality Policy?		YES <input type="checkbox"/> NO <input type="checkbox"/>
Do you have a Quality Manual and/or Quality Procedure?		YES <input type="checkbox"/> NO <input type="checkbox"/>
Is there a system which ensures control of Documents?		YES <input type="checkbox"/> NO <input type="checkbox"/>
Is there a system for controlling non-conforming products?		YES <input type="checkbox"/> NO <input type="checkbox"/>
Do you have a system for traceability and maintain records?		YES <input type="checkbox"/> NO <input type="checkbox"/>
Do you monitor and audit your suppliers?		YES <input type="checkbox"/> NO <input type="checkbox"/>
Is there a system for calibration of inspection, measuring and test equipment?		YES <input type="checkbox"/> NO <input type="checkbox"/>

Do you regularly carry out internal audits of your Quality Management System?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a system in place for monitoring/resolving customer complaints?	<input type="checkbox"/>	<input type="checkbox"/>

Section 5 Environmental Management		
Is your organisation assessed and certified to a recognised Environmental Management Standard? (e.g. ISO 14001)	YES <input type="checkbox"/>	NO <input type="checkbox"/>
If YES, please attach a copy of your current certificate with your submission and go to Section 6		
If NO, please answer the following questions:	YES	NO
Do you have a written Environmental Policy?	<input type="checkbox"/>	<input type="checkbox"/>
Have you identified and assessed the main environmental impacts of your business activities?	<input type="checkbox"/>	<input type="checkbox"/>
Do you carry out internal environmental audits?	<input type="checkbox"/>	<input type="checkbox"/>
Have you ever been prosecuted for breaches of environmental legislation?	<input type="checkbox"/>	<input type="checkbox"/>
Do you segregate/recycle any of your waste?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have any energy reduction programmes in place?	<input type="checkbox"/>	<input type="checkbox"/>

Section 6 Health & Safety		
Is your organisation assessed and certified to a recognised Health & Safety Management Standard? (e.g. OHSAS 18001)	YES <input type="checkbox"/>	NO <input type="checkbox"/>
If YES, please attach a copy of your current certificate with your submission and go to Section 7		
If NO, please answer the following questions:	YES	NO
Do you have a written Health & Safety Policy?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a Health and Safety at work management system in place?	<input type="checkbox"/>	<input type="checkbox"/>
Do you carry out Risk Assessments of your business activities/processes?	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly carry out internal audits of your Health & Safety Management System?	<input type="checkbox"/>	<input type="checkbox"/>
Are there controls in place for visitors and contractors attending your premises?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a system for reporting accidents and near miss incidents?	<input type="checkbox"/>	<input type="checkbox"/>

Section 7 Information Security		
Is your organisation assessed and certified to a recognised Information Security Standard? (e.g. ISO27001, Cyber Essentials Plus)	YES <input type="checkbox"/>	NO <input type="checkbox"/>



If YES, please attach a copy of your current certificate with your submission and go to Section 8		
If NO, please answer the following questions:	YES	NO
Do you have an Information Management System?	<input type="checkbox"/>	<input type="checkbox"/>
Do you utilise an email and web filter?	<input type="checkbox"/>	<input type="checkbox"/>
Do you take regular back-ups and store copies off site?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have information security systems in place i.e. up-to-date Anti-Virus Software, perimeter firewalls, regular patching of software and computer operating systems?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have independent penetration testing of your networks and websites?	<input type="checkbox"/>	<input type="checkbox"/>
Have you experienced a cyber attack that has disrupted your business?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have staff awareness training in place to raise awareness of cyber security risks?	<input type="checkbox"/>	<input type="checkbox"/>

Section 8 Data Protection		
Is your organisation registered with the Information Commissioner's Office (ICO) under the Data Protection Act?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
If YES, please provide your registration number and then go to Section 9		
If NO, please answer the following questions:		
Do you comply with the Data Protection Act (DPA) 2018?	<input type="checkbox"/>	<input type="checkbox"/>
Do you use personal information fairly and lawfully?	<input type="checkbox"/>	<input type="checkbox"/>
Do you collect only the information necessary for a specific purpose(s)?	<input type="checkbox"/>	<input type="checkbox"/>
Do you ensure it is relevant, accurate and up to date?	<input type="checkbox"/>	<input type="checkbox"/>
Do you only hold as much as you need, and only for as long as you need it?	<input type="checkbox"/>	<input type="checkbox"/>
Do you allow the subject of the information to see it on request?	<input type="checkbox"/>	<input type="checkbox"/>
Has your organisation experienced a data breach that has resulted in the loss or revealing of personal data?	<input type="checkbox"/>	<input type="checkbox"/>

Section 9	Requirement Specific Questions
9.1	Please provide details of the key personnel who will be responsible for managing and undertaking the work, including their experience and relevant qualifications. Please identify one named Account Manager who will co-ordinate your services.
Response:	
9.2	Please outline your understanding of our requirements and your proposed methodology for meeting our requirements. Please include details of likely outcomes of the support delivered.
Response:	

Section 10 Insurances			
Do you have Public Liability Insurance?	<input type="checkbox"/> Yes	Limit: £	<input type="checkbox"/> No
Do you have Employers Indemnity Insurance?	<input type="checkbox"/> Yes	Limit: £	<input type="checkbox"/> No
Do you have Product or Professional Indemnity Insurance?	<input type="checkbox"/> Yes	Limit: £	<input type="checkbox"/> No
If yes, please attach evidence with your submission.			



Section 11	Contact Details and Declaration I declare that to the best of my knowledge the answers submitted and information contained in this document are correct and accurate. I understand that the information will be used in the selection process to assess my organisation's suitability to be invited to participate further in this procurement. I understand that the authority may reject this submission in its entirety if there is a failure to answer all the relevant questions fully, or if false/misleading information or content is provided in any section. I am aware of the consequences of serious misrepresentation.
Contact name:	
Name of organisation:	
Role in organisation:	
Phone number:	
E-mail address:	
Postal address:	
Signature (electronic is acceptable):	
Date:	