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| **Town Deal Request For Quotation (RFQ)** |
| Production of Grant Recipient Case Studies and Short Videos for the Penzance and St Ives Town Deal Enterprise Grant Schemes |
| Date 19/04/24 V2 |
| Sustainable Growth and Development  Economy and Skills |
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1. **Background and Context**

**Cornwall Council Directorate of Economic Growth and Development (EGD)**

Our role is to maximise the potential for the economic growth and development of Cornwall as we take forward delivery of the strategic economic plan and adoption of the Local Plan and ensure that our housing meets current and future needs. We work in partnership with the Local Enterprise Partnership (LEP), our local communities, businesses and stakeholders to grow Cornwall’s economy together, ensuring that we understand and reflect their needs and ambitions in our actions and our approach.

Grant Management Services (a division of EGD) provide a delivery function, with responsibility for the delivery and management of grant programmes worth in excess of £10 million per year.

1. **Town Deal Programme**

Part of the government’s plan for Levelling Up the UK economy and the wider Towns Fund, the Town Deals programme aims to regenerate towns and deliver long-term economic and productivity growth. This is through investments in urban regeneration, digital and physical connectivity, skills, heritage and enterprise infrastructure.

Penzance and St Ives were successful in securing funding and opted to include an Enterprise Grant Scheme for SMEs in their investment plans. Grant Management Services have been running separate Schemes in both towns since April 2023 and are now nearing full commitment.

It is important to note that whilst the schemes are similar, they are stand-alone programmes with separate geographic boundaries, budgets and outputs and outcomes.

**2.1 Penzance Town Deal Enterprise Grant Scheme**.

Further details of the wider programme can be found at: [**www.penzancetownfund.co.uk**](http://www.penzancetownfund.co.uk/)

The Enterprise Grant Scheme priorities are:

* To support Penzance and its business community to adapt to a changing economic environment caused by global and national issues by awarding capital grants to businesses to enable them to adapt and grow in their operations.
* Investments in high street businesses to improve vibrancy in the town centre.
* To support new start-ups, scale ups and businesses who want to diversify their offering into new growth sectors.
* To support individual businesses to develop and grow to achieve sustainable growth and create new employment for local people.
* Reducing the number of empty / underused premises through investment to enable them to be brought back into use.
* To add value to other Town Improvement Plan projects by supporting businesses which in turn will engage with TIP projects.

Capital grants are available to eligible SMEs and their projects as follows:

1. Small Grants of £2,500-£10,000 with a maximum grant rate of 75% of the overall project value
2. Medium Grants of £10,001-£50,000 with a maximum grant rate of 65% of the overall project value
3. Large Grants of £50,001-£250,000 with a maximum grant rate of 55% of the overall project value

**2.2** **St Ives Town Deal Enterprise Grant Scheme**.

Details of the programme can be found at: [www.stivestowndeal.org.uk](http://www.stivestowndeal.org.uk/)

The Enterprise Grant Scheme priorities are:

* To support St Ives and its business community to adapt to a changing economic environment caused by global and national issues by awarding capital grants to businesses to enable them to adapt and grow in their operations.
* To support new start-ups, scale ups and businesses who want to diversify their offering into new growth sectors.
* To support individual businesses to develop and grow to achieve sustainable growth and create new employment for local people.
* To support projects that create high value employment, for example year-round, above average salaries and progression opportunities.
* To add value to other Town Improvement Plan projects by supporting businesses which in turn will engage with TIP projects.

Capital grants are available to eligible SMEs and their projects as follows:

1. Small Grants of £2,500-£20,000 with a maximum grant rate of 75% of the overall project value
2. Medium Grants of £20,001-£50,000 with a maximum grant rate of 65% of the overall project value
3. Large Grants of £50,001-£250,000 with a maximum grant rate of 55% of the overall project value

**3. RFQ objectives**

Grant Management Services is seeking to commission services to provide 15 written project case studies (30 in total) and 4 x short videos for both schemes (8 in total) across the 2 towns that will:

* drive awareness of the programme
* Use attractive design and narrative to promote to stakeholders and the media the achievements of the programme.

**4. Case Studies**

4.1 Provide a sample template with proposed layout for discussion with Enterprise Grant Team

4.2 CC require a copywriter to develop authentic, compelling content to help disseminate the achievements and lasting legacy of the Towns Deal Programme. This will involve writing case studies for grant recipients identified by the team in collaboration with the supplier.

4.3 Each case study should be approximately 1 page A4 with an image. Content should have been run through the Hemmingway app to help create easy to read content ( as minimum content must achieve a 9).

4.4 Each case study should be accessible digitally and in a suitable print format.

4.5 The supplier must be able to demonstrate knowledge, experience, skills and resource to fulfil the following objectives and requirements:

a. Experience working with business owners / entrepreneurs / decision makers

b. Developing content that has gained local media coverage

**5** **Case Study Videos.**

5.1 The supplier should be able to demonstrate sufficient knowledge, experience, skills and resource to fulfil the following requirements:

1. 4 x sound bite videos; up to 1 minute in length for each town
2. Provide subtitles for the videos, when required.
3. Provide them as standalone soundbites (for social media use) and as one amalgamated video that can be uploaded to a website.
4. Have significant experience working with and developing video content for SMEs.

5.2 The successful supplier will need to liaise with the Web supplier regarding the format of the videos.

**6. Budget**

The maximum budget available for this commission is £20,000 (exc VAT) and should be inclusive of all expenses.

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

The budget will be reviewed as part of the RFQ evaluation detailed in Section 11 and will reflect the degree to which there is a saving on the maximum budget.

**7. RFQ and commission timetable**

The timescale of the programme is from the date of signing the contract until the 31 December 2025. The timetable for submission of the Tender, completion of the programme is set out below.

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| **Milestone** | **Date** |
| Publication of RFQ | 13 May 2024 |
| Final Date for receipt of clarifications | 20 May 2024 |
| Final Date for response to clarifications | 21 May 2024 |
| Deadline to return the RFQ to CC | 31 May 2024 |
| Evaluation of RFQ by CC - commencement | 3 June 2024 |
| Successful and unsuccessful suppliers notified | 3 June 2024 |
| Signed contract | 7 June 2024 |
| Project Inception meeting | WC 17 June 2024 |
| 15 Case studies Penzance @ 1 per month | First in July 2024 |
| 15 Case studies St Ives @ 1 per month | First in July 2024 |
| Video Case Study Penzance @ 1 per 3 months | First in Sep 2024 |
| Video Case Study St Ives @ 1 per 3 months | First in Sep 2024 |
| All deliverables complete and contract complete | 31 October 2025 |

**8. RFQ submission requirements**

Please include the following information in your RFQ submission.

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

1. A single point of contact for all contact between the supplier and Cornwall Council during the RFQ selection process, and for further correspondence.
2. Confirmation that the supplier has the resources available to meet the requirements outlined in this brief and its timelines
3. Confirmation that the supplier accepts all the Terms and Conditions of the Contract attached (Enclosure 1)
4. Confirmation that the supplier will be able to meet the Corporate Requirements (see Section 9) to include confirmation that Equality and Diversity, Environmental and Data Protections policies are in place and, if successful, supporting documentation will be provided as evidence
5. Confirmation that the supplier holds current valid insurance policies as set out in Enclosure 2 Section 1 and, if successful, supporting documentation will be provided by the supplier as evidence
6. Conflict of interest statement (9.4)
   1. The supplier to provide a brief account of how they will meet all of the

requirements in sections 3 - 5 (Maximum 2 pages of A4)

* 1. Two different relevant client examples which you feel demonstrate your ability to effectively collaborate and meet similar objectives set out in sections 3-5 (max 2 sides A4 for each of the 2 examples). The examples should demonstrate:
     + Commission;
     + The client;
     + Approximate cost;
     + A link to / copy of the case study.
  2. Provide 2 links to videos (one 60-90 seconds duration and the other 5-8minutes) that the supplier has been commissioned to deliver that demonstrate the look and feel of the videos that would be delivered for this project.
  3. Provide information regarding the team that will be dedicated to this account and a summary of the team’s skills and experience.
  4. Costs for:

1. 30 x written new case studies
2. 8 x sound bites and 2 short videos as agreed with the GMS team.

**9. General conditions**

9.1 Equality and Diversity (see also Enclosure 1)

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

9.2 Environmental Policy (see also Enclosure 1)

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

9.3 Data Protection (see also Enclosure 1)

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

9.4 Conflict of Interest. Supplier s must provide a clear statement with regard to potential conflicts of interests. Therefore, please confirm within your RFQ submission whether, to the best of your knowledge, there is any conflict of interest between your organisation and Cornwall Council 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 Cornwall Council 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. RFQ clarifications**

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

[liz.gilbert@cornwall.gov.uk](mailto:liz.gilbert@cornwall.gov.uk)

in accordance with the RFQ and Commission Timetable in section 7.

Responses to clarifications will be anonymised and provided to all those that have been requested to provide a response to this RFQ through Contracts Finder

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 RFQ documents or as to any other matter or thing to be done under the proposed contract shall bind Cornwall Council unless such representation is in writing and duly signed by a Director/Partner of the supplier. All such correspondence shall be returned with the RFQ Documents and shall form part of the contract.

**11. RFQ evaluation methodology**

Each RFQ will be checked for completeness and compliance with all requirements of the ITT. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria.

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| Ref 8.1 Covering Letter |  |
| Acceptable covering letter including confirmation of the requirements detailed at 8.1 | Pass/ Fail |
| Ref 8.2 | 20 Marks |
| The supplier must provide a brief account of how they will meet all of the  requirements in sections 3 - 5 (Maximum 2 pages of A4) |  |
| Ref 8,3 | 20 Marks |
| Two different relevant client examples which you feel demonstrate your ability to effectively collaborate and meet similar objectives set out in sections 3-5 (max 2 sides A4 for each of the 2 examples). The examples should demonstrate:  • Commission;  • The client;  • Approximate cost;  • A link to / copy of the case study |  |
| Ref 8.4 | 20 Marks |
| Provide 2 links to videos (one 60-90 seconds duration and the other 5-8minutes) that the supplier has been commissioned to deliver that demonstrate the look and feel of the videos that would be delivered for this project. |  |
| Ref 8.5 | 20 Marks |
| Provide information regarding the team that will be dedicated to this account and a summary of the team’s skills and experience. |  |
| Ref 8.6 | 20 Marks |
| A **fixed fee** for this work (exc VAT) including travel and other expenses  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 |  |

RFQ returns will be assessed on the basis of the following RFQ award criteria

**12. Assessment of the RFQ**

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

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| **Scoring Matrix for Award Criteria** | | |
| **Score** | **Judgement** | **Interpretation** |
| 100% | Excellent | Exceptional demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required to support the response. |
| 80% | Good | Above average demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Majority evidence provided to support the response. |
| 60% | Acceptable | Demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with some evidence to support the response. |
| 40% | Minor Reservations | Some minor reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response. |
| 20% | Serious Reservations | Considerable reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response. |
| 0% | Unacceptable | Does not comply and/or insufficient information provided to demonstrate that there is the ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response. |

During the RFQ assessment period, Cornwall Council reserves the right to seek clarification in writing from the supplier s, to assist it in its consideration of the tender. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria weightings in the table above.

Cornwall Council is not bound to accept the lowest price or any tender. Cornwall Council will not reimburse any expense incurred in preparing RFQ responses. Any contract award will be conditional on the Contract being approved in accordance with Cornwall Council’s internal procedures and Cornwall Council being able to proceed.

**13. Award**

Any contract awarded as a result of this RFQ process will be in accordance with the attached Cornwall Council Consultancy Agreement (see Enclosure 1).

**14. RFQ returns**

Please submit the RFQ document by email as per section 7

Please send by email to

[liz.gilbert@cornwall.gov.uk](mailto:liz.gilbert@cornwall.gov.uk)

with the following wording in

the subject box: “Town Deal RFQ response from -[enter your company name here] Strictly Confidential”

Suppliers are advised to request an acknowledgement of receipt when submitting by email

**15. Disclaimer**

The issue of this documentation does not commit Cornwall Council to award any contract pursuant to the RFQ process or enter into a contractual relationship with any provider of the service. Nothing in the documentation or in any other communications made between Cornwall Council or its agents and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between Cornwall Council and any other party (save for a formal award of contract made in writing by or on behalf of Cornwall Council).

Supplier s must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their RFQ responses. Information supplied to the supplier s by Cornwall Council, or any information contained in Cornwall Council ’s publications is supplied only for general guidance in the preparation of the RFQ response. Supplier s must satisfy themselves by their own investigations as to the accuracy of any such information and no responsibility is accepted by Cornwall Council for any loss or damage of whatever kind and howsoever caused arising from the use by supplier s of such information.

Cornwall Council reserves the right to vary or change all or any part of the basis of the procedures for the procurement process at any time or not to proceed with the proposed procurement at all.

Cancellation of the procurement process (at any time) under any circumstances will not render Cornwall Council liable for any costs or expenses incurred by supplier s during the procurement process

**16. Enclosures**

* 1. CC Consultancy agreement