Marketing and Publicity Services RFQ

For

“Business Ready” Business Support Programme

For

The University of Warwick Science Park (UWSP)

The initial term is from August 2019 – Dec 2021 with the option to extend for periods up to but not exceeding a maximum of 19 months.

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[Background](#_Toc9605060)

[Purpose of this document](#_Toc9605061)

[UWSP Business Ready Programme Requirements](#_Toc9605062)

[Contractual issues](#_Toc9605063)

[Application Process and Guidelines](#_Toc9605064)

[Appendix A Questionnaire](#_Toc9605065)

[Declaration](#_Toc9605118)

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# **Background**

The University of Warwick Science Park (UWSP) has delivered the Business Ready programme to small businesses based in Coventry and Warwickshire since 2016. See [www.business-ready.co.uk](http://www.business-ready.co.uk/).

UWSP is commencing Phase 2 of the programme with follow-on funding. *This programme is part funded by the European Regional Development Fund (ERDF) with further funding from Warwickshire County Council (WCC) and the University of Warwick Science Park. It is part of the wider “CW Business – Start, Grow and Scale” project led by WCC.*

UWSP are now seeking support in the promotion of the new phase between August 2019 and December 2021 initially with option to extend for periods up to but not exceeding a maximum of 18 months.

The branding and designs have already been established with effective content provided on the programme website. Digital marketing is undertaken internally to support recruitment of new clients, promotion of workshops and successes of clients.

Digital designs and assets along with branding guidelines for ERDF will be provided when required.

# **Purpose of this document**

We are requesting quotations from suitable suppliers for the delivery of Marketing and Publicity services. We will score applications in accordance with the evaluation criteria set out in this document. The contract award will be made based on evaluation of a costed proposal, our questionnaire in Appendix A and relevant insurance certificates and references.

The initial period of the programme is August 2019 until December 2021. However, we reserve the right to maintain marketing and publicity providers for any future business support programmes delivered by UWSP up to a maximum permitted term of 4 years (period up to but not exceeding a maximum of 19 months beyond December 2021: 31st July 2023).

The procurement of Marketing and Publicity services for Business Ready is following [national guidelines](https://www.gov.uk/government/publications/european-structural-and-investment-funds-programme-guidance) for procurement of ERDF funded projects.

# **UWSP Business Ready Programme Requirements**

In order to promote the Business Ready Programme between August 2019 and December 2021 in the Coventry and Warwickshire area, UWSP request quotes from suitable suppliers. The maximum budget for the marketing and publicity services is £14,150 +VAT and split into £10,500 + VAT for publicity services and £3,650 + VAT for marketing of the programme. UWSP will only accept quotations for the full marketing and publicity services contract but it is allowable to subcontract out elements of the contract under the umbrella of a single supplier. If a quote is submitted by more than one applicant (applicant business plus subcontractor(s) we will calculate the average score by individually scoring the applicants, adding them up and dividing them by the number of applicant businesses.

Formula for multiple applicant evaluation:

2 applicant businesses – (Score of applicant 1 + score of applicant 2) / 2

3 applicant businesses – (Score of applicant 1 + score of applicant 2 + score of applicant 3) / 3

Marketing and Publicity Services: Maximum Budget £14,150 +VAT:

Publicity (£10,500 +VAT)

* Writing of articles to:
	+ Promote the programme to potential applicants;
	+ Encourage attendance at promotional events/workshops;
	+ Promote success of clients progressing through the programme;
	+ Promote success for ERDF funded programme with support from WCC and UWSP;
	+ Seek recognition for the role and contribution of WCC and UWSP in funding and delivering the Business Ready programme; and
	+ Publish on the Business Ready website, media circulation and social media.
* Distribution of articles to relevant media publications (at least 2 articles per quarter);
* Face-to-face interviewing of clients and writing on average 5 press releases and case studies per year totalling around 15 press releases and client case studies by the end of the programme in Q4 2021;\*
* Proactively maximise any opportunities to promote the success of the programme for national or international coverage;
* Providing photography to accompany press releases, case studies and success publication;
* Quarterly summaries of press/media coverage to Business Ready team;
* Quarterly planning/progress discussions with the Programme Manager/Marketing lead, involving WCC as lead applicant for the ERDF and match funder as appropriate.

Marketing (£3,650 +VAT)

* Writing, compilation and production of a final programme “Impact” publication incorporating at least 12 case studies, overview and impact information infographic (September 2021);\*
* Digital production of 15 case studies in distributable format (Examples can be seen on the Business Ready website);\*
* 150 printed copies of six double-sided A4 case studies;\*
* 250 Printed copies of 12 page A4 impact report brochure;\*
* Production of two 800mm x 2000mm pull up banners (designs are available).

*\*Quantities quoted in this document are estimates and subject to change.*

Evaluation Criteria

|  |  |
| --- | --- |
| **Section** | **Weighting** |
| **Mandatory Information Only** | These sections of the questionnaire are for ‘Information only’ and are therefore not scored as part of our evaluation. |
| A1 - Business Details |  |
| A5 – Insurance - Current Levels  |  |
| **Mandatory Pass/Fail Questions** | These are of a Pass/Fail nature and therefore failure to satisfy these requirements will result in your bid being deemed non-compliant. |
| A4 – Equal Opportunities | You must answer ‘Yes’ in order to be able to pass this question.  |
| A5 - Insurance  | You must answer ‘Yes’ in order to be able to pass this question. |
| **Cost**  | 10% |
| A6 - Pricing | You must provide your overall price for the delivery of both Marketing and Publicity. *Information regarding how we will evaluate pricing can be found below.* |
| **Quality Criteria (Non Cost Questions)** | 90% *Information regarding how we will evaluate non-cost can be found below.* |
| A2 - Legal Information | 5% (see breakdown below) |
| A3 - Financial Information | 5%  |
| A7 - i) Supplier understanding of the Business Ready proposition and UWSP | 10% |
| A7 - ii) Supplier proposal | 10% |
| A7 - iii) Details and credentials (skills/experience) of who would work on the account | 30% |
| A7 - iv) Evidence of successful work in a similar field including expertise working with ESIF branding and publicity  | 20% |
| A8 - References | 10% |

Scoring

Pricing

We will be judging the combined price of marketing and publicity of all bidders based on the information provided in Appendix A6.

The lowest cost bid will be given the maximum percentage weighting for the cost element (10%) and a maximum score of 40. All other bids will then be compared against the lowest cost bid on a pro-rata basis. The formula that will be used to do the comparison is: -

40 x (lowest price/bid price)

This fee element shall include the cost of all labour, equipment, materials and travel and cover the period August 2019 – December 2021.

All Prices submitted must be **exclusive of VAT.**

Example Evaluation – Cost Question

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Question/Criteria | Question Weighting(Maximum Score) | Bid Price | Lowest Bid | Score |
| A6 - Pricing | 10% of the 400 marks(40) | 14,150 | 12,000 | 33.92 |
| **Total Cost Score** | **33.92** |

Scoring - Quality Criteria

* Each member of UWSPs evaluation panel will allocate points in accordance with the above **points framework** (i.e. 0, 1 , 2 ,3 ,4) to each question;
* The resulting scores provided by each panel member to each question will then be added up and divided by the number of panel members to calculate an **average answer score**;
* The average answer score to each question will be divided by the **maximum question multiplier** and the result of this will then be multiplied by the **maximum points** attainable;
* The scores for each of the questions will be added to achieve a total non-cost score out of 360 for the Non-Cost quality questions (accounting for 90% of the 400 marks).

Example Evaluation - Non-Cost Questions

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Question/Criteria** | **Percentage weighting** | **Maximum question multiplier** | **Maximum Points** | **Average Answer Score** | **Non-cost score** |
| A2 - Legal Information – Q1 | 1% | 4 | 4 | 3 | (3/4) \*4=3 |
| A2 - Legal Information – Q2 | 1% | 4 | 4 | 3 | (3/4) \*4=3 |
| A2 - Legal Information – Q3 | 1% | 4 | 4 | 3 | (3/4) \*4=3 |
| A2 - Legal Information – Q4 | 2% | 4 | 8 | 3 | (3/4)\*8=6 |
| A3 - Financial Information – Q1 | 5% | 4 | 20 | 2 | (2/4)\*20=10 |
| A7 - i) Supplier understanding | 10% | 4 | 40 | 4 | (4/4)\*40=40 |
| A7 - ii) Supplier proposal | 10% | 4 | 40 | 2 | (2/4)\*40=20 |
| A7 - iii) Details and credentials  | 30% | 4 | 120 | 3 | (3/4)\*120=90 |
| A7 - iv) Evidence of successful work | 20% | 4 | 80 | 3 | (3/4)\*80=60 |
| A8 - References | 10% | 4 | 40 | 4 | (4/4)\*40=40 |
| **Total Non-Cost Score** | **275 (out of a possible 360)** |

Overall Score Example

# The Overall Score for a tender submission is achieved from adding together the Cost and Non-Cost Score as shown below using above example:

# 275 + 33.92=308.92 (out of a possible 400)

# **Contractual issues**

Suppliers are asked to quote an all-inclusive cost. Additional costs such as expenses and travel time will not be paid. The quotes should cover the period August 2019 – December 2021

Any application above the maximum budget will be disqualified from consideration.

It is anticipated that contracts will be raised with registered companies.

Marketing and publicity providers are required to have insurance cover to the following levels:

* Public liability £1,000,000
* Employers liability £5,000,000
* Professional indemnity £500,000

Please attach copies of your insurance certificates with your application or confirm that this will be in place before contracting commences. This is in relation to question A5.

# **Application Process and Guidelines**

Please only quote if you feel you have sufficient experience and expertise to deliver. Ensure that your proposal covers at least each of the areas covered in the evaluation criteria.

Failure to provide the required information or supply documentation referred to in responses, within the specified timescale, may mean that applications will not be considered.

Applicants should also note that in the event that a bid is considered to be fundamentally unacceptable on a key issue, regardless of its other merits, that bid may be rejected.

Submissions will be assessed by a panel and subject to scoring as per the scoring criteria outlined in this document.

Bidders may be contacted for further information or invited to a clarification meeting prior to award.

It is intended that applicants will be notified of the outcome by 29th July 2019.

Please provide the following documents/information with your quotation:

* a full proposal describing how you will deliver and likely timescales ensuring that you address the requirements as set out in the **RFQ Evaluation criteria.**
* a quotation with budget breakdown (exclusive of VAT, if applicable).
* Examples of work delivered for up to 3 clients along with reference contact details (phone and email). Please notify them that UWSP may wish to contact them.
* Complete and submit the questionnaire in Appendix A. Applicants should answer the questionnaire in Appendix A as fully, accurately and concisely as possible.
* Submit relevant insurance documents and references as specified in Appendix A.
* Any queries or requests for clarification must be submitted in email correspondence to the email address **procurementmk@uwsp.co.uk** and be received by 12th June 2019 at 4:00 pm.
* All questions and responses will be made available to all applicants; these will be published on the Business Ready website [www.business-ready.co.uk](http://www.business-ready.co.uk) in an anonymised form.
* In the interest of transparency and fairness, UWSP does not accept and will not respond to any verbal requests for clarification or information outside of the electronic submission.
* Completed documents should be submitted electronically by Wednesday 19th June 2019 at 12.00 pm to**procurementmk@uwsp.co.uk****.** Late submissions will not be accepted.

Timetable – \*an indicative date which is subject to change.

|  |  |
| --- | --- |
| Advertise on regional websites | 03rd June 2019 |
| Closing date for queries or requests for clarification | 12th June 2019 at 4:00 pm |
| Closing date for submissions of quotes | 19th June 2019 at 12.00 pm |
| Review by selection panel\* | 24th June 2019 |
| Applicants informed of outcome\* | 29th July 2019 |
| Project meetings to commence\*  | 1st August 2019 |

Evaluation Scoring

Evaluation scoring criteria will consider:

|  |
| --- |
| **Scoring criteria** |
| 4 | * Provision of a high level of detail and key information which has allowed a thorough and extensive assessment;
* All information is specific and relevant and very well thought out;
* All of the issues have been considered and addressed to a high degree;
* The responses exceed all of UWSP’s requirements;
* High level of evidence that applicant can exceed requirements with detailed explanations/evidence in support.
* UWSP has no concerns and has a high level of confidence in the applicant’s proposals;
 |
| 3 | * Provision of a good level of detail or key information which has allowed a thorough assessment;
* Responses are detailed, relevant and well thought out;
* All of the issues have been considered and addressed to a good degree;
* The responses satisfy all and exceed some of the UWSP’s requirements
* Good level of evidence provided to indicate that the applicant can satisfy the requirement.
* UWSP has no concerns and has a good level of confidence in the applicant’s proposals
 |
| 2 | * Provision of a sufficient level of detail or key information which has allowed assessment;
* Responses answer the questions to an acceptable degree;
* All of the issues raised by UWSP have been considered or addressed to a satisfactory degree;
* The responses satisfy all of UWSP’s requirements;
* There is evidence that the applicant can satisfy the requirement with minor reservations about ability to provide the service;
* UWSP has some minor concerns and has confidence in the applicant’s proposals;
 |
| 1 | * Provision of very little information or key information omitted;
* Responses lack detail and are only partly relevant;
* Very few of the issues raised by UWSP have been considered or addressed, or they have been poorly considered/addressed;
* The responses only satisfy a few of UWSP’s requirements;
* There is some evidence that the applicant can meet some of the requirements, with major reservations about the ability to provide the service/or significant weaknesses;
* UWSP has little confidence in the applicant’s proposals;
 |
| 0 | * No information provided and/or fundamentally unacceptable;
* Responses do not answer the questions;
* Responses do not consider/address the issues raised by UWSP;
* The responses do not satisfy any of the requirements;
* There is no evidence that the applicant can meet the stated requirements. Non-Compliant;
* UWSP has no confidence in the applicant’s proposal;
 |
| All **legal** yes/no questions within A2 are scored as follows:

|  |  |
| --- | --- |
| **Score** | **Answer** |
| 4 | No |
| 3 | Yes and excellent explanation |
| 2 | Yes and satisfactory explanation |
| 1 | Yes and unsatisfactory/incomprehensible explanation |
| 0 | Yes and no explanation provided |

The **financial** yes/no question within A3 is scored as follows:

|  |  |
| --- | --- |
| **Score** | **Answer** |
| 4 | Yes |
| 3 | No and excellent explanation |
| 2 | No and satisfactory explanation |
| 1 | No and unsatisfactory/incomprehensible explanation |
| 0 | No and no explanation provided |

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