

**LIVERPOOL VISION**

**INVITATION TO TENDER**

**for**

**NATIONAL & INTERNATIONAL PR SERVICES**

**2018 INTERNATIONAL BUSINESS FESTIVAL**

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# Structure of the Invitation to Tender

This Invitation to Tender (‘ITT’) is divided into a number of specific sections:

1. Introduction

2. Requirement Overview

High level background to the requirement, specified in more detail in section 4.

3. Indicative Timetable

This sets out the dates and times for responding, evaluating, award and service commencement.

4. Specification of Services or Goods required.

This section provides the details of LV’s specific requirements and your Response should ensure these are referred to.

5. Tender Response

This section sets out the information that you are requested to provide, so that Liverpool Vision can assess, evaluate and select the tenderer that best meets its requirements.

6. Evaluation

This section sets out the criteria, weighting and scoring methodology that Liverpool Vision will use to evaluate Responses.

***Appendix 1 ITT Instructions and Conditions***

***Appendix 2 About Liverpool Vision (the Client)***

***Appendix 3 Terms and Conditions of Contract***

***Appendix 4 Legal Comments Table***

***Appendix 5 Our Values***

# Introduction

At the 2018 International Business Festival, we are creating a world class arena for ideas, learning and connection that will inspire internationally ambitious companies to grow and prosper.

We will celebrate the energy, social contribution and value of global business

We will work with large international corporates who want to go beyond their traditional business models and will view the International Business Festival as a fertile ground for building and refreshing their supply chain and for increasing their diversity and grass roots knowledge.

We will bring together bright, talented, dynamic SME’S from appropriate sectors to contribute to the dynamic and youthful feeling environment of the festival.

Our ambition is that the International dimension of the festival will be substantive and effective, adding powerful content, visual presence and cultural personality to the programme.

We will bring together influencers and innovators seeking a wider network and wanting to offer their services and thought leadership to a receptive and 'switched on’ community.

We will develop an effective machine for connecting international delegates to the wider festival content and to Liverpool in a social context

***Jude Kelly - Creative Director, 2018 International Business Festival***

**Invitation to Tender**

Liverpool Vision now invites quotations for the supply of national and international PR services for the 2018 International Business Festival.

Please note that public and media relations for the Liverpool City Region will be coordinated by the International Business Festival’s in-house marketing and communications team.

Tenderers will need to respond to the requirements listed, considering the evaluation criteria specified and submitting via the process and timelines as indicated.

For further information on Liverpool Vision please see [Appendix 2](#_Appendix_2-_About) – Liverpool Vision.

**About International Business Festival**

The International Business Festival is a major biennial event which brings together industry leaders, investors and influencers from across the UK and around the world. As Britain’s flagship trade and investment event, the International Business Festival is a must-attend gathering for ambitious companies looking to gain expert advice, grow their networks and make real deals.

Co-funded by the Strategic Investment Fund, with support from the Department for International Trade and the City of Liverpool, the festival allows delegates to attend seminars and events, meet potential clients via an innovative match-making system and receive guidance from thought leaders and industry experts.

The 2016 festival was one of the largest business events ever staged in the UK. It included over 100 individual events, welcomed more than 14,000 delegates with almost 2000 attending from overseas. Core sponsors and partners included Google and HSBC, and attendees were able to hear keynote addresses from headline speakers including WPP CEO Sir Martin Sorrell and former South African president FW De Klerk. Most importantly, according to interim figures, around £250 million worth of export or investment deals were facilitated as a result of the festival, and encouraged almost a third of delegates to explore exporting for the first time.

Since its inception in 2014, the International Business Festival has been hosted in Liverpool. The city - with its reputation for openness and creativity and its historic standing as a gateway to international trade - is the natural home for the festival. Whilst the event is inherently international in focus, it also provides an important opportunity to demonstrate the unique offer of the Liverpool City Region to the world.

**International Business Festival aims & objectives**

* Create a unique face-to-face marketplace where businesses can access international trade and investment opportunities
* Encourage UK businesses across a variety of sectors to realise their export potential
* Foster opportunities for economic growth, inward investment and job creation in the Liverpool City Region

**Brief for PR services:**

In 2018 the International Business Festival will be returning again for what promises to be boldest incarnation yet. We are looking for a supplier of national and international PR services who will be able to deliver top-tier media coverage, provide press office support and access a roster of high-profile figures and industry experts to act as ambassadors and spokespeople for the festival.

At a time when global trade is firmly on the news agenda, it’s an opportunity to be part of presenting a world-class event which helps to deliver investment, jobs and growth to the UK.

Formerly known as the International Festival for Business (or IFB), as of Q1 2017 the International Business Festival has undergone a brand redevelopment process. Whilst the festival has delivered significant success to date, there is an understanding that in order to build on this that we need to better reach businesses of all scales, enhance the quality of the festival experience and develop a more bespoke programme of events in order to become more relevant and appealing.

The brand, as it existed, had been failing to speak to our target audience with sufficient clarity. Feedback has been that the event is perceived as overly cold and corporate, confusing and intimidating or too broad and not tailored enough to specific sectors. The festival’s close connection to the “Exporting is GREAT” brand also gave the impression that it was a high-level government event which was irrelevant and out of reach to SMEs.

The new visual identity retains the clean and professional feel of the original branding, whilst also emphasizing the event’s character as a festival and as a physical encapsulation of the diverse global marketplace - with all the excitement, opportunity and potential for connectivity this implies. Informed by this renewed branding, the successful tenderer will work with the marketing and communications team to reposition the International Business Festival as the key destination event for businesses of all sizes who are looking to realise their potential.

The relaunched brand will also be accompanied by a more targeted focus on key audiences. The structure of the 2018 festival will see each of the event’s nine days spotlight a different sector (see below for further detail). In order to build recognition and grow connections within these sectors, we are aiming to host a series of roundtable events bringing together industry figures, thought leaders and policymakers. We are therefore seeking a supplier of PR services with access to leading figures across a breadth of business sectors who would be able to act as ambassadors for the festival and provide expert voices to assist with media cut-through.

The next iteration of the festival will take place across three weeks, between 12-28 June 2018. Beginning at the end of April 2017, we will launch a series of PR and marketing campaigns to ensure we are reaching more of our target audience as well as re-engaging with our existing customers, partners and sponsors.

**Mission:**

* Enable all delegates and participants attending to secure tangible business benefits and value
* Inspire, influence and stimulate business ideas and understanding within an enjoyable environment

**Vision:**

* To become THE global destination event for businesses who want to share knowledge and ideas, trade, innovate, network and learn. To celebrate the energy, social contribution and value of global business.

**Values:**

Please see [Appendix 5](#_Appendix_5_–)

**Target audiences**

Targeting people with a professional interest in business who have ambition and a positive, inquisitive attitude to international business growth. They are driven by a desire to learn, explore, be inspired, trade and connect.

These will include, but will not be limited to:

* Entire business community; from C suite /decision makers to SMEs, nationally and internationally
* Policy stakeholders: national government, embassies, international business organisations and associations, trade membership organisations, local councils, chambers of commerce
* Manufacturing trade, national and international
* Energy and environment trade, national and international
* Creative and digital trade, national and international
* Conference and event organisers
* Education sector
* Investors and sponsors
* General public as defined above

**Target markets**

**UK NATIONAL** – National focus with particular attention to London and the South East, the Midlands and key hubs of the Northern Powerhouse region (Manchester; Leeds; Sheffield; Newcastle)

**EUROPE** – Nordics, Netherlands, France, Belgium, Germany, Ireland, Spain, Italy, Austria and Switzerland

**CHINA city hubs** – Shanghai, Beijing, Guanzhou, Shenzhen, Chengdu, Tianjin and Hangzhou

**INDIA city hubs** – Mumbai, Delhi, Bangalore, Hyderabad, Chennai

**AMERICAS** – US (New York; LA; San Francisco; Boston; Philadelphia; Austin), Canada, Brazil and Mexico

**Areas of sectoral focus**

As stated, the 2018 International Business Festival will focus its nine-day core programme around a select set of industries. Whilst the festival will aim to engage broadly with businesspeople, investors and experts there must be particular focus on reaching audiences within the following sectors:

* Manufacturing
* Energy
* Economics / Finance
* Transport
* Urbanisation / Cities
* Global Logistics
* Life Science
* Creative / Digital
* Culture / Media / Sport

# Requirement Overview

**National and international public relation services**

**April 2017 to September 2018**

The service provider will undertake to supply national and international public relation services for the 2018 International Business Festival. Any prospective service provider must be able to demonstrate the reach and scope necessary to deliver coverage across the required regions (see Target Markets, p.7)

**2.1 Business and PR objectives:**

* Together with International Business Festival’s marketing and communications team, produce a national and international PR and digital communications strategy to lead in to the festival, for the festival itself and for the post-festival period with clear methodologies and metrics for evaluation.
* The strategy must be focused on delivering against the primary objective of increasing delegate ticket sales, leading to a significant increase in visitors to the festival.
* Creating the new PR strategy which delivers opportunities to:
  + Build and expand the festival’s ambassador network
  + Elevate and broaden festival awareness across national and international target audiences
  + Develop and extend the International Business Festival’s reputation as a key, must-attend event in the business diary.
* Fully support the festival’s UK and international promotional events leading to the festival with PR and on/offline media relation opportunities.
* Work with our numerous sponsors, partners, ambassadors and key stakeholders to secure and develop regular news stories for internal platforms or external media.
* Collaborate with the festival’s media partners to ensure we maximise the opportunities they afford.
* Work with the festival’s Marketing and Communications team to develop crisis and incident management plans and assist with implementation if required.
* Provide monthly coverage analysis reports.

# Indicative Timetable

|  |  |
| --- | --- |
| Issue of ITT | Thursday 2nd March 2017 |
| Opportunity to raise items for clarification ends | Monday 13th March 2017 |
| LV respond to clarification questions | Wednesday 15th March 2017 |
| Return of completed response to ITT | By 2:00pm – Tuesday 21st March 2017 |
| Potential presentations from shortlisted service providers by virtual or physical presence at LV offices. | Monday 27th March 2017 |
| Indicative award, subject to contract | w/c 26th March 2017 |
| Contract Commencement | Immediately upon contract signature |

There is an opportunity to ask LV for further information to assist you in the preparation of your responses during the Items for Clarification period. If you have an Item for clarification, please e-mail Connor Reilly (creilly@liverpoolvision.co.uk). Please note that responses to these Items for Clarification from LV may be posted on the LV website on or around the given day, rather than a response via e-mail. It is your responsibility to make checks on the LV website for updates.

# Specification of services required

The successful tenderer(s) will provide the following under the term of the agreement:

1. Contribution and ideas to story building and the national and international media strategy
2. Creation and distribution of press releases
3. Dedicated account management for the festival
4. Proactive and reactive media management
5. On site festival media centre management
6. Incident and crisis management expertise and assistance

**Key performance indicators**

* Improve the festival’s share of voice and secure a robust foundation of coverage
* Press releases
* Produce at least one press release per month for national and international media from the period of appointment until the end of July 2017
* Produce at least one press release per month for each sector focus days across key trade media from the period of appointment until the end of July 2017
* Target coverage, outside festival media partnerships, per month
* National business media (print / online) – 8 pieces of coverage + 1 thought leadership piece
* International business media (print / online) – 8 pieces of coverage + 1 thought leadership piece
* National key trade media (manufacturing, energy, economics/finance, transport, urbanisation/cities, global logistics, life sciences, creative/digital, culture/media/sport) – 4 pieces
* International key trade media (whereby this is exclusively outside the UK); (manufacturing, energy, economics/finance, transport, urbanisation/cities, global logistics, life sciences, creative/digital, culture/media/sport) – 4 pieces
* National broadcast media – at least one piece of coverage per month until February 2018, then at least 2 pieces of coverage per month until July 2018.
* International broadcast media - at least one piece of coverage per month until February 2018, then at least 2 pieces of coverage per month until July 2018.

It is with the understanding that there will be natural spikes in media activity and coverage output throughout the course of the campaign – particularly around Festival milestones and unveiling of data, research, events or other newsworthy content and as a result, any measurement of these key performance indicators will be aggregated over the course of the campaign period.

The service provider will deliver detailed coverage reports, by the end of each month. On review of these reports, the International Business Festival marketing and communications team will be able to raise any concerns over the quality of coverage achieved and the service provider will have the opportunity to respond and offer a modified strategy to amend future activity across the campaign period.

The service provider’s performance will be measured across a balanced set of indicators including quantity of coverage, message penetration and relevance to target audiences as well as traffic to the festival website and number of new registrations.

The service provider will be a key partner in maximising the reach of the festival across national, international media including print, online, broadcast and trade throughout the campaign period.

**2.3 Incident & crisis management**

The service provider will deliver crisis management advice and support as required, working alongside the International Business Festival’s marketing and communications team to prepare a comprehensive crisis communications plan.

In case of an incident or crisis, the service provider will provide on request a press office service to assist with managing media interest. The service provider will additionally deliver out-of-hours crisis management as required.

The service provider will notify the communications lead immediately when they have encountered specific issues that could develop into an incident or crisis or pose a reputational risk for the International Festival of Business.

**3.4 Campaign Phasing**

**Phase 1 – April to 31st July**

The service provider will work closely with the festival marketing and communications team to lay the appropriate foundations and shape the strategy and approach for the 2018 International Business Festival communications campaign.

Once the approach is scoped and agreed, the service provider will ensure the drip feeding of regular and hard hitting stories which will capture the imagination of our target audience and drive traffic to the festival site via:

* Delivery of PR and communications plan and support for a UK launch
* Delivery of PR and communications plan and support for North of England regional launch
* Delivery of PR and communications plan and support for an international launch
* Securing a set of pre-agreed festival ambassadors and ensuring they deliver against objectives
* Creating newsworthy content and research based headlines
* Securing industry event/speaker platform opportunities
* Announcements of sponsors and partners and related news
* Unveiling of key VIP speakers and new features of the festival
* Unveiling of ambassadors
* Opinion editorials
* Broadcast commentary
* Launch of 1 year to go countdown messages
* Launch of a ticket launch
* Delivery of PR and communications plan and support a UK roadshow around nations and regions

**Phase 2 – August 2017 to December 2017**

* Delivering press trips
* Ensure festival ambassadors deliver against objectives
* Creating newsworthy content and research based headlines
* Securing industry event/speaker platform opportunities
* Announcements of sponsors and partners and related news
* Unveiling of key VIP speakers and new features of the festival
* Unveiling of ambassadors
* Opinion editorials
* Broadcast commentary
* Press and media briefings
* Media materials

**Phase 3– January 2018 to May 2018**

Building on the momentum of phase 1 and 2, continue to deliver incremental media opportunities for the festival as we arrive at a time critical stage. Stories are focused on the content, speakers and opportunities at the festival to drive traffic to the festival site and increase festival ticket sales.

**Phase 4 – 12 to 28 June 2018**

During the 3-week festival period of 12 – 28 June (note final dates may be extended by one or two days either side):

* Management of onsite press centre, reactive and proactive
* Management of press ticketing and accreditation as agreed with marketing team
* Management and facilitation of any exclusives with our media partner/s
* Ensuring press visits, delegations and/or individuals are invited from relevant sector and mass media outlets every day
* Covering digital, print, radio and broadcast
* Present regular interview opportunities to festival chairman and festival director
* Assist press in securing speaker or VIP interviews
* Draw the daily stories and key points of interest for press releases to capture the topics to be covered ahead of the day’s events
* Photocalls
* Collaborate with marketing team to ensure news stories are also pushed via festival owned channels
* Phase 5 – 29 June to 30 September 2018
* To work closely with the festival marketing team to ensure once the festival comes to a close there are key evaluation pieces of coverage in targeted national and international titles. There will also be a thorough evaluation of the outputs of the communication campaign for the 2018 festival.
* This is to include:
  + Communication of successes and follow ups from the 2018 festival
  + Full coverage report with content analysis and associated metrics (reach; AVE/values; etc.)
  + Thorough evaluation meeting with all relevant parties
  + Ambassador outreach on next steps

Results of the above requirements will be seen as successful by:

**3.5 Quality of coverage**

As defined by number of features in quality publications due with the largest readership and reach as well as quality of editorial content, defined by the size of the piece and inclusion of positive messaging and call to action (ticket purchase and registration).

**3.6 Media output, per month**

**Press releases**

* Produce at least one press release per month for national and international media from the period of appointment until the end of July 2017
* Produce at least one press release per month for each sector focus days across key trade media from the period of appointment until the end of July 2017

**Target coverage, outside festival media partnerships, per month**

* National business media (print / online) – 8 pieces of coverage + 1 thought leadership piece
* International business media (print / online) – 8 pieces of coverage + 1 thought leadership piece
* National trade media (manufacturing, energy, economics/finance, transport, urbanisation/cities, global logistics, life sciences, creative/digital, culture/media/sport) – 4 pieces
* International trade media (whereby this is exclusively outside the UK); (manufacturing, energy, economics/finance, transport, urbanisation/cities, global logistics, life sciences, creative/digital, culture/media/sport) – 4 pieces
* National broadcast media – at least one piece of coverage per month until February 2018, then at least 2 pieces of coverage per month until July 2018.
* International broadcast media - at least one piece of coverage per month until February 2018, then at least 2 pieces of coverage per month until July 2018.

**Business impact:**

* Greater visibility and exposure for the International Business Festival
* Drive ticket sales with the aim of increasing visitor numbers
* Build reputation of the festival as a credible, quality and must-visit event for businesspeople in the UK and around the world

# Responses required:

Tenderers are invited to respond to the questions set out in this section, having regard for the evaluation criteria weightings set below:

|  |  |
| --- | --- |
| Relevant experience, capability and resource | 35% |
| Creative approach and flexibility | 35% |
| Value for Money | 30% |

Successful tenderers will also be expected to have suitable financial stability to undertake these pieces of work and to have insurances and policies in place that are adequate to undertaking payment from public funds. These requirements are mandatory and, if not satisfied, then LV reserves the right at its absolute discretion not to award a contract irrespective of how the tenderer has scored using the evaluation criteria.

**5.1 Experience, Capability, Resource (35%)**

Please provide details of the following:

1. Examples of managing similar projects to include specific outputs.
2. Experience of proposed dedicated account management/team including office locations in the UK and overseas.
3. Staffing levels and relevant individual experience for proposed teams working reactive and proactive PR activity
4. Experience in delivering a similar level of project on time and within budget
5. Examples of previous, relevant work in the area of PR for the purpose of events/ticketing or commercial activity. This must include top line narratives and key messages per audience, taking into account UK and international audiences and including tone of voice and personality which gains cut through
6. Examples of previous, relevant work in the area of influencing editorial content
7. Ability and experience securing high profile expert national and international speakers and ambassadors to act as advocates and media spokespeople for the festival.
8. Demonstrate an understanding of the brief and the problems it is trying to solve by providing a systematic approach to the development of the communications strategy.
9. Describe how the project would be managed to ensure deadlines are identified, worked to and achieved.

**5.2 Creative approach and flexibility (35%)**

Please provide the following:

1. Proposal for your vision of a new creative direction for the UK and international PR launch of the festival.
2. Outline of a 16-month media outreach strategy which will boost the profile of the festival and lead to engagement with the event’s defined key audiences.
3. Proposed festival ambassadors / spokespeople and details of how their respective profiles and voices could be used to provide maximum PR impact.
4. Examples and case studies of previous, relevant work and the processes followed in the area of PR for the purpose of brand visibility.
5. Timescales for delivery and process for adaptations following feedback.
6. Identification of any proposed use of subcontractors, consultants or freelance support for the delivery of this project, including details of those sub-contractors proposed.
7. Details on any endorsements, accreditations and awards for managing campaigns or activity of similar nature.

**5.3 Value for money and total cost of ownership (30%)**

Please provide a full breakdown of costs for the following components, using additional sheets as appropriate: -

|  |  |
| --- | --- |
| Service | Cost |
| 1. Monthly PR management and development costs |  |
| 1. Securing high profile spokespeople/ambassadors |  |
| 1. On site festival press office management |  |
| 1. Crisis and incident management assistance |  |
| Total |  |

**Costings must be:**

* Clear, transparent and for the total life of the project, including any adaptations to meet the needs of the new brand and the campaign direction.
* Include details of the team, rates and an overall total proposed cost for the project, inclusive of expenses but exclusive of VAT.
* Any opportunity for added value or additional commercial benefits.

For more information on evaluation of responses, please see [Section 6 – Evaluation.](#_Evaluation)

Please use the section reference numbering, as this will assist in the evaluation process.

All responses should be submitted in an unmarked sealed envelope, stating **“Response for International Business Festival – national and international PR services”** and marked for the attention of: Connor Reilly, Procurement Intern, Liverpool Vision, 10th Floor, The Capital, 39 Old Hall Street, Liverpool, L3 9PP.

Please provide 2printed responses, together with an electronic copy contained on a **USB / Memory Device**. This will ensure integrity of the process and allow fair, equal and transparent treatment of responses.

LV appreciate the environmental impact and request therefore that where practical duplex printing on environmentally friendly paper is utilised and that additional materials not directly related are **not** included.

Certain documentary requirements that are indicated by asymbol need only be submitted in electronic format.

If delivering by hand, please be advised that because of a barrier system in a shared building, you will need to ask reception in the Capital Building to phone Liverpool Vision (0151) 600 2900 that your submission has arrived for collection.

Envelopes must **not** indicate the identity of your organisation.

There is an opportunity to ask LV for further information to assist you in the preparation of your responses during the Items for Clarification period. If you have an Item for Clarification, please e-mail Connor Reilly (**creilly@liverpoolvision.co.uk**) during the opportunity period. Please note that responses to these Items for Clarification from LV may be posted on the LV website rather than a response via e-mail. It is your responsibility to make regular checks of the LV website for updates on these.

Please do not contact any other members of Liverpool vision during the tender process.

*5.4 General company information required*

Please provide a suitable response to the following:

|  |  |
| --- | --- |
| 5.4.1 | Full name of organisation (this should be the name of the organisation acting as prime contractor, where applicable). |
|  |  |
| 5.4.2 | Trading name of organisation (if different from above). |
|  |  |
| 5.4.3 | Date of formation |
|  |  |
| 5.4.4 | Registered number if a limited company (please supply a copy of the certificate of incorporation and any certificate of change of name) |
|  |  |
| 5.4.5 | Registered address of organisation **and** address of principal trading office |
|  |  |
| 5.4.6 | Main Phone number |
|  |  |
| 5.4.7 | Name and contact details in relation to tender preparation |
|  |  |
| 5.4.8 | Address and phone number of office from where business would be conducted in support of this contract, if different from the above |
|  |  |
| 5.4.9 | Full names of all directors / company secretary/ partners/associates or proprietor |
|  |  |
| 5.4.10 | Have any of the persons named in 5.2.9 above, been subject to bankruptcy proceedings or been involved in an organisation which has been subject to liquidation proceedings or had receivers appointed? If yes, please give details. |
|  |  |
| 5.4.11 | Have any of the persons named in 5.2.9 above, been convicted of any criminal offence, apart from minor traffic offence? If yes, please give details. |
|  |  |
| 5.4.12 | Do any of the persons named in 5.2.9 above, have relative(s) who are senior employees of the LV? If yes, please provide details. |
|  |  |
| 5.4.13 | Have any of the persons named in 5.2.9 above, ever been employed by the LV? If yes, please give details. |
|  |  |
| 5.4.14 | If your organisation is a member of a group of companies, give the name and address of the holding company |
|  |  |
| 5.4.15 | Please state the approximate number of employees in your organisation and companies acting in partnership (where relevant), who are specifically engaged in delivering similar services to those proposed by LV. |
|  |  |

*5.5 Financial Information*

|  |  |
| --- | --- |
| 5.5.1 | Please enclose  your organisation’s most recent audited accounts and annual reports. This should include: Balance Sheet, Profit and Loss Account, Full notes to the accounts, Director’s Report/Auditor’s Report. |
|  |  |
| 5.5.2 | If you have submitted accounts for a year ending more than 10 months ago, please confirm that the organisation described in the enclosed accounts is still trading. Also supply a statement of turnover since the last set of published accounts. |
|  |  |
| 5.5.3 | If your organisation’s accounts and annual reports are consolidated into those of your parent company or group, then for each of the last two years please provide for your organisation, your organisation’s turnover, profit before tax and net assets. |
|  |  |
| 5.5.4 | Are there any outstanding claims or litigation against your organisation with regard to systems and / or service delivery? If yes, please give details. |
|  |  |
| 5.5.5 | Please supply your VAT registration number. |
|  |  |

*5.6 Professional Conduct*

|  |  |
| --- | --- |
| 5.6.1 | Has your Organisation or proposed partners or any employee within these organisations who would be working on this contract, committed a criminal offence relating to the conduct of your business or profession? If so, please provide details. |
|  |  |
| 5.6.2 | Is your Organisation or are your proposed partners currently involved with any legal proceedings (including Arbitration or any other form of alternative dispute resolution) with any other organisations including local authorities? If so, please provide details. |
|  |  |
| 5.6.3 | Are there any issues, current or likely, in relation to your Organisation or proposed partners that may give rise to any conflict of interest? If so, please provide details. |
|  |  |
| 5.6.4 | Please identify any potential conflicts of interest relating to this contract. |
|  |  |

*5.7 Insurance requirements*

The appointed supplier will be required to maintain appropriate levels of insurance in a number of areas. Please complete the enclosed table and supply copies of relevant policies as  appropriate:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Area | Level of cover expected | Level of cover currently held | Level of cover to be provided | Further details |
| Public liability | £10m |  |  |  |
| Employer’s liability | £5m |  |  |  |
| Professional Indemnity | £5m |  |  |  |

Please note that the insurance cover detailed above needs to be in place before activities commence in pursuance of the services required and will not be considered as part of the costs under the contract between LV and the selected supplier.

*5.8 Health and Safety*

The appointed Tenderer will be required to ensure that all elements of your services are planned and implemented in accordance with best practice set out in the Health and Safety Executive (HSE) Event Safety Guide (the ’Purple Guide’) and other such guidance appropriate to your business, and to provide a specific detailed risk assessment of all Health and Safety issues associated with the service.

Please confirm your acceptance of this.

*5.9 Business Continuity*

The appointed supplier will be required to have in place suitable plan. Please provide  a copy of your organisation’s business continuity plan (“BCP”) and specifically state how this would be applicable to the service requirements of LV.

*5.10 Equal Opportunities*

LV expects all suppliers and contractors to operate within its Equal Opportunity Policy.



Tenderers should attempt to answer each of the following questions.

Organisations from outside the UK should substitute where relevant, the appropriate legislation / Codes of Practice etc. which are applicable within their domestic jurisdiction.

|  |  |
| --- | --- |
| 5.10.1 | Is it your policy as an employer to comply with your statutory obligations under the Equality Act 2010 and, accordingly, your practice not to treat one group of people less favourably than others in matters of: -   * Employment * Service delivery   Please enclose  a copy of your Equal Opportunities Policy |
|  |  |
| 5.10.2 | In the last three years, has any finding of unlawful discrimination been made against your Organisation by any court of law or industrial tribunal? |
|  |  |
| 5.10.3 | In the last three years has your Organisation been the subject of formal investigation on grounds of alleged unlawful discrimination by The Commission for Equality and Human Rights or any other commission? |
|  |  |
| 5.10.4 | If the answer to 5.8.2 is or 5.8.3 is yes, what steps did you take in consequence of that finding? |
|  |  |
| 5.10.5 | Is your policy set out: - |
|  | In instructions to those concerned with recruitment, training and promotion? |
|  | In documents available to employees, recognised trade unions or other representative groups of employees? |
|  | In recruitment advertisements or other literature? |
| 5.10.6 | Please provide evidence of how your Equal Opportunities Policy is incorporated into the working practices of your organisation, and how they benefit employees and service users.  Evidence might include but is not limited to :-   * workforce monitoring * training plans * staff forums * management development programme * consultation with employees and service users or clients * trade union involvement * fair recruitment and selection process * how vacancies are advertised   Please enclose copies of any relevant documents |
|  |  |
| 5.10.7 | If your organisation is not subject to UK legislation, please supply details of your experience in working under equivalent material legislation, which, in your country, is designed to eliminate discrimination in relation to Race, Gender, Disability, Sexual Orientation, Religion or Belief and Age and to promote equality of opportunity. |

# Evaluation

Responses to evaluation questions in section 5.1, other than Price, will be scored as follows. Intermediate scoring, for example 3.7, is permissible:

|  |  |  |
| --- | --- | --- |
| 0 | Poor | No response or partial response and poor evidence provided in support of it. Does not give confidence in the ability of the Tenderer to deliver the services. |
| 1 | Weak | Response is supported by a weak standard of evidence in several areas giving rise to concern about the ability of the Tenderer to deliver the services. |
| 2 | Satisfactory | Response is supported by a satisfactory standard of evidence in most areas but a few areas lacking detail/evidence giving rise to some concerns about the ability of the Tenderer to deliver the services. |
| 3 | Good | Response is comprehensive and supported by good standard of evidence. Gives confidence in the ability of the Tenderer to deliver the services. Meets the requirements. |
| 4 | Very good | Response is comprehensive and supported by a high standard of evidence. Gives a high level of confidence in the ability of the Tenderer to deliver the services. May exceed the requirements in some respects. |
| 5 | Excellent | Response is very comprehensive and supported by a very high standard of evidence. Gives a very high level of confidence the ability of the Tenderer to deliver the services. May exceed the requirements in most respects. |

Responses should reflect the services specified and will be evaluated against the response requirements set out in Section 5, on the basis of the following award criteria.

|  |  |
| --- | --- |
| Relevant experience, capability and resource | 35% |
| Creative approach and flexibility | 35% |
| Value for Money | 30% |

Liverpool Vision reserves the right to contact certain tenderers if clarification of their tender is required.

**Price will be evaluated using the following method:**

30% will be awarded to the lowest priced bid and the remaining Tenderers will be allocated scores based on their deviation from this figure.

For example, if the lowest price is £40 and the second lowest price is £42 then the lowest priced Tenderer gets 30% (full marks) for cost and the second placed Tenderer gets 28% and so on. £40/£42 x 30 = 28%).

# Appendix 1 - ITT Instructions and Conditions

Please note that by submitting a response to this ITT that you agree and comply with all parts of the ITT Instructions and Conditions section.

**1.1 General Instructions**

1.1.1 This document is made available on the condition that the information contained within it is used solely in connection with the competitive process for this ITT and for no other purposes.

1.1.2 Whilst reasonable care has been taken in preparing this document, the information within it does not purport to be comprehensive or to have been independently verified. LV accepts no liability or responsibility for the adequacy, accuracy or completeness of any information stated. No representation or warranty, express or implied, is given by LV or any of its representatives with respect to the information contained herein or upon which this ITT is based. Any liability for such matters is expressly disclaimed.

1.1.3 LV reserves the right, without prior notice, to change, modify, or withdraw the basis of its request and/or to reject all proposals and terminate negotiations at any time. In no circumstance will LV incur any liability in respect of time, effort or costs incurred in regard to either discussions, meetings or time spent in respect of reviewing and/or responding to this document or any subsequent material.

1.1.4 This document is not intended to provide the basis for any investment decision. The recipients of this document must make their own independent assessment of the requirements after making such investigations and taking such professional advice as it deems necessary.

1.1.5 The information in this document shall be kept confidential by the Tenderer and may not be copied, reproduced, distributed or passed to any other persons, at any time, without the prior written authorisation of LV. Ownership in any response to this ITT shall be vested in LV upon delivery of the same and such response shall only be returned at the sole discretion of LV and at the recipient’s cost.

1.1.6 This ITT is not a purchase order and does not constitute an offer capable of acceptance. This ITT does not commit LV or any official of it to any specific course of action. The issue of this ITT does not bind LV or any official of it to accept any proposal, in whole, or in part, whether it includes the lowest priced proposal, nor does it bind any officials of LV to provide any explanation or reason for its’ decision to accept or reject any proposal. Moreover, while it is the intention of LV to enter contract negotiations with the selected Tenderer, the fact that LV has given acceptance to a specific Tenderer does not bind it or any official of it in any manner to the Tenderer.

1.1.7 Without prejudice to any prior obligations of confidentiality you may have, no publicity relating to this ITT or to the acceptance by LV of any ITT response or to the letting of any future contract shall be released by you without the prior written approval of LV.

1.1.8 You shall be deemed to have examined before the submission of your tender response, all the provisions in this ITT as well as regulations and other information relevant to your tender response, and to have fully considered the risks, contingencies, and other circumstances, which could affect the tender response. You shall be responsible for obtaining all information by the making of reasonable and prudent inquiries and, by prior arrangement.

1.1.9 By submitting a Tender Response the Tenderer represents that it has read and understood the ITT. The Tenderer will consider the contents of any submitted tender response as an offer to contract.

1.1.10 Any attempt by Tenderers or their advisors to influence the contract award process in any way may result in the Tenderer being disqualified. Specifically, Tenderers shall not directly or indirectly, at any time:

(a)      Revise or amend the content of their Tender in accordance with any agreement or arrangement with any other person, other than in good faith with a person who is a proposed partner or supplier;

(b)      Enter into any agreement or arrangement with any other person as to the form or content of any other Tender, or offer to pay any sum of money or valuable consideration to any person to effect changes to the form or content of any other Tender;

(c)      Enter into any agreement or arrangement with any other person that has the effect of prohibiting or excluding that person from submitting a Tender;

(d)      Canvass LV or any employees or agents of LV in relation to this procurement; or

(e)      Attempt to obtain information from any of the employees or agents of LV or its advisors concerning another Tenderer or Tender; or

(f)       Offer, pay, promise to pay, or authorize the giving of any financial or other benefit to any person for the purpose of obtaining an improper advantage, or otherwise conduct themselves in a manner contrary to any anti-bribery or anti-money laundering legislation and/or regulations in the broadest sense (whether issued by the EU, the US, the UN or any other body) or any other such rule or legislation that may apply from time to time.

1.1.11 Tenderers are responsible for ensuring that no conflicts of interest exist between the Tenderer and its advisors, and LV and its advisors and Partners. LV reserves the right to disqualify any Tenderer that is guilty of any misrepresentation in relation to its Tender or the tender process.  Any Tenderer who fails to comply with the requirements of this clause may be disqualified from the procurement process at the discretion of LV.

1.1.12 Only information provided as a direct response to this ITT will be evaluated. Information and detail which forms part of general company literature or promotional brochures etc. will not form part of the evaluation process. Marketing material should not be included with your tender response. Supplementary documentation may be attached where you have been directed to do so. Such material must be clearly marked with the name of the organisation and the section to which it relates. All sections must be answered unless advised otherwise.

1.1.13 Please note that LV may require clarification of the answers provided or ask for additional information.

1.1.14 The response should be submitted by an individual of the organisation, company or partnership who has authority to answer on behalf of that organisation, company or partnership.

1.1.15 Should there be any obvious typographical errors or misunderstandings in the ITT documentation then clarification should be sought. However, if the response is found to misrepresent facts, the documents will be deemed void. In the case where the error or misrepresentation is not discovered until after the contract is awarded, we reserve the right to determine the contract and costs incurred by us as a result of the determination shall be recoverable from the Tenderer under the contract.

1.1.16 If applying on behalf of a consortium, please list the names and addresses of all other members of the consortium. Any contract will be entered into with the nominated lead organisation and all members of the consortium, who will in these circumstances each be required to execute said contract together with all ancillary documentation, evidencing their joint and several liability in respect of the obligations and liabilities of the contract. It will be for members of the consortium to resolve their respective duties and liabilities amongst each other. For administrative purposes, any associated documentation will be sent to the nominated lead organisation.

1.1.17 If sub-contractors are proposed to assist in the delivery of the service, please list the business names, registered offices, addresses and specific areas of service which they will deliver.

1.1.18 It is the responsibility of tenderers to ensure that their tender is delivered not later than the appointed time. LV does not undertake to consider tenders received after that time unless clear evidence of posting is available (i.e. a clear post mark and/or certificate of posting). It should be noted that mail is not delivered directly to the recipient but through a central post room. This may delay receipt of post, and allowances should be made.

1.1.19 Whilst LV is committed to selecting a supplier or suppliers, it reserves the right not to accept any proposals or award the contract.

1.1.20 LV does not bind itself to accept the lowest or any tender, and reserves the right to accept a portion of any tender, unless the tenderer expressly stipulates otherwise on his tender. The right is also reserved to award more than one contract.

**1.2 In responding to this ITT you specifically agree the following:**

1.2.1 Having examined all parts of the ITT that the supply of the Goods and/or Services to LV will be at the rates/prices as provided. All prices must be quoted on the basis indicated in the accompanying documents, except where the tenderer proposes alternative priced procedures, and should exclude VAT. Discounts for prompt payment should be stated. The basis of the price shall be inclusive of all costs and delivery to LV.

1.2.2 That any other terms or conditions or any general reservations which may be printed on any correspondence emanating from the tenderer in connection with this tender or with any contract resulting from this tender, shall not be applicable to the on-going relationship between LV and the selected supplier(s).

1.2.3 That any contract whatsoever that may result from this tender shall be subject to the laws of England and Wales as interpreted in an English Court.

1.2.4 The prices quoted and all other information supplied in this tender are valid and open to acceptance by LV for a period three calendar months from the tender return date specified in the ITT

1.2.5 The essence of competitive tendering is that LV shall receive bona fide competitive tenders from all companies tendering. In recognition of this principle, any response is declared to be a bona fide tender, intended to be competitive and that you have not fixed or adjusted the amount of the tender by or under or in accordance with any agreement or arrangement with any other person.

1.2.6 You declare that you have not done and undertake that you will not do any of the following acts:-

(a) communicate with a person, other than the person calling for this tender, the amount or approximate amount of the proposed tender.

(b) enter into any agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any tender to be submitted.

(c) offer to pay or give, or agree to pay or 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 requirement any act or thing of the sort described above.

LV may, if requested to do so, disclose the name of any successful tenderer.

In this declaration the word "persons" includes any person and anybody or association, corporate or incorporate. The words "agreement or arrangement" include any such transaction, formal or informal, whether legally binding or not.

**1.3 Freedom of Information**

1.3.1 LV is subject to The Freedom of Information Act 2000 (“Act”) and The Environmental Information Regulations 2004 (“EIR”).

1.3.2 As part its duties under the Act or EIR, it may be required to disclose information concerning the procurement process or the contract to anyone who makes a request.

1.3.3 If the prospective Tenderer considers that any of the information provided in their response is commercially sensitive (meaning it could reasonably cause prejudice to the prospective Tenderer if disclosed to a third party) then it should be clearly marked as "Not for disclosure to third parties” together with valid reasons in support of the information as being exempt from disclosure under the Act and the EIR.

1.3.4 LV will endeavour to consult with the prospective Tenderer and have regard to comments and any objections before it releases any information to a third party under the Act or the EIR. However, LV shall be entitled to determine in its absolute discretion whether any information is exempt from the Act and/or the EIR, or is to be disclosed in response to a request of information. LV will make its decision on disclosure in accordance with the provisions of the Act or the EIR and will only withhold information if it is covered by an exemption from disclosure under the Act or the EIR.

# Appendix 2- About Liverpool Vision

The client is Liverpool Vision Limited (company registration number 06580889) working on behalf of the Mayor of Liverpool.

Who Are We?

Working closely with private sector businesses in the city, Liverpool Vision is the Mayor of Liverpool’s economic development company incorporating:

• Marketing Liverpool

• Invest Liverpool

• Special projects, such as the International Festival for Business 2016 (IFB2016).

What Is Our Purpose?

Liverpool Vision’s purpose is to enhance the brand of Liverpool, attracting investment and creating jobs to ensure a more prosperous future for the city.

How Do We Do This?

Through raising the profile of our offer we will generate interest from investors and visitors that will both help attract new investment and encourage existing businesses to grow. We will, together with private and public sector partners maximise opportunities by participating in major events such as MIPIM, International Festival for Business (in 2016, 2018 and 2020) and Visitor Economy exhibitions. By working in partnership with commercial partners in the private sector we will communicate positive messages about the city to local, national and international audiences.

What Are Our Values?

Liverpool Vision’s is committed to the highest standards of ethical conduct and integrity in its business activities and to providing a high-quality service to all its customers and partners. Liverpool Vision believes that all its workers should be treated with dignity and respect and everyone is encouraged and supported to be the best they can be. We believe in taking responsibility, being creative and innovative and working together as a team for the benefit of the city.

# Appendix 3 – Terms & Conditions of Contract

This appendix contains the terms of LV’s standard Terms & Conditions for services.

By submitting a Response, the Tenderer is agreeing to be bound by the terms of this ITT and the agreements save as in relation to those areas of the agreements specifically highlighted in the response to Appendix 2. As such, if the terms of the agreements render proposals in the Tenderer’s Response unworkable, the Tenderer must submit full details of the unworkable/unacceptable provisions within the Agreement by completing the Legal Comments Table attached at Appendix 2.

Following receipt of this Response, LV will consider whether any amendment to the Agreement is required. Any amendments will be published through a Clarifications Log and will apply to all Tenderers. Where both the amendment and the original drafting are acceptable and workable to LV, LV will publish the amendment as an alternative to the original drafting. In this case, Tenderer’s should indicate if they prefer the amendment; otherwise the original drafting will apply. Any amendments which are proposed, but not approved by LV through this process, will not be acceptable and may be construed as a rejection of the terms of the Agreement leading to the disqualification of the tender.



# Appendix 4 – Legal Comments Table

|  |
| --- |
|  |
| |  |  |  | | --- | --- | --- | | **Clause/Paragraph /Schedule** | **Summary of Issue** | **Suggested Revisions** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |

# Appendix 5 – Our Values