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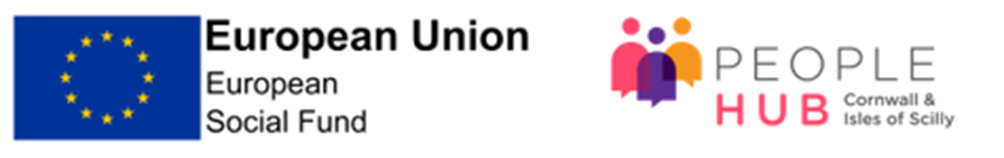
**Invitation to Tender**

**Marketing, PR, Digital Design and**

**Website Development**

**Cornwall Development Company**

**TEN497**

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# About the Cornwall and Isles of Scilly People Hub (People Hub) project

* 1. Cornwall Development Company Ltd (CDC) is looking to procure an agency to design and develop a website, motion graphics, video and range of materials and marketing collateral to be used over the remaining lifetime of the project. This will include print, digital and other marketing materials that meets the needs of the project. The programme aims to engage with residents of Cornwall and the Isles of Scilly who are aged 16 or older that are unemployed and economically inactive who are looking to access work, training or education.

1.2 The People Hub is funded by the European Social Fund (ESF) and Cornwall Council (CC). CDC will manage the People Hub and has contracted with 4 delivery partners to assist in the achievement of targets.

The four delivery partners are:

* Konnect Cornwall CIC
* SmartMatching Ltd
* Hi9 Ltd
* Isles of Scilly Council
  1. The project has secured £4.3 million of ESF investment for a three-and-a-half-year period running from July 2020 to December 2023, with Cornwall Council providing £1.07m in match funding. The objective is to support 1,605 eligible residents in Cornwall and the Isles of Scilly.
  2. The project will have 3 key components which makes the programme unique in terms of existing ESF provision in the county:
     1. **Triage and referral**

CDC has employed a team who receive calls from the target demographic of the unemployed and economically inactive individuals and then assess their needs, barriers and goals. This determines which existing ESF or mainstream provision is most appropriate to refer them to in order to meet the identified needs.

* + 1. **Direct support**

In certain circumstances there will be participants that may not be best supported by alternative provision. In this context, the People Hub team will carry out direct Information, Advice and Guidance (IAG) and access bespoke training that will be carried out by one of the delivery partners (Konnect Communities CIC and SmartMatching Ltd). The goal will be to move these participants into work, education or training.

1. **IT solutions**

2.1 CDC will be using 2 delivery partners (Hi9 Ltd and Smart Matching Ltd) to provide innovative IT solutions to support eligible participants into work or wider progressions. The proposals to develop smart matching tools as a well as a chatbot will be put in place to supplement and complement traditional IAG support by using artificial intelligence.

2.2 The People Hub will provide an important focal point, combining direct employment and skills support through a dedicated team based across the county and linking with other ESF and mainstream provision in support of eligible individuals in need of help.

1. **Background and context**

3.1 On behalf of the People Hub, CDC wishes to appoint an agency to design and develop a website, motion graphics, video and range of materials and marketing collateral to be used over the remaining lifetime of the project. This will include print, digital and other marketing materials that meets the needs of the project and the target audience.

The agency will be required to deliver consistent and high-quality full-service website design, development and maintenance; design static and moving graphics for online and print; deliver videos including case studies; and create marketing collateral relevant to the target audience.

3.2 **People Hub Project Outputs and Results**

As part of the contract, CDC has a responsibility to deliver the following ESF Outputs and Results. These will be delivered through the CDC team and the delivery partners above.

|  |  |  |
| --- | --- | --- |
| **Output Result** | **Definition** | **Programme target** |
| O1 | Participants | 1,605 |
|  | Male | 780 |
|  | Female | 825 |
| CO01 | Unemployed | 638 |
| CO03 | Inactive | 967 |
| R1 | Unemployed into work | 89 |
| R2 | Inactive to work/job search | 261 |
| CR06 | In work 6 months after leaving | 321 |
| O4 | Over 50 | 296 |
| O5 | Ethnic minorities | 29 |
| CO16 | Disabilities | 443 |

More information on the outputs and results definitions can be found at <https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/506534/MI_definitions__Final_V1_20160210.pdf>

**3.3 People Hub Skills for Growth**

3.3.1 In addition to the People Hub project, CDC has bid for a potential ESF PA2 bid for the People Hub (Skills For Growth) project, which will provide practical support and information to enable people who are currently in work (with a focus on those under threat of redundancy) to resolve the skills gaps and needs and enable them to stay in and/or progress in work. This additional project is subject to gaining approval from the Department of Work and Pensions. Therefore, should CDC be successful, this contract maybe extended so the Marketing, PR, Digital Design and Website service requirements of the People Hub Skills for Growth project can be aligned and coordinated with this those of this commission.

3.3.2 The People Hub (Skills for Growth) project will have a total value of £2m to provide training and skills support to 851 participants who are in work in Cornwall and the Isles of Scilly; with a focus on those going through a redundancy process.

3.3.3 CDC intends to run the People Hub (Skills for Growth) project concurrently with the existing People Hub; through to the end of December 2023. The People Hub (Skills for Growth) project is still subject to approved funding of ESF investment from the DWP. In the event of approval, CDC anticipates that the People Hub (Skills for Growth) project will commence in August 2021 and subsequently proposed activity will need to be coordinated between the two projects.

3.3.4 In specific relation to the budget available for marketing the People Hub (Skills for Growth) project, CDC is allowing between £40,000 and £50,000 (excluding VAT) for this activity. This allocation would be in addition to the budget set out in this commission under 5.1

1. **Tender requirements**

**4.1** **General**

CDC is seeking to commission an experienced supplier (or consortium with a Lead Partner) to develop and roll-out Marketing campaigns and a PR programme for the People Hub, including the design and development of a dedicated website to meet the programme objectives (4.2) and successfully meet its’ outputs and results (3.2)

* 1. **Programme Objectives**
     1. To maintain a high public profile for the People Hub by generating positive coverage of the project, including social media as appropriate.

* + 1. To demonstrate the quality of the People Hub service and benefits/impact on People Hub clients
    2. To demonstrate and promote the links with the Delivery Partner activities in delivering the programme
    3. To provide a website that promotes the People Hub.
    4. To develop a SEO strategy for the website to optimise the best quality user experience
    5. To develop a social marketing media strategy which promotes the People Hub to its target audience - the unemployed and economically inactive individuals
    6. To lead the creative vision for all visual content including animation, infographics, video and photography.

4.3 **The Marketing Plan**

The PR and Media strategy is be a key part and integral to the wider marketing

activity programme. The appointed PR and Media Tenderer will be our media

face and therefore must be able to demonstrate an enthusiasm and passion

for Cornwall and Isles of Scilly and the People Hub.

4.3.1 A marketing plan must be developed within 3 weeks of contract commencement. The campaign content must be varied and relevant for the target audience and contain a clear call to action to reach and engage with the target audience. The plan should be reviewed quarterly to reflect on progress to date.

**4.3.2** **Marketing Plan Content**

4.3.2.1 Review and evolution of the current branding (The initial branding has already been developed - see Enclosure 1)

4.3.2.2 The plan must underpin the objectives of the People Hub in conjunction with the project team. This will result in the production of marketing materials across digital media and print to include flyers, videos, photography and pop up stands if considered appropriate.

4.3.2.3 Lead the creative vision for all visual content including animation,

infographics, video and photography, working collaboratively with

appointed photographer/videographer

4.3.2.4 Develop the content for the website to include infographics as required. The website will primarily be a source data information with a simple contact us page and a chatbot provided by our delivery partner Hi9.

4.3.2.5 Draft copy for press releases, case studies / story boards and articles including associated photography to include distribution thereof.

4.3.2.6 Provide a clear plan of addressing performance objectives with monitoring, evidence and reporting

4.3.2.7 Highlight the qualified and experienced People Hub team and the experience and skills of the project’s Delivery Partners

4.3.2.8 Provide quarterly and final end of project reports

4.3.2.9 The People Hub is part funded by the European Social Fund and as such, all materials and documentation produced **must** comply with ESIF Branding & Publicity Guidelines **(Enclosure 2).**

**4.3.3 Campaign marketing strategy and plan requirements**

4.3.3.1 Create media hooks from this plan; potentially 3-4 key campaigns over the duration of the programme

4.3.3.2 Develop dynamic and highly visual messaging which will allow the People Hub to differentiate its offer from other local, regional and national provision and engage with its target audience.

4.3.3.3 Develop campaign content that is varied, relevant for different elements of the target audience and regularly distributed/made available to continue to maintain and build the People Hub’s profile through ongoing photography, video and animations

4.4 **Public Relations and Communications**

* + 1. The agency will create and manage the project’s communications both online and offline: the website will be developed separately see 4.7.
    2. Content should demonstrate the wide variety of clients the People Hub and its Delivery Partners work with across multiple demographics and geographies, in particular highlighting consented good news stories and case studies from underrepresented and/or minority groups.
    3. Build project reputation to support quality referrals from the partners and intermediaries.
    4. Build project profile and demonstrate the reach and success of the People Hub programme by integrating our project messaging with those activities undertaken by our other Partners and intermediaries
    5. The successful agency will develop draft copy for case studies, social media, website, press releases, and place editorial and advertorial (as required) content as well as contribute to the planning and delivery of campaign activity to generate positive coverage that builds awareness and uptake of the project:
       1. across Cornwall and the Isles of Scilly in terms of driving client engagement (priority)
       2. across the business community in Cornwall and the Isles of Scilly in terms of driving employment opportunities for clients (secondary priority)
       3. regionally (and nationally) to position the People Hub as an award-worthy leader in the individual support landscape (as appropriate)
    6. Distribute press releases and articles.
    7. Demonstrates the quality of the People Hub service and benefits/impact on People Hub clients
    8. Links with the Delivery Partner activities generally and specifically in terms of focussed campaign
    9. Demonstrates a broad reach to show People Hub supporting a demographically diverse range of clients throughout CIOS
    10. Creates content for the People Hub’s website and social media channels.
    11. Provide advice and guidance of consistency of messaging across social media and the website. CDC would like to be able to post social media as well as update the website content.
    12. References and evidences People Hub’s key role in, and contribution to, the local, regional and national economic development agenda <https://cioslep.com/impact/employment-skills/> and <https://www.cornwallislesofscillygrowthprogramme.org.uk/information/library-documents/>v
    13. Links to research and evidence-based findings both commissioned by the CIOS People Hub and countywide, regional and national.
    14. Provide PR support to promote significant news announcements
  1. **Online Marketing and PR Communications**
     1. Develop a social media marketing strategy which reflects the trends and behaviours of People Hub and its audience requirements, including:
     2. Design and deliver agile, rolling social media campaigns based on the needs of the project as directed and agreed with the People Hub Manager.
     3. Posts and conversations should include localised messaging and case studies and use the ‘voice’ of real people/clients.
     4. Refresh the current People Hub social media pages/accounts, e.g. [Facebook](https://www.facebook.com/thepeoplehub) and [Twitter](https://twitter.com/PeopleHub2)
     5. Develop new channels that reach our target audience
     6. Manage advertising to target audiences
     7. Enable People Hub staff to add any content/make changes to online channels
     8. Including curated opportunities for stakeholder engagement e.g. Q&A’s with guest bloggers or field experts on key issues
  2. **Offline Communications**
     1. The target audience are often hard to reach and have limited digital resources. The agency will develop and deliver offline campaigns to help drive engagement.
     2. We are looking for an agency that can match the innovative and dynamic elements of the project and its partners as well as delivering the basic outputs of driving clients to engage.
  3. **Web Design, Delivery, Development and Maintenance**

We are seeking to engage a partner to collaborate on producing and agreeing with us a visual specification for the People Hub website, to build and launch the site, and then provide support, maintenance and ongoing development of the site for the duration for the project. The website should be delivered within 6 weeks contract commencement.

1. * 1. **Design**
        1. A new website with the overall principle of modern, fresh, good visual design aligned to People Hub branding guidelines (see Enclosure 1) to enhance the user experience and customer journey. The website is envisaged to have 5-10 pages with a “Contact Us” facility and incorporate Hi9’s Chatbot otherwise the content is providing information, case studies etc.
        2. The overall look and feel of the website should reflect the overarching objectives of the People Hub
        3. First and foremost encourage potential interested clients and partners to contact the People Hub Team
        4. The website must seamlessly integrate visual content (imagery, video, animation and infographics) throughout to achieve a look that is modern and attractive and easy to understand.
        5. The People Hub’s messaging should be clear. Compelling content and accessible navigation must ensure that the browser takes the user through a cohesive journey throughout the website
        6. The People Hub’s social media channels should be seamlessly integrated into the website
        7. Be built using an Open Source PHP based framework or content management system combined with open source software components (a.k.a. plugins/modules/extensions). These extensions may be free or paid for in which case the costs of the plugins will be borne by the tenderer as part of their contract. Custom built software may form part of the website where no suitable open-source component can be identified.
        8. The proposed software should be agile in nature in terms of its ability to handle the growing or changing operational demands of the People Hub with the minimum of effort and skills. The making of these changes should be possible within the system without the need for significant input from technically skilled staff or interruptions/delays to ongoing business processes.
        9. It is an essential requirement for People Hub staff to be able to carry out general configuration changes to meet changing needs without the need to hire specialist resources.
        10. Have the ability to evolve as new branding is developed, facilitating bold messaging and calls to action and allowing for subsections of the site to be visually distinctive from others.
        11. Support multiple content types including (but not exclusively) information, resources, news stories, blogs posts, e-learning, and engagement.
     2. **Functionality**
        1. Users

a. Provide a granular permission system for different user roles

b. Relevant user types can add/modify/delete content of various types using Content Management System with permissions

4.7.2.2 The successful bidder must demonstrate compliance with Accessibility requirements, General Data Protection Regulation (GDPR) and Data Protection Act 2018 and ensure they and any third party have appropriate technological and security measures in place.

* + 1. **Search**

Have a comprehensive and sophisticated search facility for all site content and have a content type specific search facility for areas such as information, learning, engagement as necessary

* + 1. **Accessibility**

4.7.4.1 A minimum ‘AA’ level conformance with the latest WCAG/W3C standards including an accessibility statement will be required. Privacy Policy will be provided by the People Hub Team together with Terms and Conditions of the website use, Accessibility Policy and Website Disclaimer. The whole website should be fully compliant and in line with the Equality Act 2010.

4.7.4.2 The website should use infographics where possible to enable those whose first language is not English or who find difficulty in engaging with the written word to be able to navigate the website and obtain the necessary messaging and content.

* + 1. **Browser and Device Support**

4.7.5.1 The website must work on the most popular browsers (Chrome, Firefox, Safari, Edge, IE 10 & 11).

4.7.5.2 The system must be optimised for the latest versions of the most common browsers (Chrome, Firefox, Safari and Edge).

4.7.5.3 The site must be optimised for full functionality across smaller screen devices.

* + 1. **Integration and APIs**

Ability for Delivery Partners to interact and integrate their digital solutions through robust APIs. For the purpose of this tender assume that Hi9 will be integrating their “Chatbot” into the website; an allowance of £1000 should be made for this activity.

* + 1. **Reporting**
       1. Usage statistics and metrics built in, specifically the ability to track and understand user journeys.
       2. Support performance management via Google Analytics and tenderer to provide advice on performance management via Google Analytics.
    2. **Hosting and Security**

4.7.8.1 Supplier to manage the hosting to include any necessary storage. The budget includes the costs for hosting, maintenance, and support throughout the lifetime of the contract (end date December 2023). You will need to confirm you are able to provide a service package for the lifetime of the contract that meets the following requirements below and 4.7.9

* + - 1. A robust security governance framework should be in place to coordinate and direct the overall approach to the management of the service and information within it. Appropriate processes and procedures should be in place to ensure the operational security and integrity of the service and to identify and mitigate security threats, e.g. Denial of Service attacks.

The following should be met in terms of both hosting environments and applications:

1. To be hosted within an ISO 27001 accredited datacentre which utilise servers in the EEA, but preferably UK based
2. Backup and mobile application servers should also be based in the EEA or UK
3. ISO 27017 Information Security Controls for Cloud Services;
4. ISO 27018 Personal Data Protection in Public Clouds;
5. SAAEISO27001 Certification;
6. SAA 16 Standards.
7. Robust user security including encryption levels (256-bit encryption), password security, forgotten password handling, different user roles and associated functionality should be in place.
8. There should be a defined information management incident process and plans to deal with actual and suspected incidents or events that may pose a risk to the system. A standard approach should be followed to ensure a consistent approach to managing incidents.
9. There should be detailed disaster recovery plans to ensure that regular data backups are taken throughout the day with at least a minimum service of a full backup completion every 24 hours to a DR site in another location that can facilitate the full restoration of services within 24 hrs of incident. The DR site should have planned DR timelines on when data is backed up, for how long, and what the restoration procedure is. The site should also have resilience in place.
10. The solution should provide an audit trail for all changes that are made on the system.
11. The platform must be SSL encrypted
    * 1. **Security Assurance**

**This section will be completed post Tender Evaluation with the winning tenderer only.**

CDC, part of the Corserv Group of companies, requires assurance over the security of the systems that it uses in order to ensure that data is protected throughout its entire lifecycle. Therefore, the proposed solution will need to pass accreditation by Corserv’s Business Systems Team. This will be subject to a full security review and risk assessment to ensure that our data, and the application / services offered are suitably secure. This may also involve the completion of a security questionnaire and providing evidence in the form of certifications, policies, audit and penetration test results.

1. * 1. **Support and Maintenance**
        1. There should be defined technical and functional support models, available through a number of channels with defined response/fix times and availability (outside of agreed down times for upgrades etc.).
        2. Detailed disaster recovery plan to ensure data backups throughout the day with minimum full-service daily backups, including a recovery and restoration procedure.
        3. Be supported by process and a software update strategy that complies with industry best practices for security. The proposed software should have a clear product roadmap of regular updates and upgrades to all aspects of the software and include a detailed timeline. A process must, therefore, be in place to ensure software is patched in a timely fashion when software vulnerabilities are identified.
        4. Maximise availability by minimising the impact of software updates and providing a backup and restoration system to roll back the website to any of 7 previous days.
        5. We would require the successful contract holder to be able to provide support and maintenance during normal business hours and out of hours as required.
        6. As the system may need support during the lifetime of the project (in terms of further development or assistance with downtime) we will require 10 days support a year from when the website is live to December 2023.
     2. **Exit Strategy**

The Online Platform will be developed using industry standard software giving CDC maximum flexibility in the future.

* 1. **SEO**
     1. Only the main page needs to be optimised for search engines.
     2. Support SEO best practices.
     3. Develop a SEO strategy for the website, reviewing all existing content to ensure maximum optimisation opportunities and best quality user

Experience

* 1. **Graphic Design to include Motion Graphics**
     1. Creative vision for all visual content including animation, infographics, video and photography. Develop the storyboards and narrative for all visual content which will:
        1. Support People Hub’s objectives
        2. Review and evolve the existing brand guidelines (Enclosure 1) which have been established for the People Hub through a previous contract.
        3. The agency will be required to provide design support to include but not restricted to the following:

a. Corporate templates, e.g. business cards, case studies, presentations

b. Marketing materials, e.g. flyers/handouts

1. Text content will be provided but some copywriting may be required
2. Event collateral
3. Banners
4. Giveaways
5. Design for event stands
   * 1. Collateral for digital marketing campaigns, e.g. infographics

j. Motion graphics for example: Explainer videos; Social media posts and Case studies

* 1. **Video and Photography**

The agency will be required to produce content that:

1. Engages the target audience (people who are hard to reach, unemployed, and economically inactive)
2. Is fresh and innovative
3. Combines creative graphics with expertly shot footage, photography and animation
4. Presents the People Hub as being trustworthy, reassuring, approachable, kind, and supportive
5. Has a clear call to action and inspires people to contact the People Hub
6. Reflects the People Hub branding
7. Is created in appropriate formats for use on the full range of communication channels
8. Activity will include but will not be restricted to:
   * 1. Case studies and testimonials showcasing people who have supported and the impact of the People Hub service
     2. Supportive tips from the People Hub team, Delivery Partners, and community influencers
     3. Introduction to the People Hub service and the Delivery Partners
   1. The agency should have the ability to respond to tight deadlines and produce creative at short notice where necessary.
   2. Print and digital versions of marketing collateral will be required where appropriate. However, the cost of advertising (including any radio marketing), collateral production costs and advertorial placement will be covered by a separate budget of up to £50,000 subject to approval and agreement with CDC.
   3. We are looking for an agency that can match the innovative and dynamic nature of the project and its partners as well as delivering the basic outputs of driving clients to engage.
   4. Upon commission, the People Hub will work with the successful agency to plan and schedule activity however, flexibility is vital so that ad-hoc opportunities can be harnessed.

4.15 **Reporting**

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

**4.16 Adherence to ESIF Publicity Guidance**

This project is partly funded through ESF and to raise awareness of the opportunities it offers, the European Commission requires all European Union funded projects to actively promote and publicise that they have received investment from this source 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 ESIF Publicity regulations which can be found at the link contained in the ESIF National Publicity Guidelines at Enclosure 2. All material will normally require the use of both the People Hub logo (Enclosure 1) with the ESF logo which can be found at Enclosure 2.

**4.17 ESF Cross-Cutting Themes**

As detailed above, this project is partly funded through ESF 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:

* + 1. **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.

* + 1. **Equality and diversity** 
       1. 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.

4.17.2.2 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.

4.17.2.3 We will expect that all the work undertaken and the end products are in line with the requirements of the Equality Act 2010 and with adherence to the Public Sector Equality Duty as a result of the investment received from public sources.

See also Corporate Requirements section below.

# 5. Budget

5.1 The overall budget for this commission is £112,500.00 excluding VAT but inclusive of all expenses. The tenderer will breakdown their tender response to show the costs against the following requirements:

* 1. PR and Marketing (Budget £45,000)
  2. Design services to include photography, video and animation/infographics (Budget £45,000)
  3. Website
  4. SEO
  5. Hosting
  6. Maintenance

(Please note that the budget for c, d, e and f is £22,500 which includes the provision for the Chatbot API)

5.2 The budget has been set for this commission for all activities other than the website hosting and maintenance until 31 July 2023; hosting and maintenance of the website is until 31 December 2023

5.3 The cost of advertising (including any radio marketing), collateral production costs and advertorial placement will be covered by a separate budget of up to £50,000 subject to approval and agreement with People Hub team.

# 6. Tender and commission timetable

The timescale of the project is from the date of signing the contract until December 2023. The anticipated timetable for submission of the Tender, completion of the project and interim tendering/contract process milestones, are set out below.

|  |  |
| --- | --- |
| **Milestone** | **Date** |
| Publication of ITT | 15 July 2021 |
| Final date for receipt of clarifications | 21 July 2021 |
| Final date for response to clarifications | 23 July 2021 |
| **Deadline to return the Tender to CDC** | **1700 9 August 2021** |
| Evaluation of Tender by CDC - commencement | 10 August 2021 |
| Successful and unsuccessful tenderers notified | 12 August 2021 |
| Signed Contract | 16 August 2021 |
| Project inception meeting | 16 August 2021 |
| Delivery of Marketing Plan | 03 September 2021 |
| Delivery of fully functioning website | 24 September 2021 |
| First 3 month report | 29 October 2021 |

# 7. Tender submission requirements

Please include the following information in your Tender submission.

* 1. Covering letter (two sides of A4 maximum) to include:

7.1.1 A single point of contact for all contact between the tenderer and CDC during the tender selection process, and for further correspondence.

* + 1. Confirmation that the tenderer has the resources available to meet the requirements outlined in this brief and its timelines specifically to meet 4.3.1 and 4.7
    2. Confirmation that the tenderer accepts all the Terms and Conditions of the Contract attached (Enclosure 3)
    3. Confirmation that the tenderer will be able to meet the Corporate Requirements (see Section 9) to include confirmation that Equality and Diversity, Data Protection and Environmental policies are in place and, if successful, supporting documentation will be provided as evidence
    4. Confirm the requirement to adhere to the ESIF branding and publicity regulations (4.16)
    5. Confirmation that the tenderer holds current valid insurance policies as set out below in 9.3 and, if successful, supporting documentation will be provided as evidence
    6. Conflict of interest statement (see 9.13)
    7. That the tenderer is aware of the inception meeting dates outlined in the Tender and Commission Timetable in section 6 and can attend if successful
    8. Confirmation that should CDC be successful in its bid for funding of the People Hub programme, detailed at Section 3.3, that the tenderer has the resources available to meet the additional requirements outlined in Section 3.3. Any additional commission for the People Hub will be subject to an agreed amendment to the contract for this commission.
  1. **PR and Marketing**

A proposal (six pages maximum) which demonstrates your experience in PR and marketing and how you would meet the requirements set out in section 4.3,4.4,4.5,4.6, 4.11 and 4.13.

* 1. **Graphic Design to include Motion Graphics**

A proposal (six pages maximum) which demonstrates your experience in digital design and how you would meet the requirements set out in section 4.9, 4.10 and 4.12

* 1. **Website**

Provide examples of two websites, that you have previously designed and implemented, which you consider to demonstrate your experience and ability to effectively collaborate (4 pages maximum). Examples should demonstrate:

* Key similarities between these projects and the proposed commission
* The client
* Approximate cost
* Outcomes
* Creative vision
* A link to the website
  1. **Social Media and SEO**

Provide evidence (two pages maximum) of the team’s experience and skills in social media strategy, analytics and evaluation and SEO optimisation

* 1. **Project Management**

Provide a breakdown (four pages maximum) on how the project will be:

* Managed and delivered including timelines
* Proposed meeting schedule
* Project management methodologies to meet the objectives for the project
* Detail on how the team will work collaboratively with the People Hub and its partners
  1. **Budget**

Provide a breakdown of costs as per section 5:

a. PR and Marketing

b. Design services to include photography, video and animation/infographics

c. Website (to include £1000.00 for the inclusion of Hi9’s Chatbot)

d. SEO

e. Hosting

f. Maintenance

In addition, please include details of hourly rates against the following activity:

g. PR and Marketing

h. Design services

i. Website content editing

j. SEO

k. Maintenance

Note that cost for 7.5 g – k will not form part of the tender evaluation

# Evaluation of Tenders methodology

8.1 Each Tender will be checked for completeness and compliance with all requirements of the ITT.

8.2 Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the following award criteria:

|  |  |
| --- | --- |
| Ref 7.1 Covering Letter | Pass/Fail |
| Covering letter |  |
| Ref 7.2 7.2 PR and Marketing | 40 Marks |
| A proposal (six pages maximum) which demonstrates your experience in PR and marketing and how you would meet the requirements set out in section 4.3,4.4,4.5,4.6, 4.11 and 4.13 |  |
| Ref 7.3 Graphic Design to include Motion Graphics | 40 Marks |
| A proposal (six pages maximum) which demonstrates your experience in digital design and how you would meet the requirements set out in section 4.9, 4.10 and 4.12 |  |
| Ref 7.4 Website | 20 Marks |
| Provide examples of two websites, that you have previously designed and implemented, which you consider to demonstrate your experience and ability to effectively collaborate (4 pages maximum). Examples should demonstrate:  • Key similarities between these projects and the proposed commission  • The client  • Approximate cost  • Outcomes  • Creative vision  • A link to the website |  |
| Ref 7.5 Social Media and SEO | 20 Marks |
| Provide evidence (two pages maximum) of the team’s experience and skills in social media strategy, analytics and evaluation and SEO optimisation |  |
| Ref 7.6 Project Management | 30 Marks |
| **Project Management** Provide a breakdown (four pages maximum) on how the project will be:   * Managed and delivered including timelines * Proposed meeting schedule * Knowledge of ESF branding and publicity regulations (4.16) * Project management methodologies to meet the objectives for the project * Detail on how the team will work collaboratively with the People Hub and its partners |  |
| Ref 7.7a Budget | 20 Marks |
| Cost: the lowest bid will be awarded the full 20 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 = 20 x lowest bid / bid |  |
| Ref 7.7b Budget | 20 Marks |
| Cost: the lowest bid will be awarded the full 20 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 = 20 x lowest bid / bid |  |
| Ref 7.7 c, d, e, f Budget | 10 Marks |
| Cost: the lowest bid will be awarded the full 10 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 = 10 x lowest bid / bid |  |

# 8.3 Tender assessment

8.3.1 Each Tender will be checked for completeness and compliance with all requirements. During the evaluation period, CDC reserves the right to seek clarification in writing from the tenderers, to assist it in its consideration of the tender.

8.3.2 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.

8.3.3 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.

8.3.4 The reviewer will award a percentage of the marks depending upon their assessment of the tenderer’s response.

8.3.5 The following scoring, or graduations of such, will be used to assess the tenderer’s response.

|  |  |  |
| --- | --- | --- |
| **Scoring Matrix for Tender Criteria** | | |
| **Score** | **Judgement** | **Interpretation** |
| 100% | Excellent | Exceptional demonstration of the relevant ability, understanding, experience, skills, and resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required supporting 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, and 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, and 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, and 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. |

1. **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.

**9.1 Equality and Diversity**

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

**9.2 Environmental Policy**

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

**9.3 Indemnity and Insurance**

The contractor and any subcontractor that forms part of this tender response 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:

* + 1. Professional indemnity insurance with a limit of liability of not less than £1 million;
    2. Public liability insurance with a limit of liability of not less than £2 million;
    3. Employers liability insurance with a limit if liability of not less than £2 million

All insurances shall cover for any one occurrence or series of occurrences arising out of any one event during the performance of this contract. The tenderer will be required to **provide a copy of their insurance policies if successful in securing this contract.**

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

**9.4 Data Protection**

The contractor will comply with its obligations under Data Protection Legislation (DPL), being the UK Data Protection Legislation and the General Data Protection Regulation (GDPR) and any other directly applicable European Union legislation relating to privacy.

The tenderer will be required to provide a copy of their Data Protection policy and privacy statement if successful in securing this contract.

**9.5 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.

**9.6 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.

**9.7 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.

**9.8 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

**9.9 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 ESIF publicity requirements can be found at Enclosure 2.

**9.10 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**.

**9.11 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.

**9.12 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.

**9.13 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.

# 10. Tender clarifications

10.1 Any clarification queries arising from this Invitation to Tender which may have a bearing on the offer should be raised by email to:

**Josh.hoole@cornwalldevelopmentcompany.co.uk by** and strictly in accordance with the Tender and Commission Timetable in section 6.

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

10.3 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.

# 11. Tender returns

Please submit the Tender document by email by 1700 9 August 2021to:

[finance@cornwalldevelopmentcompany.co.uk](mailto:finance@cornwalldevelopmentcompany.co.uk) with the following wording in

the subject box: “Tender TEN497 Strictly Confidential People Marketing, PR, Digital Design and Website Development”

Tenderers are advised to request an acknowledgement of receipt when

submitting by email.

# 12. Disclaimer

12.1 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).

12.2 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.

12.3 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.

12.4 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.

# Enclosures

1. Existing People Hub Branding
2. ESIF Publicity Guidelines
3. Terms and Conditions of the Contract