

## **Liverpool City Region Brand Narrative Brand Book, Interface and Evidence Repository**

### **Request for Quotation**

#### **Growth Platform**

The activity outlined below will be delivered through Growth Platform, the Liverpool City Region's Growth Company which has been established by the Liverpool City Region Local Enterprise Partnership (LEP) and the Combined Authority (CA) 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 partners.

#### **Background**

Liverpool City Region's public and private sector partners commissioned the development of a brand narrative to articulate the unique and compelling assets and characteristics of the City Region leveraging the international recognition and strength of the Liverpool brand that can be adopted and used widely by the public and private sectors. These partners include Peel Ports, Unilever, University of Liverpool, Knowledge Quarter, Liverpool City Region Combined Authority, Marketing Liverpool and the Local Enterprise Partnership. Collectively, they make up the Liverpool City Region Brand Steering Group and they will oversee and inform this commission.

Further to extensive consultation this brand narrative work is now nearing completion and the partners now wish to move to a key delivery phase in creating a "Brand Book" that clearly sets out how this brand narrative should be used and applied and an open access resource of materials and stories that substantiate the brand narrative that can be used by anyone interested in promoting the City Region directly or alongside their own narrative in campaigns.

The Brand narrative sets out a narrative framework, a set of values and principles that define the narrative, a summary evidence base and stories to support the values and bring the narrative to life. The structure of this is set out below:

# NARRATIVE FRAMEWORK



The ultimate audiences for the material and messages are multiple – they include investors, businesses, foreign owned companies, SMEs, the third sector, partners, influencers, students, academics, visitors and residents. The purpose in taking this forward is to create a perception of the City Region that attracts further investment, business growth, trade, students, visitors and residents in the City Region.

## Requirements

The requirement of this commission is to take forward the Brand Narrative work by providing a “Brand Book” and toolkit which provides a framework and structure on how to use the brand narrative. These requirements comprise 4 phases of work as set out below:

### Phase 1: “Brand Book and Toolkit”

We require a Brand Book that sets out clearly and creatively how the brand narrative is to be applied and articulated by those who use it.

The Brand Book should provide guidance on how to use the narrative theme and the core values that have been developed to date. This should include consistency in the use of language, imagery, fonts, look and feel, and messages whilst allowing flexibility in use to relate to each of the different users and target audiences specified. It should enable those from or in the City Region to be able to communicate nationally and globally what the City Region is about coherently, effectively and compellingly with supporting evidence and stories.

We expect this to include the following:

- public sector investment, business support, tourism and marketing organisations
- businesses in the City Region promoting their products and services to attract customers
- universities and colleges seeking to attract talent to the City Region to study here
- businesses seeking to attract talent to work here
- a wider diaspora who would like to have a definitive and consistent narrative to describe the City Region to others – prospective clients, business colleagues, acquaintances etc.

The Brand Book should provide guidance on the use of values, imagery and language to substantiate these values by these groups to their target audiences in a way that is creative, intuitive easy to use and access and it should be embedded in the Open Access Interface.

Illustrations of how these can be tailored and be consistently applied needs to be included

### Phase 2: Open Access Interface

Critical to our approach to creating a brand narrative for the City Region for all to use is having an open access platform for anyone to use the Brand Book guidelines and the wealth of material that substantiates the narrative. This platform will need to be available online and structured around the brand values and target audiences providing access to the brand book, evidence and stories catalogue. It should also have facility for others to add information and stories of their own that can enhance the brand narrative and repository of information subject to moderation by the catalogue manager.

### Phase 3: Evidence Repository

A key resource to work alongside the brand book is a repository of evidence that substantiates the brand narrative structured under each of the values set out in the brand book. This constitutes the “reasons to believe” from the Brand Narrative. However, the content for this will be supplied by the partners and does not need to be additionally resourced. The repository content will include:

- Image library – sourced predominantly from partners
- Key economic, business, sector, people and place facts – sourced from partners
- Evidence that is historic (if relevant), current and forward looking

The partners have extensive evidence that can be used to support the brand narrative, and this will be made available to go into the repository. It will need filtering, structuring and setting out consistently in a way that provides easy to understand and use material with links to further detail where required.

Accompanying the evidence catalogue should be a wealth of stories or case studies that draw out the validity of the values and reiterate or exemplify the evidence provided. These case studies will become the key product stories from the narrative framework and should be both in written format with images and in video format where possible. They need to relate to the values of the brand, the evidence substantiating them and to the target audiences. It should therefore include students, investors, business leaders, foreign owned large companies, startups, foreign and UK owned SMEs, culture, visitors etc. to bring the “Brand Book” alive. These stories will be sourced by the partners and used externally.

#### Phase 4: Ongoing development and Refresh

The Brand Book, Evidence Repository and Open Access Interface will be hosted by one of the Partners, Marketing Liverpool, on behalf of Growth Platform who are managing this procurement for the Combined Authority and Local Enterprise Partnership.

#### **Approach, Support and Timescale**

The successful applicant will be expected to be highly creative whilst working closely with key partners to develop the “Brand Book and Toolkit” from the brand narrative work completed and compile and structure the extensive evidence available from them and their networks. Partners will provide support in identifying suitable case studies to support the values and evidence base. The partners will nominate a project manager to oversee this work on their behalf to provide daily support based within the new City Region Investment Service, working alongside the host organization, Marketing Liverpool.

We are seeking consultancy support with demonstrable ability in:

- place marketing for a large city
- building a consensus amongst five or more stakeholders
- establishing a materials/ evidence repository

We ask that you provide examples of the types and range of consultancy support you would be able to offer and how you believe this will help achieve our objectives.

## Project Timetable

RFQ Advertised	29 <sup>th</sup> November 2019
RFQ Questions Deadline	6 <sup>th</sup> December 2019
RFQ Responses	9 <sup>th</sup> December 2019
RFQ Submission Deadline	16 <sup>th</sup> December 2019
Interview	w/c 13 <sup>th</sup> January 2020
Appointment Decision	17 <sup>th</sup> January 2020
Contract Commencement	21 <sup>st</sup> January 2020
Phase 1 Completion	3 <sup>rd</sup> March 2020
Phase 2 Completion	23 <sup>rd</sup> March 2020
Phase 3 Completion	24 <sup>th</sup> April 2020
Phase 4 Completion	26 <sup>th</sup> May 2020
Contract Completion	26 <sup>th</sup> May 2020

## Proposal Format

The successful company should demonstrate they have the capabilities and resources to deliver the above brief and provide examples of the range of research support they can provide. The cost for each phase should be set out clearly together with the people involved in managing and delivering each phase.

## Interviews

A minimum of 2 potential suppliers will be selected to attend a 45 – 60-minute interview. The interview will consist of a 15-minute presentation from the potential supplier followed by a Q&A session. We will expect the nominated project manager to be in attendance. At interview we will be particularly seeking demonstration of the understanding of the brief and the creative application of it.

## Indicative Budget

The indicative budget for this work is £55,000. This may extend to approximately £75,000 if the awarding body requests that additional stakeholder management work be undertaken. Completion of the work depends on successful fundraising from partners across the City Region. The contract for work will therefore contain short-notice check and break points to guard against exceeding available funds to be agreed with the successful supplier.

## Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

### Quality/ Technical Merit (50%)

Supplier must demonstrate they have the technical & professional capability to deliver the requirement.

### Delivery Timescale (20%)

Supplier must demonstrate they can deliver the requirement to timescales above.

### Cost/Value for money (30%)

Does supplier offer value for money. This will not necessarily be the cheapest quote.

### 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

### Deadline and Submission

Proposals are required by 16<sup>th</sup> December 2019 either electronically or by post/in person to Lisa Duddridge, Programmes and Compliance Manager - [lisa.duddridge@growthplatform.org](mailto:lisa.duddridge@growthplatform.org)

### Conditions of Tender

- 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.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- All creative work, new images, video and interface procured through this tender will become the property of the procuring organization
- 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.