



Invitation to Tender

ITT Reference	SCORE		
Tender for	Marketing & Communications		
Date issued	06/06/2016	Submission deadline	17:00 24/06/2016
Contact details	SCORE@orbisenergy.co.uk		

Invitation to tender

Norfolk and Waveney Enterprise Services Ltd (Nwes) invites tenders for the provision of professional services to provide marketing and communications to Nwes in supporting its recently awarded European Regional Development Fund (ERDF) SME grant support project. The scope of services to be provided and the manner in which you should respond are defined in this document.

The SCORE project is a £6 million delegated grant fund that will support 200 SME's to develop new and innovative technologies in the offshore renewable energy sector.

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BACKGROUND

Nwes is a BIS registered Enterprise Agency, established in 1982, limited by guarantee and a registered not for profit distribution organisation. Nwes exists primarily to promote self-employment, assist people in starting up businesses and help existing businesses to survive and grow.

Building on the success of the SCORE fund supported under ERDF between 2013 and 2015, this successor project is bigger, bolder, will be delivered over a longer period and has directly engaged specialist national innovation delivery partners to differentiate the project and offer significant strategic added value.

The project will target East of England businesses which are already in, or have the potential to gain business within the offshore renewable energy supply chain. The project will focus upon three complementary approaches in identifying businesses:

- Support for SME businesses that have already secured opportunities within the sector and maintaining the robustness of early supply chain penetration.
- Engagement with regional SMEs who are aware of the sector and whose expertise, competencies and capability should allow for their pursuit of innovation and supply chain opportunities, assisting them in understanding and reacting to industry developments and supporting them as they plan for market entry.
- Exploring diversification opportunities for regional companies unaware of the sector, prioritising gaps in the innovation chain and key competencies and capabilities that could allow for a direct transfer of ideas, technologies, skills and expertise into the market.

The project will operate across the New Anglia, South East, and Greater Cambridgeshire Greater Peterborough Local Enterprise Partnership (LEP) areas, focusing approximately two thirds of activity around Suffolk and Norfolk given the existing and growing concentration of offshore renewable energy businesses. There is also a growing cluster in Essex and the wider South East, and similarly in Cambridge and Peterborough where there is a strong existing innovation cluster across low carbon technologies and linked to strong research and university expertise and facilities.

Nwes is the lead applicant for this project. The responsibility for full project management and administration is with Nwes. Nwes will lead on all the marketing and communications delivery of the project. ORE Catapult and Nautilus Associates Ltd will support Nwes as project delivery partners. At the centre of all of this is OrbisEnergy, a specialist national innovation hub that sits on Britain's most easterly location at Ness Point in Lowestoft, able to capitalise on its close proximity to the largest Round 3 wind farms, and wider UK offshore renewables market. OrbisEnergy is owned by Suffolk County Council and managed by Nwes in partnership with Nautilus Associates. The SCORE project will be based from OrbisEnergy.

TENDERING INSTRUCTIONS

1.1 Overview

- 1.1.1 It is your responsibility to obtain, at your own expense, all information necessary for the preparation of your tender.
- 1.1.2 All queries must be submitted in writing by email to: SCORE@orbisenergy.co.uk
- 1.1.3 To ensure a fair and transparent process, no other approach of any kind in connection with this tender should be made to anyone associated with Nwes, other than your formal tender documentation. Failure to comply with this may result in disqualification for the process.
- 1.1.4 To ensure that all prospective bidders receive the same information, please provide a contact email address to SCORE@orbisenergy.co.uk
- 1.1.5 The answers provided to any questions received will be circulated to all parties which provide a contact email. Queries must be received no later than **12 noon on 17th June 2016**.
- 1.1.6 The tenders will be evaluated against the criteria stated within Section 1.8 of this document.
- 1.1.7 The tender must remain open for acceptance for a period of 90 days from the closing date.
- 1.1.8 Suppliers will be expected to provide references, if possible.
- 1.1.9 Tenderers will be notified by 1st July 2016 of the decision.
- 1.1.10 The costs quoted in the tender document should be itemised.
- 1.1.11 Prices should be quoted exclusive of VAT.

1.2 Statement of confidentiality

- 1.2.1 The Invitation to Tender document is, and shall remain the property of Nwes and must be returned on demand.
- 1.2.2 All information supplied by Nwes shall be regarded as private and confidential and may only be disclosed on an *in confidence* basis to those who need to know or be consulted for the purpose of preparing the response.
- 1.2.3 The tenderer shall also complete the Form of Tender (see Section 4) and the Declaration as to Collusive Tendering (see Section 3). These should be attached to the end of the tender submitted.

1.3 Tendering rules

- 1.3.1 **THE TENDER MUST BE RECEIVED AT ORBIENERGY, WILDE STREET, LOWESTOFT, SUFFOLK, NR32 1XH NOT LATER THAN 17:00 on 24th June 2016.** Any tender which is received after the date for return will NOT be considered and Nwes will not consider requests for extension of the closing date and time.
- 1.3.2 All tenders must be in a plain sealed envelope and addressed to SCORE Project bearing the words "Tender for MARKETING & COMMUNICATIONS" and shall not be valid if the envelope bears any such name or mark indicating the identity of the sending organisation.
- 1.3.3 Responses must be returned together with the Declaration of Collusive Tendering (see Section 3) and Form of Tender (see Section 4) completed.
- 1.3.4 Any supplier who directly or indirectly canvasses any employee of Nwes/ORE Catapult/Nautilus Associates concerning the award of the contract for the provision of the service will be disqualified.
- 1.3.5 Every tender received by Nwes shall be deemed to have been made, subject to the terms and conditions of the Invitation to Tender documents, unless the clause heading and paragraph number of any clauses to which you object have been specified in your response, together with the reason for your objection.

1.4 Timescale

Stage	Date
Tender documents issued	6 th June 2016
Queries to be answered by	12 noon 17 th June 2016.
Tenders to be submitted	17:00 24 th June 2016.
Evaluation of tenders	27 th June 2016.
Tender(s) awarded by	29 th June 2016
Contract(s) commences	4 th July 2016

1.5 Scope of service required

- 1.5.1 Nwes wants to appoint an appropriately experienced marketing and communications agency to provide support and delivery in all areas of marketing and communications for the SCORE project.
- 1.5.2 Marketing and publicity is a key activity to promote the project and its benefits to potential businesses and also to demonstrate the value through case studies and related promotional activity.
- 1.5.3 Under this tender, Nwes seeks to appoint an agency with strong capabilities in relation to general marketing and communications related matters. The areas where we are looking for delivery (and on which your tender should focus) are:
- Website Enhancements to www.orbisenergy.co.uk to include project details
 - Press releases/articles/interviews
 - Case Studies (written and filmed)
 - Social media, blog and video content, specifically but not limited to Twitter & Facebook
 - Comprehensive on and offline marketing campaign based on audience insight, including Google AdWords campaigns.
 - Business Cards
 - Marketing collateral production – leaflets brochures, merchandise
 - Exhibition graphics (reusable)
 - Hosted promotional events
 - PowerPoint/Presentation Material
 - Provision of details/ideas to be included in e-shots – created by Nwes marketing team.
- 1.5.4 Tenders are invited to consider additional and/or alternative proposals which promote the SCORE project and provide costed proposals for consideration by the tender review panel.
- 1.5.5 Nwes is, therefore, looking for a multi-disciplined contractor (or a number of contractors via a joint bid) that provides a single point of contact that is able to address all of the above.
- 1.5.6 Tenders are required to clearly identify all costs that will be incurred by Nwes in implementing your proposal. A detailed tender outlining the proposed costs for the activities specified, showing a breakdown against the tender specification where appropriate, is required.
- 1.5.7 The indicative budget allocated to this activity is £60,000 plus VAT. This is the total budget whether one or more contactors are selected.

1.6 Form of tender

- 1.6.1 The tender response must consist of a proposal that responds directly to all the requirements outlined in this tender document.
- 1.6.2 Please submit tenders either in hard copy or electronic copy. Hard copies must be sent in a sealed envelope marked **CONFIDENTIAL TENDER DOCUMENTS** to:
SCORE Project
OrbisEnergy
Wilde Street
Lowestoft
Suffolk
NR32 1XH
- 1.6.3 **Electronic copies must be emailed by the same deadline to SCORE@orbisenergy.co.uk** using the email subject “Confidential Tender Documents”
- 1.6.4 In the interests of fairness, we will not open hard copy or email submissions until the deadline.
- 1.6.5 The proposal should be presented in a way that is straightforward to interpret

1.7 Evaluation

- 1.7.1 Nwes reserves the right to write to or meet with tenderers for clarification of any point. Replies will be required in writing.
- 1.7.2 Tenders will be evaluated against the criteria laid down in Section 1.8 in relation to specification of requirements.
- 1.7.3 Tenderers will be informed of the outcome in writing/email.

1.8 Contract award criteria

- 1.8.1 Selection of contractors will be based on the following criteria:

Weighted Criteria for Tender Evaluation	
Criteria	%
Price (<i>including added value</i>)	25
Experience (<i>proven experience of providing relevant services particularly, but not limited to contracts of a like size and nature</i>)	40
Methodology (<i>the tender addresses and indicates the way in which each area will be delivered</i>)	25
Responsible Procurement	10

- 1.8.2 Tender responses will be scored against the award criteria in accordance with the following principles, with reference to how well proposals meet the requirements of the tender specification.

Score	Scoring Principles
0	Unacceptable – proposals do not meet criteria and are considered unacceptable
1	Very Weak – proposals lack detail and poorly demonstrate suitability for meeting criteria
2	Some Reservations – proposals partially meet the criteria but there remain some reservations of the suitability/capability of the supplier/methodology
3	Satisfactory – proposal meet the criteria
4	Good – proposals meet the criteria well
5	Excellent – proposals fully meet the criteria and demonstrate particular added value

1.8.3 Tender submissions will be scored by evaluators in accordance with these principles, and the weightings set out above will then be applied to the score.

Following evaluation of the written tender submissions, Nwes may request selected agencies give a presentation to the evaluators. Any such sessions will be for the purposes of clarifying the written submissions and will not introduce any new questions or evaluation criteria. Nor will any negotiation of terms be entered into. The evaluators may ask the presenting agency(s) questions to test statements made in the written response, for the purposes of verifying the scoring of the written submissions.

2 CONTRACTS

2.1 Contracting arrangements

2.1.1 A formal contract, precise delivery requirements and agreed cost will be negotiated and formalised once the successful contractor is appointed. The contractor must follow Nwes policies in respect of insurance, liability and codes of practice.

2.1.2 Successful tenders will be offered a contract with Nwes based on the tender submitted and will be expected to deliver the activities and outputs specified. All expenditure and activity must be completed by the date stated in the tender specification. The period of the contract is for approximately 32 months commencing July 2016.

2.1.3 Successful tenders will be expected to provide a monthly activity report to Nwes detailing the level of activity for each month and the impact of this activity.

3 DECLARATION REALTING TO COLLUSIVE TENDERING

INVITATION TO TENDER FOR THE PROVISION OF SCORE PROJECT MARKETING & COMMUNICATIONS

- I. The tender submitted herewith is a bona fide tender, intended to be competitive.
- II. We have not fixed or adjusted the amount of the tender under or in accordance with any agreement or arrangement with any other person.
- III. We have not done and we undertake that we will not do at any time before the hour specified for the return of the tender any of the following acts:
 - communicating to a person other than the person calling for these tenders the amount or approximate amount of the proposed tender (except where the disclosure in confidence, of the approximate amount of the tender was essential to obtain an insurance premium quotation required for the preparation of the tender):
 - entering into any agreement with any other person that he shall refrain from tendering or as to the amount of any tenders to be submitted; and
 - offering or paying or giving or agreeing to give any sum of money or valuable consideration directly or indirectly to a person for doing or having done or causing or having caused to be done in relation to any other tenders any act or thing of the sort described above.

IN THIS CERTIFICATE:

- I. *person* includes any person and any body or association corporate or incorporate.
- II. *any agreement or arrangements* includes any transaction of the sort described above, formal or informal and whether legally binding or not.

Full legal name of tenderer			
Signed		Print name	
Position		Date	/ /

4 FORM OF TENDER

INVITATION TO TENDER FOR THE PROVISION OF SCORE PROJECT MARKETING & COMMUNICATIONS

I/we		(full legal name of tenderer)
of		(address)

(being the tenderer's principal place of business or registered office)

Hereby tender for the SCORE Project Marketing & communications and offer to perform the Service at the prices shown in the attached Tender Documentation.

I/We confirm that this is a Bona Fide Tender.

I/We acknowledge that Nwes is not bound to accept the lowest or any tender.

I/We understand that the successful tenderer will be required to execute a formal agreement and until the execution of the formal agreement all correspondence and negotiation between us and Nwes remains subject to contract.

Signed		Print name	
Position		Date	/ /

(to be signed on behalf of the tenderer by a partner if the tenderer is a firm or by a director or other person authorised to bind the company if the tenderer is a company)