**ENQUIRIES AND QUOTATION SUBMISSION**

Southend Borough Council invites you to quote for the provision of Southend-on-Sea - Place Branding and Shared Assets. A specification has been attached, please see Section C. If you are interested in bidding for this work, please provide a quote for the work and a proposal based upon our requirements and the available budget, indicating your relevant experience, including case studies and recommendations where applicable and key milestones.

Providers should note that all clarification questions must be made in email. The Council at their discretion reserves the right to circulate any response to all providers. All clarification questions must be clearly marked CLARIFICATION with the question and Provider details clearly set out. Any clarification questions from the Provider to the Council should be sent to [michellemcmenemy@southend.gov.uk](mailto:michellemcmenemy@southend.gov.uk).

It is recommended that Suppliers click ‘**Watch this notice’** on Contracts Finder to be notified of any clarifications or updates to the documents.

The quotation return date is **12:00hrs on 5th December 2019.** Quotations should besubmitted by email to [michellemcmenemy@southend.gov.uk](mailto:michellemcmenemy@southend.gov.uk) (you are recommended to request confirmation of receipt). Please use the title **‘Southend-on-Sea – Place Branding and Shared Assets** whensubmitting your response.

| **Stage** | **Date(s)/time** |
| --- | --- |
| Issue of Enquiries and Quotation Submission | 20th November 2019 |
| Deadline for Suppliers to submit clarification questions | 25th November 2019 |
| Deadline for the Council to submit responses to clarification questions | 27th November 2019 |
| Deadline for submission of Quotes | 5th December 2019 |
| Tender Evaluation commencement | 5th December 2019 |
| Invite top 3 suppliers for presentation | 10th December 2019 |
| Supplier Presentation | 16th December 2019 |
| Notification of result of evaluation | 18th December 2019 |
| Contract award | 18th December 2019 |
| Contract Commencement | 18th December 2019 |

Please note that these dates are indicative and may be subject to change.

Suppliers are requested to provide the following information in support of their application (further details can be found in the technical questionnaire in Section A- Technical Questionnaire)

* Demonstrable understanding of the brief & subject area
* Track record of delivery of similar services, including examples of how you have carried out such services in the past.
* Details of individuals and team involved
* How added Social Value can be provided
* Mock ups of Branding and new website / examples of what’s possible
* Timeline of development stages and deliverables
* Costs including all project fees, management fees, resource allocation, other expenses excluding VAT (if applicable). – If costs are subject to the number of participants please identify this within your response.

**Evaluation of Quotations**

All quotations will be subjected to a thorough evaluation. The Council will examine quotations for completeness and may seek clarification where necessary. A quotation determined to be incomplete or not substantially fulfilling the conditions in this document will be rejected.

* Technical (Quality) evaluations will be conducted, based on the information submitted in Section A. in writing, as part of this quotation submission.
* Commercial (Price) evaluations will be conducted, based on the information submitted in Section B, in writing, as part of this quotation submission.

**Award Criteria**

The Council does not bind itself to accept the lowest priced quotation, or any quotation for this service. The Council will have no obligation to Suppliers arising from this quotation unless and until it enters into a formal contract with the successful Provider for the provision of the goods and/or services that are subject to this Quotation document. Any contract awarded will be to the Provider whose proposal is determined to be the most economically advantageous.

30% PRICE ALLOCATION: To be detailed within this written quotation submission, by the Provider. It is the requirement of the Council to maximise the budget available for this project. The Quotation is accepted on a “Fixed Price” basis and the Provider will not be entitled to claim any additional payments or expenses including but not limited to any increase in the price of the service and / or cost of, or incidental to, the employment of labour. The prices included in the Quotation shall be the maximum payable by the Council for the duration of the contract.

Pricing Evaluation (30%) – Using the Prices submitted by Suppliers a percentage will be allocated to the total cost as follows:

* Score = (Lowest Price Quotation / Your Price) \* 30%.
* The Table below gives an example of how the methodology works when applied to contract prices. The prices used here are examples of the pricing methodology and do not reflect any expectation of this contract in relation to any aspect of the pricing.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Bid A | Bid B | Bid C | Bid D |
| Programme Price | £14000 | £15000 | £14500 | £14000 |
| Points Score | 30% | 28% | 28.96% | 30% |

The scores awarded in the example table to Bid A and Bid D is calculated as follows:

* Bid A and Bid D with the lowest contract price in relation to the other bids are awarded the score of 30. The applied methodology gives a calculation as follows: (£14,000 / £14,000) x 30% = 30.00%.
* Bid B with the highest contract price in relation to the other bids is therefore the lowest scoring bid in the pricing section, awarded 28%. The applied methodology arrives at this score through a calculation as follows: (£14,000 / £15,000) x 30% = 28%.

60% QUALITY ALLOCATION: To be detailed within this written quotation submission, by the Provider, in Section A (Technical Questionnaire). Your quote in response to this brief should consider and provide the following:

|  |  |  |
| --- | --- | --- |
|  | SECTION | SECTION WEIGHTING |
|  | Demonstrable understanding of the service & subject area | 30% |
|  | Track record of delivery of similar pieces of work | 20% |
|  | Individuals and team involved | 5% |
|  | Social Value | 5% |

10% PRESENTATION ALLOCATION: Following the evaluations above, the 3 highest scoring Providers based on their combined scores from stages 1 and 2 will be invited to a tender presentation. However, the Council reserves the right (in its sole discretion) to make a decision to:

a) Shortlist more than the 3 highest ranked Providers to ensure effective competition and/or provide increased opportunity for obtaining value for money;

or

b) shortlist less than 3 where it is clear the providers have failed to meet minimum expectations as per the above.

Providers will be required to provide a one hour presentation to cover the following areas:

1. Discussion around your design process and how you arrived at your ideas
2. Visuals/mock-ups; either in digital or printed format
3. Review of shared assets
4. Project plan and evidence that the project can be delivered on time

Evaluation of Responses will be carried out on an individual question basis. Grade labels and definitions are as follows:

|  |  |  |
| --- | --- | --- |
| **SCORING MATRIX** | | **SCORE** |
| **Unacceptable / not answered** | Question not answered – and / or – Response to the question significantly deficient – and / or - raises fundamental concerns regarding the organisation’s ability to successfully deliver the Contract. Answer does not provide satisfactory evidence as to the organisation’s capability to deliver the contract successfully. | 0 |
| **Poor** | A response that is inadequate or only partially addresses the question. Response provides only limited evidence as to the organisation’s capabilities to deliver the contract successfully. Raises a large number of concerns and/or includes a large number of informational deficiencies. Does not raise any fundamental concerns regarding the organisation’s ability. | 1 |
| **Acceptable** | An acceptable response submitted in terms of the level of detail, accuracy and relevance. Answer provides an average level of evidence as to the organisation’s capability. The response raises some concerns and/or includes a significant number of informational deficiencies. Does not raise any fundamental concerns regarding the organisation’s ability. | 2 |
| **Good** | A good response in terms of the level of detail, accuracy and relevance. The information provides good evidence of the ability of the organisation to deliver the Contract successfully; but does raise minor concerns and/or includes deficiencies around some of the information provided in the response. Does not raise any fundamental concerns regarding the organisation’s ability. | 3 |
| **Very Good** | A very good response in terms of the level of detail, accuracy and relevance. The information submitted provides significant evidence of the ability of the organisation to deliver the Contract successfully. However, the response lacks a level of detail needed for full marks. The response raises no fundamental concerns regarding the organisation’s ability. | 4 |
| **Excellent** | An excellent response in terms of the level of detail, accuracy and relevance. The level of information provided is comprehensive and evidences strongly an assurance as to the organisation’s capability to deliver the contract successfully. The response raises no concerns and has no information deficiencies. | 5 |

**SECTION A - BASIC CONTACT DETAILS & TECHNICAL QUESTIONNAIRE**

|  |  |  |
| --- | --- | --- |
| Contact name for enquiries about  this bid: |  | |
| Address:  Post Code: |  | |
| Telephone Number: |  | |
| Email Address: |  | |
| Company Registration Number (if  this applies): |  | |
| VAT Registration number: (if  this applies): |  | |
| Have you ever been employed by this Council? (if yes please provide details) | | Yes   No |
| Please state if you have a relative(s) who is employed by the Council at a senior level or who is a Councilor? (if yes please provide details) | | Yes   No |

**PROSPECTIVE PROVIDER RESPONSE FORM**

**SECTION A - TECHNICAL QUESTIONNAIRE**

Please note that page limits are on the basis of font Arial 12 and also include charts, diagrams, tables etc. Additional appendices are not permitted other than requested. Please do not include hyperlinks as these will not be evaluated.

|  |
| --- |
| **1. Demonstrable understanding of the brief & subject area**  Explain how you will deliver the brief. Set out the knowledge and expertise that you can bring to deliver a fit for purpose piece of work of the highest quality.  What assets you would use and the process you would follow.  Please include a timeline of development stages and deliverables.  (5 pages max. Weighting = 30%) |
|  |
| **2. Track record of delivery of similar services, including examples of how you have carried out such services in the past.**  Please provide evidence of successful place branding campaigns that you have delivered or been involved in and evidence of their success. Please include visuals.  (3 pages max. Weighting = 20%) |
|  |
| **3. Individuals and team involved**  Provide an overview of the individual/s you are proposing to complete this work and how their skills and knowledge will help deliver the service.  (2 page max. Weighting = 5%) |
|  |
| **4. Social Value**  Please provide a statement which outlines the social value outcomes you aim to deliver under this contract. Please include evidence of the approaches you will deploy and the way you will demonstrate that the social outcomes have been achieved.  (2 page max. = 5%) |
|  |

**PROSPECTIVE PROVIDER RESPONSE FORM**

**SECTION B – COMMERCIAL QUESTIONNAIRE**

|  |
| --- |
| Please provide a quote for the full cost of delivering this project- including a breakdown of the full costs including:-   * delivery of initial mock-up(s) * number of mock-ups which are included before final design * Style Guide and Templates   + Brand guideline document/downloadable guide * Promotional Material   Include all project fees, management fees, resource allocation, other expenses excluding VAT (if applicable).  Please provide a day rate card.  Please provide costs (as a separate line item) for all associated costs with web hosting.  (Weighting = 30%) |
|  |

**SECTION C – SPECIFICATION**

**SOUTHEND-ON-SEA – PLACE BRANDING AND SHARED ASSETS**

1. **Introduction**

Southend-on-Sea Borough Council (SBC) looking to appoint an organisation/agency to work with in order to:-

* + - * Develop a place brand for Southend-on-Sea, and
      * Develop and deliver a new shared website to replace www.visitsouthend.co.uk ([www.visitsouthend.co.uk](http://www.visitsouthend.co.uk))

The output required is a statement of the cost of developing a new place brand and a new shared website plus mock-ups

1. **Background**

**This is Southend**

We are seeking an organisation/agency to work with to develop a new place brand for Southend-on-Sea.

This new place brand will build on previous branding work and reflect a more confident, contemporary and creative place that is in line with the Southend 2050 ambition and its associated outcomes; (see Appendix 3).

The purpose of this brand is to ‘position’ the entire place as one ‘city’ with many diverse and distinct offers – and to ‘sell’ it to not just potential visitors – but to those who live, study and work here both now and in the future.

This new place brand will need to capture the diversity of our place and reflect the distinct places within the borough including Leigh-on-Sea, Westcliff-on-Sea, Southend-on Sea, and Shoeburyness, but also Eastwood, Chalkwell, Southchurch and Thorpe Bay.

Along with telling a confident, honest and consistent new story about Southend-on-Sea, this new brand will be used visually across multiple platforms and by multiple partners.

The new place brand needs to be honest, creative, innovative and reflect both the ‘grit and glamour’ of Southend-on-Sea.

Alongside the delivery of the place brand concept, we also require a number of assets to be produced and delivered, the key one being a new destination website.

1. **Objectives**The aim of this project is to create a place brand that shifts perceptions of the Borough and engages new and existing audiences to all that Southend-on-Sea has to offer, that complements the recent Southend 2050 engagement with residents, business leaders and investors, which has resulted in an ambition that tells the story of what we want the Borough to be known for in 30 years’ time.

The long term aims are to:

1. Raise awareness of Southend borough nationally and internationally, all it has to offer; challenging negative perceptions of Southend.
2. Position Southend as a place that is of cultural, creative and economic importance.
3. Encourage new businesses to locate in Southend as well as nurturing existing ones.
4. Encourage students to study in Southend so that we can support the development of a highly skilled workforce, and encourage them to stay post study.
5. Attract high value residents to Southend.
6. Encourage existing and new residents to celebrate the place in which they live.

The place brand and resulting assets should articulate and align with the 2050 ambition, and the philosophy of ‘*dressing for the job you want, not the job you have*’. Some of the relevant 2050 outcomes (see Appendix 3) for the next five years include:

* There is a tangible sense of pride in the place and local people are actively, and knowledgeably, talking up Southend-on-Sea
* Southend has a culture and leisure offer that is outstanding and diverse and we are the first choice English coastal destination for visitors.
* Southend is known as a Green City, supporting all residents and visitors to feel safe and well through a range of initiatives to help communities come together to enhance their neighbourhood and environment.
* Southend is known for active lifestyles.
* Southend is a successful city, renowned for its creative industries, where new businesses thrive and where established employers and others invest for the long term.
* Southend is a place with a wide range of educational offers and opportunities, showing the town to be diverse and varied.
* Southend has fast-evolving and thriving town centres, with an inviting mix of shops, homes, culture and leisure opportunities.
* Southend is known for a wide range for clean, green and smart transport options, with excellent borough wide, national and international links, showing the town to be accessible and connected.
* Southend is known to have a world class digital infrastructure

1. **Design and Brand Requirements**

This brand identity will need to work across multiple channels and assets (as outlined below) – and need to ‘speak to’ and appeal to multiple audiences (as outlined below). It will also need to be flexible and be able to be used by a variety of public and private sector partners, from local hotels and cultural organisations, through to the council and BID (Business Improvement District) for example.

Appendix 1 includes examples of place branding that we admire, as a guide to the look/feel and applications of the brand that we would like taken into consideration during the design process.

We would like the design to respond to the unique character of the borough of Southend-on-Sea – capturing the atmosphere and varied land and seascapes, but not relying solely on the seaside context. Also, the design, language and concepts to reflect a contemporary culture, whilst remaining inviting and warm.

We have also included at Appendix 2 a consultation document to inform the tone of voice for the brand. These are the results of a wide set of focus groups, workshops and consultation from a broad set of people, stakeholders, partners and businesses over the last 12 months, including the engagement that has taken place as part of 2050.

The brand should communicate the diversity of the Borough, harnessing as much of our edgy, different personalities and creativity, showing Southend-on-Sea to be a confident place that is respectful of its history, collaborative in its offer and made by its people.

It should embrace the traditional aspects of Southend-on-Sea most commonly recognised such as the pier, the seafront and the amusements as reflected in the Southend 2050 ambition under the pride and joy theme – but challenge the view that that alone sums up Southend-on-Sea, and link to the Opportunity and Prosperity outcomes (see Appendix 3).

It needs to present a feel that it is owned by the people of the Borough – not the Local Authority, the BID or any other key stakeholder. Though attempting to represent a wide group, it should not be watered down, or reduced to the lowest common denominator – we are looking for something bold and innovative.

A lot of research and stakeholder engagement has already taken place, and whilst we are not looking for an agency to do more workshops to understand what the essence of Southend-on-Sea is. (Previous work undertaken, and the engagement to develop the Southend 2050 should help inform the delivery of a new place brand). We do expect the chosen agency to engage with the Place Marketing Group and other key interested stakeholders and local people as the work develops.

We will also require support and advice to develop and deliver work to roll-out the new branding, and would welcome ideas around the delivery of a campaign that maintains momentum of the place brand, and continues to tell the Southend-on-Sea story beyond the initial roll-out. This may include the development of a wider group of ambassadors that can tell the story to others with an action plan for next steps and actions to effectively reposition Southend-on-Sea in the minds of opinion formers, influencers and ultimately the wider public.

1. **Place Marketing**

We understand the need to create an authentic brand, complementing the offer and brand that we already have – we do not want to create a brand promise that we cannot fulfil.

Working with the Place Marketing Group, and using the evidence from our Southend 2050 engagement, we want to co-produce this work to ensure it is a real success.

The work needs to be people focus and harness our edgy difference, personality and creativity. Whilst it is our tourism offer and reputation that is most well developed and known, we also want this work to position Southend-on-Sea as a place to live, invest, study and work too, and we know we need to tell that story better.

1. **Website**

A key asset that we require from the place branding work, is the development and delivery of a new shared website, to replace [www.visitsouthend.co.uk](http://www.visitsouthend.co.uk) ([www.visitsouthend.co.uk](http://www.visitsouthend.co.uk))

What we want from a new website

* Curated Content:   
  Not just listings and drop down menus –eg. But examples depending on tastes, ie Culture lovers, water sports, family fun, weekdays, weekend residents
* Stunning visuals and imagery
* What’s On/Calendar:   
  Events and changing activities
* Where to Visit:

Permanent visitor attractions / landscapes / green spaces etc / heritage walks / nature and wildlife etc

* Where to Stay:   
  Hotels / b&b etc
* Where to Eat:   
  The food story of Southend-on-Sea (fishing etc) / plus great restaurants
* Itinerary maker:

An ability to create your own online itinerary. This will help ensure we act like a destination capable of keeping people for longer periods

* Easy to book activities and events:  
  Straight from the website – links to booking
* Great offers:

2 for 1 / tickets/competitions /win a meal (without being too commercial/gimmicky)

* Map:  
  Illustrated – interactive – showing zones of interest as scroll over. Linking other attractions people may be interested in
* Films/Video/This is Southend TV
* Testimonials/Stories of People
* How to get around:   
  Tips on getting here / travelling around / offers from train/bus etc companies
* Ability to promote high profile programmes/themes where needed such as Essex year of science 2020.

1. **Functionality:**

* Optimised for different device sizes – fully mobile enabled / easy migration to mobile devices
* A dynamic and personal digital platform – using algorithms to determine what appears on homepage
* Fully accessible to WCAG 2.1 standard
* Server on which website is hosted needs to be located within EU (at present)
* Built in image resizing – reject small images to maintain high quality
* Ability to host high quality image and video content without slowing down
* Easy to navigate /clear/simple/clean
* Opportunities for revenue generating possibilities
* CMS – easy for us to update /add plugins / extra functions ourselves – without need to recommission

Plugins to sync with social media /travel updates /weather/tide times

* Ability for user to translate to other languages

1. **Scope of Brief (Assets needed)**

Within the scope of this brief:

A new brand that can be applied across a wide range of printed and digital materials – both in the assets requested in this brief – and future assets that may be commissioned in the future. This will include a set of motifs that can be used across digital platforms and appropriate physical assets – and serve as a recognisable calling card / shorthand for Southend-on-Sea, from a tourism, inward investment, resident and visitor perspective

A new and shared website that replaces the existing [www.visitsouthend.co.uk](http://www.visitsouthend.co.uk) ([www.visitsouthend.co.uk](http://www.visitsouthend.co.uk)) and reflects the borough of Southend-on-Sea and its broad and diverse offer.

A brand book/guidelines for partners, to include design templates for a variety of uses, including online and offline material (posters, brochures, videos, gifs and animations)

Set of stunning images: many we already have, but we may need to commission some more

A style guide that ensures consistency of language and tone of voice when we talk about the place.

An online (and potentially) offline inward investment guide/offer to “sell Southend-on-Sea” as a business location and support business retention

A sub brand that can be used for business communication. Reflecting the main place brand but with a focus on the key outcomes within Southend 2050 which relate to business.

1. **Anticipated Timescale**

An indicative timescale is outlined below:

|  |  |
| --- | --- |
| October 2019 | Design brief sent out |
| November 2019 | Quotes received |
| December 2019 | Supplier selection |
| Jan 2020 | First design route presented |
| January 2020 | Design development |
| February 2020 | Design route signed off |
| February 2020 | Asset development |
| March 2020 | Asset sign off |
| March 2020 | Launch |

|  |
| --- |
|  |
|  |

**APPENDIX 1**

Examples of work we admire

New Paris Place Brand <https://www.underconsideration.com/brandnew/archives/new_logo_and_identity_for_paris_convention_and_visitors_bureau_by_grapheine.php>



Love Camden -   
<https://www.lovecamden.org/>

People Make Glasgow - <https://peoplemakeglasgow.com/>

This is Clapham - <https://www.thisisclapham.co.uk/>

Utah Office of Tourism -   
[www.visitutah.com](http://www.visitutah.com)

**APPENDIX 2**

Thinking Places Work

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**APPENDIX 3**

