

# Liverpool City Region Growth Company

Liverpool City Region Growth Company Request for Written Tender

for

**Marketing support  
September 2019 to Dec 2022  
Contract Value = £45,000**

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# Liverpool City Region Growth Company

## 1. Introduction

### 1.1 Background and Summary of Requirements:

The Liverpool City Region Growth Company of 1 Mann Island, Liverpool, L3 1BP.

The Liverpool City Region Growth Company is now inviting written tenders for support in relation to the following areas:

**To plan and deliver marketing and communications activity for the ERDF LCR Health Matters programme, to launch it and raise its profile and generate enquires for its services.**

A detailed specification of requirements is set out in Section 2. It is proposed to place a contract for the duration of the project.

#### Additional Information

This activity will be delivered through Liverpool City Region Growth Company which has been established by the LEP and the Combined Authority to deliver the City Region's business growth and investment priorities, working in partnership with business, the constituent Local Authorities, Universities, Colleges and Third sector and health sector partners.

Activity includes:

- a coordinated investment service into the City Region to promote the City Region's assets and capabilities, to manage and deliver international trade and investment campaigns in partnership with business, education and Local Authorities;
- a raft of sector initiatives to support, strengthen and promote city region key sector specialisms and expertise and further grow our visitor economy
- an enhanced Local Growth Hub service for local businesses to get the support they need to survive and scale up
- programmes with schools, colleges and universities to help improve the transition between education and employment in the City Region to retain and enhance our talent base;
- innovation and digitisation support for business to increase productivity and growth through effective adoption of digital technology and innovation.

### 1.2 Financial Arrangements

Payment terms for services covered by this invitation to tender will be specified on the appropriate invoices, which will be based on agreed deliverables. Invoicing arrangements will be agreed with the successful service provider, following the award of contract.

### 1.3 Further Information and Query Handling

Every effort has been made to ensure that this documentation contains all the necessary information to enable a tender to be made. However, in the interests of equity, requests for additional information, clarification on the content of this document and all other queries of substance (other than in relation to purely factual or procedural matters) must be made in writing or by email.

### 1.4 Timetable

The timetable in relation to this tender process is as follows:

Award of contract anticipated: **September 2019**

Contract commencement: **October 2019**

Contract end date: **December 2022**

Dates of award of contract may change.

## 2. Specification of Requirements

The provision of the following consultancy services for The Liverpool City Region Growth Company:

To plan and deliver marketing and communications activity for the Health Matters programme, raise its profile and generate enquires for its services.

The programme aims to accelerate innovation and growth by supporting ambitious businesses to better understand, work with and sell to the health and social care markets. The projects is a partnership between Innovation Agency, Liverpool John Moores University and Liverpool City Region Growth Company.

This work is part funded though the European Regional Development Fund.

The following services are required:

### 2.1 Marketing Campaigns

- Plan, implement and evaluate an effective marketing campaign to launch and generate enquires for the Health Matters services.
- Support the engagement of 84 LCR SMEs eligible for the project with products/services that need to be developed/marketed/put into practice. Target companies will include those in the digital, med tech, social care, wellbeing and life science areas.
- Provide materials to raise awareness of the project to NHS and social care commissioners, Universities and members of the public who will link into activities. Please note that additional marketing material needs to be included in the budget stated.
- Working closely with project partners to support activity relating to business growth in the sector.
- Maintain and introduce a range of marketing collateral that effectively promotes Health Matters and the service it provides.
- Work with partners, to act as brand champion of the Health Matters brand, developing brand guidelines and toolkit as well as overseeing and approving all items in line with these guidelines.
- Be responsible for managing relationships with key suppliers e.g. photographers, web and design agencies.
- Produce Marketing Management report on the effectiveness of marketing and PR against targets (which should be proposed by potential suppliers and agreed by project partners).

### 2.2 Digital Marketing

Develop a Health Matters programme website and active use of social media, including LinkedIn, Twitter and any other social media platforms

- Drive traffic to the Local Growth Hub Health Matters page
- Increase social media reach and engagement by ensuring that content is appropriate, informative and engaging.
- Produce a newsletter format for Health Matters project

### 2.3 Events

- Plan and deliver a number of events including project engagement events, coordinating with planned events across project partners.
- Maintain an up-to-date calendar of City Region networking events and co-ordinate project representation seeking speaker opportunities where appropriate.

## 2.4 Communications

- Work with Liverpool City Region Growth Company Communications team to produce news on achievements
- Produce a draft marketing and communications plan for the project for October 2019, aligned to events and other key milestones
- Monitor local press and business media for PR opportunities
- Produce case studies showcasing the businesses that the programme has worked with.
- Develop a programme of updates to all project's partners ensuring staff are fully up-to-date with developments, achievements and services.

## 2.5 Resource is required for the duration of the project

**2.6 Payment will be made monthly** subject to satisfactory review of performance against agreed targets and to the company's standard terms and conditions.

## 3. Format of Tenders

Tenders must address all the requirements and must be in the format requested below.

### 3.1 General Information

The following must be supplied:

- (a) Name, address, telephone number, e-mail address and fax number of supplier.
- (b) Name, address, telephone number and e-mail address of any ultimate insurer or third parties involved in tender.

### 3.2 Proposals

**3.2.1** Proposals should include a textual response to the requirements set out in this RFQ.

### 3.3 Warranties, Services

**3.3.1** Prospective suppliers must confirm that the level, extent and nature of the Services including any associated warranties described in Section 2 of this document will be fully met. Where this support would be provided by a third party, the name, address and telephone number of the third party must be disclosed.

### 3.4 Schedule of Costs

**Important Note: THE LIVERPOOL CITY REGION GROWTH COMPANY DOES NOT AWARD AGREEMENTS BASED ON LOWEST COSTS BUT COST WILL BE AN IMPORTANT ELEMENT IN THE DECISION MAKING PROCESS**

All costs must be quoted in pound sterling, exclusive of VAT and the schedule must take the following format:

- 3.4.1** Confirm that the tender holds good for 90 days after the closing date for receipt.
- 3.4.2** Indicate the applicable rate of VAT in respect of each of the services being proposed.
- 3.4.3** Give details of any other costs, taxes or duties which may be incurred. Any licensing costs associated with any part of the proposal should be clearly identified.

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Proposals should clearly indicate any discounts to which The Liverpool City Region Growth Company would be entitled, including not for profit discounts, early payment discounts, forward contract discounts and any other discounts.

## 3.5 Other Information

Prospective suppliers should provide details of their proposed transition arrangements and should provide any other information which may be relevant to this proposal.

## 4. Contract

A contract will be provided to the supplier whose tender is deemed to be the most economically advantageous subject to agreement on conditions of that contract. Acceptance of the terms of that contract shall be upon signature by an authorised officer of the Liverpool City Region Growth Company.

### Award Criteria

Proposals will be scored based on the following criteria:

- **Quality/Technical Merit (60%)**  
Does the service demonstrate innovation?  
Explanation of service delivery.
- **Delivery Timescale (20%)**  
Can the supplier meet the timescales/deadline?
- **Cost/Value for Money (20%)**  
Is the price good value for money? This is not necessarily the cheapest option.

### Scoring Methodology

4 Excellent	Proposal meets and, in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Please note the following:

- (a) Any terms and conditions in the proposed contract does not imply acceptance by The Liverpool City Region Growth Company of the Services until the contract is signed by an authorised officer of The Liverpool City Region Growth Company.
- (b) All works carried out shall be governed by the Laws of England and subject to the exclusive jurisdiction of the Courts of England.
- (c) This work is part funded though the European Regional Development Fund.

## 5. Examination and Evaluation of Tenders

### 5.1 Tenders will be examined initially by reference to the following:

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- (a) Completeness of proposals and documentation as specified in section 3;
- (b) Technical / professional ability of the prospective supplier to meet the requirements specified in this RFQ.

Only those tenders that satisfy conditions in relation to the above will be selected for inclusion in the award process.

## 6. General Conditions of Tender

Tenders should be prepared in English and are subject to the following:

- 6.1 This Request for Tender shall form part of the contract documents.
- 6.2 The Liverpool City Region Growth Company will use its reasonable endeavours to hold confidential any information provided by prospective suppliers, subject to their obligation under law, including the Freedom of Information Act (FOIA). Prospective suppliers should indicate, when quoting, what parts of their tender are commercially sensitive and which they consider should be kept confidential should an FOIA request be received. The Liverpool City Region Growth Company may not consult with prospective suppliers about any such sensitive information before making a decision on any FOIA request received. Similarly, The Liverpool City Region Growth Company requires that all information provided pursuant to this invitation to quote will be treated in strict confidence by prospective suppliers.
- 6.3 Prospective suppliers must comply with the Data Protection Act 2018.
- 6.4 Prospective suppliers must have regard to statutory terms relating to minimum pay and to legally binding industrial or sectoral agreements in preparing tenders.
- 6.5 Information supplied by prospective suppliers will be treated as contractually binding. However, The Liverpool City Region Growth Company reserves the right to seek clarification or verification of any such information.
- 6.6 Any conflicts of interest involving a prospective supplier must be fully disclosed to The Liverpool City Region Growth Company particularly where there is a conflict of interest in relation to any recommendations or proposals put forward by the prospective supplier.  
  
Any registerable interest involving the prospective supplier and The Liverpool City Region Growth Company, members of the local authority or their relatives must be fully disclosed in the response to this tender request, or should be communicated to The Liverpool City Region Growth Company immediately upon such information becoming known to the prospective supplier, in the event of this information only coming to their notice after the submission of a bid and prior to the award of the contract.
- 6.7 In the event of a group of respondents jointly submitting an acceptable offer, the contract will be awarded by The Liverpool City Region Growth Company to one contractor who acts as the agreed prime contractor. The prime contractor is responsible for the delivery of all services provided for under the terms of the contract and shall assume all the duties, responsibilities and costs associated with the position of prime contractor.
  - (a) The successful supplier shall be responsible for the delivery of all services provided for within the contract on the basis of a fixed price agreement set at the beginning of the contract. Prices quoted cannot be increased during the term of the tender. Similarly, the prospective supplier cannot alter the terms and conditions.

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- (b) The Liverpool City Region Growth Company retains the right to withhold payment where a contractor has failed to meet his/her contractual obligations in relation to the delivery of services to an acceptable level of quality.
- 6.8** The Liverpool City Region Growth Company will not be liable in respect of any costs incurred by prospective suppliers in the preparation of tenders or any associated work effort.
- 6.9** Responses to this Tender Request will be evaluated in their own right. No recognition will be given to information previously submitted.
- 6.10** The Liverpool City Region Growth Company is not bound to accept the lowest cost or any tender submitted.
- 6.11** Tenders must be completed in accordance with the format specified in **Section 3**. Tenders which are incomplete will not be evaluated.
- 6.12** Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- 6.13** We reserve the right to discontinue this tender process at any time and not award a contract.
- 6.14** You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.

## **6.15 Deadline and Submission**

Proposals are required **by 4pm on Monday 23<sup>rd</sup> September** by email to:

[shelley.lockett@liverpoollep.org](mailto:shelley.lockett@liverpoollep.org)

Any questions regarding this request for quotation should be sent to Shelley Lockett on the email address above.

Tenders delivered after this time will not be accepted.

- 6.16** Acceptance by The Liverpool City Region Growth Company of the prospective supplier's application does not indicate acceptance by The Liverpool City Region Growth Company of an agreement for the prospective supplier to supply the services to The Liverpool City Region Growth Company.
- 6.17** The contract can be withdrawn at any time by either party, by providing 30 days written notice