



TENDER SPECIFICATION DOCUMENT

**Midlands Engine Marketing Campaign**

**Tender for the supply of marketing services across the Midlands Engine area  
for the Department for International Trade**

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## 1. Introduction

East Midlands Business Ltd (EMB) is a private company which provides a range of business consultancy and programme management services. EMB is the Department for International Trade's (DIT) delivery partner in the East Midlands and is responsible for delivering international trade development services.

## 2. Background

- 2.1 The Government has set a number of national targets based around increasing the scale and value of exports from the UK. Specifically the aims are to:
- Double UK exports to £1 trillion a year by 2020;
  - Get 100,000 more UK companies exporting by 2020;
  - Get one in four UK companies to export (European average), rather than the current one in five.
- 2.2 The DIT Midlands Engine Team provides operational support to companies across the East and West Midlands that are starting to export or increasing exports, and facilitating inward and outward investment.
- 2.3 The Midlands has huge economic potential. It is home to more than ten million people and its economy is worth £217.7 billion - 13% of the UK's annual output and over 21% of manufacturing output. Exports from the Midlands have also performed strongly, with globally recognised brands including Jaguar Land Rover, JCB and Rolls Royce. In 2015, the Midlands region exported £39.9bn worth of products to over 100 countries. This represented an increase of 6.5% from 2014 – the largest rise in exports of any UK region.

## 3. Tender Specification

- 3.1 EMB is inviting tenders from suitably qualified suppliers for the provision of marketing services to widen awareness across Midlands businesses of the services offered by the Midlands Engine programme (comprising UK events and overseas market visits).
- 3.2 The marketing services will bolster our own in-house marketing and will lead to increased take up of services.
- 3.3 Any creative elements generated should adhere to DIT brand guidelines and be aligned to the national Exporting is GREAT marketing campaign.
- 3.4 Specifically EMB is looking for an organisation to develop and execute a campaign for the relevant sectors across the Midlands Engine area and highlight the events, activities and missions that companies can participate in. It is envisaged that this campaign will use a variety of channels including key



partners, social media, sector fora, publications, hard copy mail, email and telephone marketing.

3.5 The specification is sufficiently loose to allow the prospective providers to illustrate their most confident solutions to widening participation in the Midlands Engine programme.

3.6 By way of example, at time of writing, the following key activities are being recruited for:

- UAE/Life Sciences Meet the Buyer event;
- Digital event;
- Export Insight Visit to Slovenia;
- Arab Health in Dubai, and,
- Auto Expo in New Delhi.

By the time the contract is let some of the above activities will have passed (or recruitment finished), however the list is fluid, and it is envisaged that this marketing campaign would also include the Midlands Engine 2018/19 activities so as to encourage registrations of interest from companies.

The successful bidder is likely to include a series of innovative activities as part of their campaign proposal.

Please also consider metrics by which the success of your activities can be gauged.

### 3.7 Period of Contract

The contract shall be awarded and run from January 2018 and work should be completed and invoiced by no later than 31 March 2018.

### 3.8 Working Arrangements

The project will be managed by EMB, which will act as the contracting body.

The successful tenderer will be expected to identify one named Project Manager through whom all enquiries can be filtered.

### 3.9 Additional Requirements

The above specification points are not an exhaustive list. The successful tenderer may therefore be required to adhere to additional requirements or may wish to suggest additional activity that would benefit the project. Such requirements will be agreed between the successful tenderer and EMB. In all instances, full copyright and authorship of all commissioned work will pass to the Client and become EMB Group copyright assets upon payment of invoice. EMB Group and its associated companies will have the right to use and reproduce the commissioned work without further charge or permission.



#### 4. Budget

A maximum budget of £40,000 (exclusive of VAT) is available to fund the Midlands Engine Marketing project.

Tenderers are required to provide a detailed breakdown of costs for delivering the services.

EMB's normal payment terms for approved invoices is 30 days.

#### 5. Content of Tender Submission

Tenderers are asked to provide the following within their submission:

- Your understanding of the requirements;
- Your proposed methodology for undertaking the services;
- Details of the key personnel who will be responsible for managing and undertaking the services, including their experience and professional qualifications;
- Costs for providing the services, including charge rates and typical number of days/hours involved. Please show all elements of expenditure relating to the contract. If applicable, VAT should be shown separately.
- Copies of audited 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 the 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 two years.

#### 6. Evaluation of Tenders

Tenders will be evaluated by an Evaluation Panel, made up of representatives of EMB and DIT, which will determine which of the submissions provides the Panel with the most confidence that those suppliers have the relevant experience, personnel and capability to meet the requirement's objectives.

Tenders will be assessed and scores will be agreed for each response in line with the Scoring Methodology and criteria set out below:

<i>Category:</i>	<i>Criteria:</i>	<i>Assessment / Score:</i>	<i>Weighting:</i>	<i>Total possible:</i>
Selection criteria	Personnel	0(unacceptable)-4 (excellent)	5	20
	Previous experience	0(unacceptable)-4 (excellent)	5	20
<b>Selection score</b>				<b>40</b>



Category:	Criteria:	Assessment / Score:	Weighting:	Total possible:
Award criteria	Methodology	0(unacceptable)-4 (excellent)	10	40
	Price	1 - 20	1	20
<b>Award score</b>				<b>60</b>

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.

## 7. Instruction to Tenderers

Please submit your full tender submission by 12 noon on **22<sup>th</sup> December 2017** to: [tenders@embltd.co.uk](mailto:tenders@embltd.co.uk)

Submissions should be titled "**Tender for Midlands Engine Marketing Support**".

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.

Tenders submitted after the stipulated time and date advised will be rejected.

If you require further information concerning the tender process, or the nature of the proposed contract, in the first instance please contact [tenders@embltd.co.uk](mailto:tenders@embltd.co.uk)



with the subject line "Midlands Engine Marketing Support Tender". No questions will be answered that provide a competitive advantage to any party tendering.

Should questions arise during the tendering period, which in our judgment are of material significance, we will post additional information on our website 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.

## **8. Conditions of Tender**

### **8.1 Representations**

A tenderer may contact EMB using the e-mail address [tenders@emb ltd.co.uk](mailto:tenders@emb ltd.co.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.

### **8.2 Specification**

For the avoidance of doubt, the tender specification document shall include all requirements explicit or implied within the invitation to tender.

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

### **8.3 Tenders Excluded**

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 EMB. 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.

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.

### **8.4 Collusive Tendering**

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.

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 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.

## 8.5 Freedom of Information

Information in relation to this tender may be made available on demand in accordance with the requirements of the Freedom of Information Act 2000.

Tenderers should state if any of the information supplied by them is confidential or commercially sensitive or should not be disclosed in response to a request for information under the Act. Tenderers should state why they consider the information to be confidential or commercially sensitive. This will not guarantee that the information will not be disclosed but will be examined in the light of the exemptions provided in the Act.

It is important to note that information may be commercially sensitive for a time (e.g. during a tender process) but afterwards it may not be. The timing of any request for information may be extremely important in determining whether or not information is exempt. However Tenderers should note that no information is likely to be regarded as exempt forever.

## 9. Timetable for Submission

<b>Date</b>	<b>Activity</b>
17 <sup>th</sup> November 2017	Invitation To Tender published
12 noon on 22 <sup>nd</sup> December 2017	Tender submission deadline
by 5 <sup>th</sup> January 2018	Panel Tender scoring and review
by 12 <sup>th</sup> January 2018	Decision on appointed supplier and notification to unsuccessful bidders

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