

Public Relations Contract.

Midland Heart are looking to procure a Public Relations and Public Affairs Framework.

Midland Heart is headquartered in Birmingham and is one of the leading housing groups in the country and the largest housing and regeneration business based in the Midlands. It operates in 54 Local Authority areas, providing and maintaining homes for more than 70,000 people, managing over 31,000 properties and delivering care and support services to 6,700 customers.

Midland Heart is seeking companies/individuals that can supply services that will enable the delivery of ad-hoc editorial writing, PR campaigns and Public Affairs services that meet Midland Hearts requirements for the purpose of communicating information & policies to their target audiences and, where necessary, create audience engagement.

The services will compliment the work of the Midland Heart External Affairs Team. The team delivers the overarching corporate PR and Public Affairs activity and drives the strategic communications for the business.

The Contract is expected to commence on the 1st June 2016, with the exact dates to be agreed depending on the agreement between the successful provider and Midland Heart.

The Contract will be awarded for a period of 3 years with the option to extend for 2 years subject to satisfactory performance.

Midland Heart is tendering for the establishment of a framework agreement to help us to deliver our External Affairs Strategy and provide support in the delivery of ad-hoc PR and Public Affairs.

The Contract will consist of three Lots. It must be noted that these figures are inclusive of VAT and are in no way guaranteed:

Lot 1: PR services. £4,000 per annum (Minimum of 2 suppliers will be awarded this Lot)

This Lot will cover the delivery of ad-hoc PR, editorial writing and research projects.

Lot 2: PR Campaigns and issues management. £6,000 per annum (Minimum of 2 suppliers will be awarded this Lot)

This Lot will cover the delivery of PR Support for training, forward planning and events management, including:

- a) Delivery of training - for both the External affairs team and Executive

- b) PR forward planning, defining goals, recommending and planning activities and measuring results.
- c) Supporting a wide range of events, exhibitions, open days and awards programme.
- d) Issue management/Crisis communications

Lot 3: Public Affairs services. £10,000 per annum (Minimum of 1 supplier will be awarded this Lot)

This Lot will cover the delivery of Public Affairs support for strategy and campaigns at both a national and regional (local authority, health, local enterprise partnerships) level, including:

- a) Political monitoring and analysis
- b) Developing local, regional and national stakeholder engagement plans
- c) Organise events in order to provide opportunities to meet with key stakeholders such as parliamentary committee meetings, at party conferences and related seminars
- d) Explore and develop thought leadership opportunities
- e) Support to develop key business briefings

The Contract value is estimated to be £20,000 per annum based on the budget for 2016 and previous years spend. Total estimated Contract value of £100,000 inclusive of VAT. It must be noted that these figures are inclusive of VAT and are in no way guaranteed.

Suppliers can bid for all Lots as long as the minimum requirements for the combined value of the Lots are met. Midland Heart will award to a minimum of two suppliers for Lot 1, a minimum of two suppliers for Lot 2 and a minimum of one supplier for Lot 3.

The most economically advantageous tender will win each Lot and the 2nd place supplier will also be placed on the Framework for Lot's 1 & 2.

Minimum Requirements (Pass/Fail) to be considered for this Contract:

- ✓ **Financial Standing** - Midland Heart has a **turnover requirement which is a maximum of 2x the combined value per annum of the Lots applied for.** You will be required to **submit a copy of your audited accounts** as part of the tender to evidence that you meet this criteria.

Assessment will be done by a financial analyst who will give a risk based score of 0-5 based on the following:

- Net current liabilities

- Falls in turnover
- Gross profit margin
- Liquidated assets
- Overdraft
- Loan
- Tax/VAT Liability
- CCJ's
- Interest Cover
- Operating Profit Margin

Midland Heart will fail suppliers who score a 0 or 1 and our finance team deems to be a risk for us to enter a Contract with, we will provide feedback to suppliers as to why they failed our financial standing requirements.

- ✓ **Insurance** - Midland Heart requires you to have the following insurance levels in place. If your current insurance levels do not comply it is satisfactory to submit a statement which details you will put the required levels in place should you be successful in being awarded the tender. The insurance levels needed are:

Lot 1: Public Liability £500,000 and Employers Liability £5 million (Only if you have employees if this does not apply to you please submit a statement confirming this). Insurance certificates and/or your statement of intent will be required for submission with your tender.

Lot 2: Public Liability £500,000, Professional Indemnity Insurance £1 million and Employers Liability £5 million (Only if you have employees if this does not apply to you please submit a statement confirming this). Insurance certificates and/or your statement of intent will be required for submission with your tender.

Lot 3: Public Liability £500,000, Professional Indemnity Insurance £1 million and Employers Liability £5 million (Only if you have employees if this does not apply to you please submit a statement confirming this). Insurance certificates and/or your statement of intent will be required for submission with your tender.

- ✓ Please self-certify that your organisation has a Health and Safety Policy that complies with current legislative requirements. (Pass/Fail)
- ✓ If you use sub-contractors, do you have processes in place to check whether any of the above circumstances apply to these other organisations? (Pass/Fail)
- ✓ Please confirm you can meet the requirements, for the Lots being applied for, detailed within the specification and the Key Performance Indicators (KPI's). (Pass/Fail)

- ✓ The Contractors Duty Form must be signed and returned as part of the tender process. (Pass/Fail)
- ✓ You will be asked to provide details of three significant private or public sector jobs or contracts for similar PR or Public Affairs services which you have delivered in the last 3 years. (Pass/Fail)
 - * The reference is to consist of a statement confirming satisfactory delivery of Public Relations and Public Affairs services and the Contact Name and details of the referee, Midland Heart reserves the right to contact any or all of these companies and may wish to visit their premises. If 3 references are not provided with the contact details this will be a fail. If Midland Heart contacts the referees and they do not validate the statement that was provided this will be a fail.
- ✓ **Grounds for Exclusion**

In line with the Public Contract Regulations 2015 Section 57; you will be excluded from the procurement process if there is evidence of convictions relating to specific criminal offences including, but not limited to, bribery, corruption, conspiracy, terrorism, fraud and money laundering, or if you have been the subject of a binding legal decision which found a breach of legal obligations to pay tax or social security obligations (except where this is disproportionate e.g. only minor amounts involved).

Please read through the Public Contract Regulations 2015 Section 57 on the hyperlink below, it begins on page 54; please notify Midland Heart if any of the offences apply to your organisation.

http://www.legislation.gov.uk/uksi/2015/102/pdfs/uksi_20150102_en.pdf

Whilst reserving the right to request information at any time throughout the procurement process, Midland Heart may enable the Supplier to self-certify that there are no mandatory/ discretionary grounds for excluding their organisation.

The Invitation to Tender for this Contract will be available on the Bravo Solutions Portal:

https://iewm.bravosolution.co.uk/web/login.shtml?_ncp=1375434462958.69516-1

Please register your company on the Bravo Solutions portal (this is only required once). Click the link above to register - Accept the terms and conditions and click 'continue' - Enter your correct business and user details - Note the username you chose and click 'Save' when complete - You will

shortly receive an email with your unique password (please keep this secure).

You can then log onto access the ITT on the 4th February 2016. Should you require any further assistance please consult the online help, or contact the Bravo Solutions help desk free of charge on 0800 3684850.