

United Kingdom–Shrewsbury: Public relations services

2018/S 067–149025

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1)Name and addresses

Shropshire Council
Shirehall, Abbey Foregate
Shrewsbury
SY2 6ND

United Kingdom

Contact person: [REDACTED] [REDACTED]

Telephone: +44 1743252993

E-mail: procurement@shropshire.gov.uk

NUTS code: UKG3

Internet address(es):

Main address: <http://www.shropshire.gov.uk/>

I.2)Information about joint procurement

I.3)Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.delta-esourcing.com/tenders/UK-UK-Shrewsbury:-Public-relations-services./9AW54YNKJ8>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <http://www.delta-esourcing.com/tenders/UK-title/9AW54YNKJ8>

Tenders or requests to participate must be submitted to the abovementioned address

I.4)Type of the contracting authority

Regional or local authority

I.5)Main activity

General public services

Section II: Object

II.1)Scope of the procurement

II.1.1)Title:

PR and Marketing Services for the Marches Local Enterprise Partnership and Growth Hub

Reference number: RMCV 023

II.1.2)Main CPV code

79416000

II.1.3)Type of contract

Services

II.1.4)Short description:

The successful contractor will develop and deliver the following PR and marketing services for both the Marches Local Enterprise Partnership (LEP), including the Hereford Enterprise Zone (HEZ) and the Marches Growth Hub (MGH), including supporting the promotion of activities at the three Growth Hub sites in Herefordshire, Shrewsbury and Telford and Wrekin. The initial duration of the contract is July 2018 — April 2020. There will then be an option to extend to March 2021, subject to successful performance review and further funding being confirmed.

II.1.5)Estimated total value

Value excluding VAT: 260 000.00 GBP

II.1.6)Information about lots

This contract is divided into lots: no

II.2)Description

II.2.1)Title:

II.2.2)Additional CPV code(s)

79342000

II.2.3)Place of performance

NUTS code: UKG3

Main site or place of performance:

West Midlands.

II.2.4)Description of the procurement:

The Marches Local Enterprise Partnership wishes to procure the services of a suitably qualified and experienced organisation to develop and deliver the following PR and marketing services for both the Marches Local Enterprise Partnership (LEP), including the Hereford Enterprise Zone (HEZ) and the Marches Growth Hub (MGH), including supporting the promotion of activities at the 3 Growth Hub sites in Herefordshire, Shrewsbury and Telford and Wrekin:

- review and update PR / Marketing and branding guidelines for the LEP and MGH,
 - develop and deliver annual PR and marketing delivery plans for the LEP, HEZ and MGH,
 - develop / update as frequently as necessary the content of the LEP and MGH websites.
- Also prepare and analyse reports on website usage via google analytics and maintain / update Search Engine Optimisation (SEO) levels for consideration by the LEP team and the Growth Hub Steering Group,
- develop and issue a 2 monthly stakeholder e-newsletters for the LEP and MGH,
 - develop press releases, handle all media enquiries and as appropriate develop media campaigns for the LEP, HEZ and MGH plus the 3 physical hubs in Herefordshire, Shrewsbury and Telford and Wrekin,
 - prepare with the LEP team the LEP annual report for publication,
 - promote the LEP, HEZ and MGH via social media channels,
 - have the facility to provide photographs to update the websites and for the media,
 - support the LEP and MGH team in organising approx. 10 events/annum for businesses and key stakeholders — organising speakers, venues, staging, marketing and PR of the events and managing invites if invite only events,
 - attendance and input at MGH Operational Group, MGH Steering Group, MGH Campaign meetings and other relevant LEP/HEZ meetings,

— support the design and procurement of marketing materials in line with brand guidelines,
— advise on the promotion and marketing of new LEP/HEZ/MGH initiatives as required.
The initial duration of the contract is July 2018 — April 2020. There will then be an option to extend to March 2021, subject to successful performance review and further funding being confirmed.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: 260 000.00 GBP

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/07/2018

End: 31/03/2020

This contract is subject to renewal: yes

Description of renewals:

Option to extend for a further 12 month period.

II.2.10) Information about variants

Variants will be accepted: no

II.2.11) Information about options

Options: no

II.2.12) Information about electronic catalogues

II.2.13) Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds: no

II.2.14) Additional information

Section III: Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

See tender documents.

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.1.5) Information about reserved contracts

III.2) Conditions related to the contract

III.2.1) Information about a particular profession

III.2.2) Contract performance conditions:

See tender documents.

III.2.3) Information about staff responsible for the performance of the contract

Section IV: Procedure

IV.1) Description

IV.1.1)Type of procedure

Open procedure

IV.1.3)Information about a framework agreement or a dynamic purchasing system

IV.1.4)Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.1.6)Information about electronic auction

IV.1.8)Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2)Administrative information

IV.2.1)Previous publication concerning this procedure

IV.2.2)Time limit for receipt of tenders or requests to participate

Date: 08/05/2018

Local time: 12:00

IV.2.3)Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4)Languages in which tenders or requests to participate may be submitted:

English

IV.2.6)Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 30/04/2019

IV.2.7)Conditions for opening of tenders

Date: 08/05/2018

Local time: 12:00

Section VI: Complementary information

VI.1)Information about recurrence

This is a recurrent procurement: no

VI.2)Information about electronic workflows

VI.3)Additional information:

The Contracting Authority considers that this contract may be suitable for economic operators that are Small or Medium Enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-Shrewsbury:-Public-relations-services./9AW54YNKJ8>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/9AW54YNKJ8>

GO Reference: GO-201844-PRO-12170678

VI.4)Procedures for review

VI.4.1)Review body

Shropshire Council

Shirehall, Abbey Foregate

Shrewsbury

SY2 6ND

United Kingdom

Telephone: +44 1743252993

E-mail: procurement@shropshire.gov.uk

Internet address: <http://www.shropshire.gov.uk/>

VI.4.2) Body responsible for mediation procedures

Shropshire Council

Shirehall, Abbey Foregate

Shrewsbury

SY2 6ND

United Kingdom

Telephone: +44 1743252993

VI.4.3) Review procedure

VI.4.4) Service from which information about the review procedure may be obtained

Shropshire Council

Shirehall, Abbey Foregate

Shrewsbury

SY2 6ND

United Kingdom

Telephone: +44 1743252993

E-mail: procurement@shropshire.gov.uk

Internet address: <http://www.shropshire.gov.uk/>

VI.5) Date of dispatch of this notice:

04/04/2018

personal info



Tel: (01743) 252051

Fax: (01743) 255901

Please ask for: [REDACTED]

Email: procurement@shropshire.gov.uk

Dear Bidder

RMCV 023 – PR and Marketing Services for the Marches Local Enterprise Partnership (LEP) & the Marches Growth Hub

You have been invited to tender for the above requirement. With this letter please find copies of the following documents:

1. Instructions to Tenderers
2. Shropshire Council General Terms and Conditions
3. Tender Specification and Response Document

Tenders should be made on the enclosed Tender Specification and Response Document. Your Tender must be completed, signed and returned together with a signed copy of the 'Instructions for Tendering' through our Delta Tenderbox. You are recommended to keep a copy of all tender documents and supporting documents for your own records.

Please pay particular attention to the points below concerning the returning of tenders.

Returning of Tenders

- The deadline for returning tenders is **noon on 8 May 2018** any tenders received after this time will not be accepted
- Tenders are to be submitted through Delta, our electronic tender portal
 - Please ensure that you allow yourself at least two hours when responding prior to the closing date and time, especially if you have been asked to upload documents. If you are uploading multiple documents you will have to individually load one document at a time or you can opt to zip all documents in an application like WinZip. Failure to submit by the time and date or by the method requested will not be accepted.
 - Once you upload documentation ensure you follow through to stage three and click the 'response submit' button. Failure to do so, will mean the documents won't be viewable by the Council.

Tenders **cannot** be accepted if:

- Tenders are received by post, facsimile or email
- Tenders are received after **12 noon on the given deadline**

European Requirements

In accordance with the EU Procurement Directive, Shropshire Council will accept equivalent EC member or international standards in relation to safety, suitability and fitness for purpose. Where a particular brand of article or service has been referred to in the tender document, alternatives or equivalents which achieve the same result will be equally acceptable. In these cases Shropshire Council will take into account any evidence the tenderer wishes to propose in support of the claim that the product or service is equivalent to the named types.

All tender documents and any accompanying information must be submitted in English. A Contract Notice in respect of this requirement was dispatched on 4th April 2018 to appear in the Supplement to the Official Journal of the European Union.

Freedom of Information

Under the provisions of the Freedom of Information Act 2000 from 1 January 2005, the public (included in this are private companies, journalists, etc.) have a general right of access to information held by public authorities. Information about your organisation, which Shropshire Council may receive from you may be subject to disclosure, in response to a request, unless one of the various statutory exemptions applies.

Therefore, if you provide any information to Shropshire Council in the expectation that it will be held in confidence, you must make it clear in your documentation as to the information to which you consider a duty of confidentiality applies. The use of blanket protective markings such as "commercial in confidence" will no longer be appropriate and a clear indication as to what material is to be considered confidential and why should be given.

Other Details

Please note that if supplementary questions are raised by any tenderer prior to the closing of tenders and Shropshire Council decides that the answers help to explain or clarify the information given in the Tender Documents, then both the questions and the answers will be circulated to all enterprises invited to submit a tender.

As part of its sustainability policy, Shropshire Council encourages tenderers to minimise packaging, particularly presentational or retail packaging.

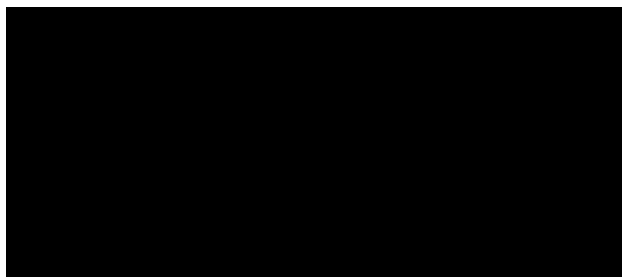
Shropshire Council is purchasing on behalf of itself and any wholly owned local authority company or other entity that is deemed to be a contracting authority by virtue of the Council's involvement

Please also note that Shropshire Council is committed to achieving Social Value outcomes through maximising the social, economic and/or environmental impact of all its procurement activity. Specific requirements for this contract are set out within the Tender Response Document and in addition for your further information the council's Social Value Framework guidance can be found at www.shropshire.gov.uk/doing-business-with-shropshire-council.

If you have any queries relating to this invitation to tender, please contact my colleague [REDACTED] on telephone number 01743 252051.

Yours faithfully

personal info



Commissioning Development & Procurement Manager
Finance & Assurance
procurement@shropshire.gov.uk
Tel: 01743 252993
Enc



INSTRUCTIONS FOR TENDERING

**RMCV 023 - PR & Marketing Services
for the
Marches Local Enterprise Partnership
& the Marches Growth Hub**

Shropshire Council Instructions for tendering

Contract Description:

The Marches Local Enterprise Partnership wishes to procure the services of a suitably qualified and experienced organisation to develop and deliver the following PR and marketing services for both the Marches Local Enterprise Partnership (LEP), including the Hereford Enterprise Zone (HEZ) and the Marches Growth Hub (MGH), including supporting the promotion of activities at the three Growth Hub sites in Herefordshire, Shrewsbury and Telford & Wrekin.

- Review and update PR/Marketing and branding guidelines for the LEP and MGH
- Develop and deliver annual PR and marketing delivery plans for the LEP, HEZ and MGH
- Develop/update as frequently as necessary the content of the LEP and MGH websites. Also prepare and analyse reports on website usage via google analytics and maintain /update Search Engine Optimisation (SEO) levels for consideration by the LEP team and the Growth Hub Steering Group
- Develop and issue a 2 monthly stakeholder e-newsletters for the LEP and MGH
- Develop press releases, handle all media enquiries and as appropriate develop media campaigns for the LEP, HEZ and MGH plus the three physical hubs in Herefordshire, Shrewsbury and Telford & Wrekin
- Prepare with the LEP team the LEP annual report for publication
- Promote the LEP, HEZ and MGH via social media channels
- Have the facility to provide photographs to update the websites and for the media
- Support the LEP & MGH team in organising approx. 10 events/annum for businesses and key stakeholders – organising speakers, venues, staging, marketing and PR of the events and managing invites if invite only events.
- Attendance and input at MGH Operational Group , MGH Steering Group, MGH Campaign meetings and other relevant LEP/HEZ meetings
- Support the design and procurement of marketing materials in line with brand guidelines
- Advise on the promotion and marketing of new LEP/HEZ/MGH initiatives as required.

Index

<u>Section</u>	<u>Description</u>	<u>Page</u>
1.0	Invitation to Tender	3
2.0	Terms and Conditions	3
3.0	Preparation of Tenders	4
3.1	Completing the Tender Response Document	4
3.2	Tender Preparation and Cost	4
3.3	Parent Company Guarantee	5
3.4	Warranty	5
4.0	Tender Submission	5
5.0	Variant Bids	6
6.0	Tender Evaluation	7
7.0	Clarifications	7
8.0	Continuation of the Procurement Process	8
9.0	Confidentiality	8
10.0	Freedom of Information	9
11.0	Disqualification	10
12.0	E-Procurement	11
13.0	Award of Contract	11
13.1	Award Criteria	11
13.2	Award Notice	11
13.3	Transparency of Expenditure	11
14.0	Value of Contract	12
15.0	Acceptance	12
16.0	Payment Terms	12
17.0	Liability of Council	12
18.0	Attendance at Committee	13
19.0	Declaration	13

1.0 Invitation to Tender

- 1.1** You are invited to tender for the provision of PR and Marketing Services for the Marches Local Enterprise Partnership and the Marches Growth Hub as detailed in the Tender Response Document. The contract will be for an initial period of 2 years commencing July 2018 – 31 March 2020 with the option to extend for a further period of up to 1 year.
- 1.2** Tenders are to be submitted in accordance with the General Terms and Conditions of Shropshire Council and the instructions outlined within this document.
- 1.3** Tenders must be submitted in accordance with the following instructions. Tenders not complying in any particular way may be rejected by Shropshire Council (the Council) whose decision in the matter shall be final. Persons proposing to submit a Tender are advised to read the Invitation to Tender documentation carefully to ensure that they are fully familiar with the nature and extent of the obligations to be accepted by them if their Tender is accepted.
- 1.4** The Invitation to Tender documents must be treated as private and confidential. Tenderers should not disclose the fact that they have been invited to tender or release details of the Invitation to tender document other than on an “in confidence” basis to those who have a legitimate need to know or who they need to consult for the purpose of preparing the tender as further detailed in these Instructions for Tendering.
- 1.5** Tenderers shall not at any time release information concerning the invitation to tender and/or the tender documents for publication in the press or on radio, television, screen or any other medium without the prior consent of the Council.
- 1.6** The fact that a Tenderer has been invited to submit a tender does not necessarily mean that it has satisfied the Council regarding any matters raised in the pre-tender questionnaire submitted. The Council makes no representations regarding the Tenderer’s financial stability, technical competence or ability in any way to carry out the required services. The right to return to any matter raised in any pre-tender questionnaire submitted as part of the formal tender evaluation is hereby reserved by the Council.
- 1.7** The Invitation to Tender is issued on the basis that nothing contained in it shall constitute an inducement or incentive nor shall have in any other way persuaded a tenderer to submit a tender or enter into a Contract or any other contractual agreement.
- 1.8** Shropshire Council is purchasing on behalf of itself and any wholly owned local authority company or other entity that is deemed to be a contracting authority by virtue of the Council’s involvement.

2.2 Terms and Conditions

- 2.1** Every Tender received by the Council shall be deemed to have been made subject to the General Terms and Conditions and these Instructions for Tendering unless the Council shall previously have expressly agreed in writing to the contrary.
- 2.2** The Tenderer is advised that in the event of their Tender being accepted by the

Council, they will be required to undertake the required services.

3.0 Preparation of Tenders

3.1 Completing the Tender Response Document

3.1.1 Tenders should be submitted using the 'Tender Response Document' following the instructions given at the front of the document. The Tenderer's attention is specifically drawn to the date and time for receipt of Tenders and that no submission received after the closing time will be considered.

3.1.2 All documents requiring a signature must be signed;

- a) Where the Tenderer is an individual, by that individual;
- b) Where the Tenderer is a partnership, by two duly authorised partners;
- c) Where the Tenderer is a company, by two directors or by a director and the secretary of the company, such persons being duly authorised for the purpose.

3.1.3 The Invitation to Tender Documents are and shall remain the property and copyright of the Council

3.2 Tender Preparation and Costs

3.2.1 It shall be the responsibility of Tenderers to obtain for themselves at their own expense all information necessary for the preparation of their Tender. No claim arising out of want of knowledge will be accepted. Any information supplied by the Council (whether in the Tender Documentation or otherwise) is supplied only for general guidance in the preparation of tenders.

3.2.2 Any Tenderer considering making the decision to enter into a contractual relationship with the Council must make an independent assessment of the Tender opportunity after making such investigation and taking such professional advice as it deems necessary.

3.2.3 Tenderers will be deemed for all purposes connected with their Tender submission where appropriate to have visited and inspected the Council, its assets, all the locations in respect of the delivery of the services/supplies/works and to have satisfied themselves sufficiently as to the nature, extent and character of the services supplies/works sought, and the human resources, materials, software, equipment, machinery, and other liabilities and other matters which will be required to perform the contract.

3.2.4 The Council will not be liable for any costs incurred by Tenderers in the preparation or presentation of their tenders.

3.2.5 Tenderers are required to complete all pricing schedules in the Invitation to tender documents. The terms "Nil" and "included" are not to be used but a zero or figures must be inserted against each item. Unit rates and prices must be quoted in pounds sterling and whole new pence.

3.2.6 It shall be the Tenderer's responsibility to ensure that all calculations and prices in the Tender documentation are correct at the time of submission.

- 3.2.7** The Tenderer is deemed to have made him/herself acquainted with the Council's requirements and tender accordingly. Should the Tenderer be in any doubt regarding the true meaning and intent of any element of the specification he is invited to have these fully resolved before submitting his Tender. No extras will be allowed for any loss or expense involved through any misunderstanding arising from his/her failure to comply with this requirement.
- 3.2.8** Any Tender error or discrepancy identified by the Council shall be drawn to the attention of the Tenderer who will be given the opportunity to correct, confirm or withdraw the Tender.
- 3.2.9** The Tender Documents must be treated as private and confidential. Tenderers should not disclose the fact that they have been invited to tender or release details of the Tender document other than on an In Confidence basis to those who have a legitimate need to know or whom they need to consult for the purpose of preparing the Tender.

3.3 Parent Company Guarantee

It is a condition of contract that if the tendering company is a subsidiary then its Ultimate Group/Holding Company must guarantee the performance of this contract and provide a letter to that effect signed by a duly authorised signatory of the Ultimate Group/Holding Company if requested to do so by the Council. Where the direct parent company cannot provide an adequate guarantee in the opinion of the Council, the Council will look to another group or associate company, with adequate assets, to be the guarantor. In cases where the contract is with a Joint Venture Company (JVC) or a Special Purpose Vehicle (SPV) company, which may have two or more parent companies and which may not be adequately capitalised or have sufficient financial strength on its own to support the risk and obligations it has under the contract, 'joint and several' guarantees / indemnities from the parent companies of the JVC or SPV may be sought.

3.4 Warranty

The Tenderer warrants that all the information given in their Tender and if applicable their Request to Participate Questionnaire is true and accurate. The information provided will be deemed to form part of any contract formed under this contract.

The Tenderer warrants that none of their current Directors have been involved in liquidation or receivership or have any criminal convictions

4.0 Tender Submission

- 4.1** Tenders must be submitted strictly in accordance with the letter of instruction accompanying this Invitation to Tender. Tenders must be submitted by the deadline of **noon, Tuesday 8 May 2018**.
- 4.2** No unauthorised alteration or addition should be made to the Specification and Tender Response Document, or to any other component of the Tender document. If any such alteration is made, or if these instructions are not fully complied with, the Tender may be rejected.

- 4.3 Qualified tenders may be submitted, but the Council reserves the right not to accept any such tender. The Council's decision on whether or not a Tender is acceptable will be final.
- 4.4 Tenderers should note that their Tender must remain open and valid and capable of acceptance for a period of at least 90 days.
- 4.5 Tenderers should note that Tenders and supporting documents must be written in English and that any subsequent contract, which may or may not be entered into, its formation, interpretation and performance, shall be subject to and in accordance with the laws of England and subject to the jurisdiction of the Courts of England and Wales.
- 4.6 Where Tender submissions are incomplete the Council reserves the right not to accept them.

5.0 Variant Bids

- 5.1 The Council is interested in alternative solutions which would provide and develop opportunities for savings in service costs, service improvement or other financial benefits. In particular, the Council wishes to encourage solutions which also deliver benefits and added value to the local economy, residents and the business community.
- 5.2 Tenderers may submit, at their discretion, a Tender offering a different approach to the project as a "Variant Bid". However, to permit comparability, at least one bid must be submitted strictly in accordance with the Invitation to Tender Documents (the "Compliant Tender"). Any Tender variant proposed must clearly state how it varies from the requirements of the Compliant Tender Documents, and be explicit in demonstrating the benefits that will accrue to the Council from adopting this approach. Tenderers will be required to identify which submission, in their view, demonstrates best value to the Council.
- 5.3 Variant Bids must contain sufficient financial and operational detail to allow any Variant Bid to be compared with the standard Tender, permitting its considerations in written form.

6.0 Tender Evaluation

- 6.1 The Tenderers may be called for interview to seek clarification of their tender or additional or supplemental information in relation to their tender. The presentations will not carry any weighting to the final score achieved by Tenderers, but will be used to clarify and moderate issues raised in the Tenderer's submissions. Any areas of discrepancy between submissions and information gained from the presentations will be reviewed and scores previously awarded will be amended if necessary.
- 6.2 If the Council suspects that there has been an error in the pricing of a Tender, the Council reserves the right to seek such clarification, as it considers necessary from the Tenderer in question.

7.0 Clarifications

- 7.1** Tenderers are responsible for clarifying any aspects of the tendering process and/or the Invitation to Tender documents in the manner described below.
- 7.2** If you are unsure of any section and require further clarification, please contact via our Delta Tenderbox.
- 7.3** Where appropriate, the Authorised Officer named above may direct the Tenderer to other officers to deal with the matter.
- 7.4** All queries should be raised as soon as possible (in writing), in any event not later than April 30 2018.
- 7.5** All information or responses that clarify or enhance the tendering process will be supplied to all Tenderers on a uniform basis (unless expressly stated otherwise). These responses shall have the full force of this Instruction and where appropriate the Conditions of Contract. If a Tenderer wishes the Council to treat a question as confidential this must be expressly stated. The Council will consider such requests and will seek to act fairly between the Tenderers, whilst meeting its public law and procurement duties in making its decision.
- 7.6** Except as directed in writing by the Authorised Officer, and confirmed in writing to a Tenderer, no agent or officer or elected Member (Councillor) of the Council has any express or implied authority to make any representation or give any explanation to Tenderers as to the meaning of any of the Tender Documents, or as to anything to be done or not to be done by a Tenderer or to give any warranties additional to those (if any) contained in the ITT or as to any other matter or thing so as to bind the Council in any way howsoever.

8.0 Continuation of the Procurement Process

8.1 The Council shall not be committed to any course of action as a result of:

- i) issuing this Invitation to Tender;
- ii) communicating with a Tenderer, a Tenderer's representative or agent in respect of this procurement exercise;
- iii) any other communication between the Council (whether directly or through its agents or representatives) and any other party.

8.2 The Council reserves the right at its absolute discretion to amend, add to or withdraw all, or any part of this Invitation to Tender at any time during the tendering stage of this procurement exercise.

8.3 At any time before the deadline for receipt of tender returns the Council may modify the Invitation to Tender by amendment. Any such amendment shall be numbered and dated and issued by the Council to all participating tenderers. In order to give prospective Tenderers reasonable time in which to take the amendment into account in preparing its Tender return, the Council may in its sole discretion, extend the deadline for submission of the tender returns. The Council reserves the right to amend, withdraw, terminate or suspend all or any part of this procurement process at any time at its sole discretion.

9.0 Confidentiality

9.1 All information supplied by the Council in connection with or in these Tender Documents shall be regarded as confidential to the Council unless the information is already within the public domain or subject to the provisions of the Freedom of Information Act 2000.

9.2 The Contract documents and publications are and shall remain the property of the Council and must be returned upon demand.

9.3 Tenderers shall ensure that each and every sub-contractor, consortium member and/or professional advisor to whom it discloses these papers complies with the terms and conditions of this ITT.

9.4 The contents of this Invitation to Tender are being made available by the Council on condition that:

9.4.1 Tenderers shall at all times treat the contents of the Invitation to tender and any related documents as confidential, save in so far as they are already in the public domain and Tenderers shall not, subject to the provisions relating to professional advisors, sub-contractors or other persons detailed below, disclose, copy, reproduce, distribute or pass any of the contents of the Invitation to tender to any other person at any time or allow any of these things to happen;

9.4.2 Tenderers shall not use any of the information contained in this Invitation to tender for any purpose other than for the purposes of submitting (or deciding whether to submit) the tender; and

9.4.3 Tenderers shall not undertake any publicity activity within any section of the media.

- 9.5** Tenderers may disclose, distribute or pass this Invitation to tender to their professional advisors, sub-contractors or to another person provided that:
- 9.5.1** this is done for the sole purpose of enabling an Invitation to tender to be submitted and the person receiving the Information undertakes in writing to keep the Invitation to Tender confidential on the same terms as if that person were the Tenderer; or
 - 9.5.2** the Tenderer obtains the prior written consent of the Council in relation to such disclosure, distribution or passing of the Invitation to Tender; or
 - 9.5.3** the disclosure is made for the sole purpose of obtaining legal advice from external lawyers in relation to the procurement or to any Contract(s) which may arise from it; or
 - 9.5.4** the Tenderer is legally required to make such a disclosure.
- 9.6** The Council may disclose detailed information relating to the Invitation to Tender to its officers, employees, agents, professional advisors or Governmental organisations and the Council may make any of the Contracts and procurement documents available for private inspection by its officers, employees, agents, professional advisors, contracting authorities or Governmental organisations.

9.7 Transparency of Expenditure

Further to its obligations regarding transparency of expenditure, the Council may be required to publish information regarding tenders, contracts and expenditure to the general public, which could include the text of any such documentation, except for any information which is exempt from disclosure in accordance with the provisions of the Freedom of Information Act to be determined at the absolute discretion of the Council.

10.0 Freedom of Information

- 10.1** Please note that from 1 January 2005 under the provisions of the Freedom of Information Act 2000, the public (included in this are private companies, journalists, etc.) have a general right of access to information held by public authorities. One of the consequences of those new statutory responsibilities is that information about your organisation, which Shropshire Council may receive from you during this tendering process may be subject to disclosure, in response to a request, unless one of the various statutory exemptions applies.
- 10.2** In certain circumstances, and in accordance with the Code of Practice issued under section 45 of the Act, Shropshire Council may consider it appropriate to ask you for your views as to the release of any information before we make a decision as to how to respond to a request. In dealing with requests for information under the Act, Shropshire Council has to comply with a strict timetable and it would therefore expect a timely response to any such consultation within five working days.
- 10.3** If, at any stage of this tendering process, you provide any information to Shropshire Council in the expectation that it will be held in confidence, then you must make it

clear in your documentation as to the information to which you consider a duty of confidentiality applies. The use of blanket protective markings such as “commercial in confidence” will no longer be appropriate and a clear indication as to what material is to be considered confidential and why should be given.

- 10.4** Shropshire Council will not be able to accept that trivial information or information which by its very nature cannot be regarded as confidential should be subject to any obligation of confidence.
- 10.5** In certain circumstances where information has not been provided in confidence, Shropshire Council may still wish to consult with you as to the application of any other exemption such as that relating to disclosure that will prejudice the commercial interests of any party. However the decision as to what information will be disclosed will be reserved to Shropshire Council.

For guidance on this issue see: <http://www.ico.gov.uk>

11.0 Disqualification

- 11.1** The Council reserves the right to reject or disqualify a Tenderer’s Tender submission where:
 - 11.1.1** The tenderer fails to comply fully with the requirements of this Invitation to tender or is in breach of clause 15 of the Council’s General Terms and Conditions relating to Bribery and Corruption or is guilty of a serious or intentional or reckless misrepresentation in supplying any information required; or
 - 11.1.2** The tenderer is guilty of serious or intentional or reckless misrepresentation in relation to its tender return and/or the procurement process.
 - 11.1.3** The tenderer directly or indirectly canvasses any member, official or agent of the Council concerning the award of the contract or who directly or indirectly obtains or attempts to obtain information from any such person concerning any other Tender or proposed Tender for the services. The Canvassing Certificate must be completed and returned as instructed.
 - 11.1.4** The Tenderer :
 - a) Fixes or adjusts the amount of his Tender by or in accordance with any agreement or arrangements with any other person; or
 - b) Communicates to any person other than the Council the amount or approximate amount of his proposed Tender (except where such disclosure is made in confidence in order to obtain quotations necessary for preparation of the Tender for insurance purposes); or
 - c) Enters into an agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any Tender to be submitted; or
 - d) Offers or agrees to pay or give or does pay or gives any sum of money, inducement 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 Tender or proposed Tender for the services any act or omission.

11.2 Any disqualification will be without prejudice to any other civil remedies available to the Council and without prejudice to any criminal liability which such conduct by a Tenderer may attract. The Non-Collusive Tendering Certificate must be completed and returned as instructed.

11.3 The Council reserves the right to disqualify an Applicant from further participating in this procurement process where there is a change in the control or financial stability of the Tenderer at any point in the process up to award of a contract and such change of control or financial stability has a materially adverse effect on the Tenderer's financial viability or ability to otherwise meet the requirements of the procurement process.

12.0 E-Procurement

As part of its procurement strategy Shropshire Council is committed to the use of technology that can improve the efficiency of procurement. Successful Tenderers may be required to send or receive documents electronically. This may include purchase orders, acknowledgements, invoices, payment advices, or other procurement documentation. These will normally be in the Council's standard formats, but may be varied under some circumstances so as not to disadvantage small and medium suppliers.

13.0 Award of Contract

13.1 Award Criteria

The Award Criteria has been set out within the Tender Response Document accompanying this invitation to tender. The Council is not bound to accept the lowest or any Tender.

13.2 Award Notice

The Council will publish the name and addresses of the successful Tenderers in the Official Journal of the European Union (OJEU) where appropriate. The Contracting Authority reserves the right to pass all information regarding the outcome of the Tendering process to the Office of Fair Trading to assist in the discharge of its duties. Additionally, the Council will adhere to the requirements of the Freedom of Information Act 2000 and Tenderers should note this statutory obligation.

13.3 Transparency of Expenditure

Further to its obligations regarding transparency of expenditure, the Council may also be required to publish information regarding tenders, contracts and expenditure to the general public, which could include the text of any such documentation, except for any information which is exempt from disclosure in accordance with the provisions of the Freedom of Information Act to be determined at the absolute discretion of the Council.

14.0 Value of Contract

Shropshire Council cannot give any guarantee in relation to the value of this contract .

15.0 Acceptance

15.1 Tenders must be submitted strictly in accordance with the terms of the Council's Invitation to Tender documentation and acceptance of the tender shall be conditional on compliance with this Tender Condition.

15.2 The Tender documentation including, the General and Special Terms and Conditions of Contract, the Tender Response document, these Instructions to Tender, together with the formal written acceptance by the Council will form a binding agreement between the Contractor and the Council.

15.3 The Tenderer shall be prepared to commence the provision of the supply and services on the start date of the contract arrangement **being 4 June 2018**.

16.0 Payment Terms

Tenderers should particularly note that the principles governing public procurement require that, as far as is reasonably possible, payments for Goods, Works or Services are made after the provision. Therefore any indication of a pricing strategy within a Tender which provides for substantial payments at the outset of the Contract will be examined carefully to decide whether or not a Tender in such form can be accepted. If in the opinion of the Council such substantial payments appear excessive in relation to the requirements of the Contract the Council reserves, without prejudice to any other right to reject any Tender it may have, the right to require the Tenderer to spread such proportion of the costs as are considered excessive over the duration of the Contract.

17.0 Liability of Council

17.1 The Council does not bind himself to accept the lowest or any tender.

17.2 The Council does not accept any responsibility for any pre-tender representations made by or on its behalf or for any other assumptions that Tenderers may have drawn or will draw from any pre-tender discussions.

17.3 The Council shall not be liable to pay for any preparatory work or other work undertaken by the Tenderer for the purposes of, in connection with or incidental to this Invitation to Tender, or submission of its Tender response or any other communication between the Council and any other party as a consequence of the issue of this Invitation to Tender.

17.4 The Council shall not be liable for any costs or expenses incurred by any Tenderer in connection with the preparation of a Tender return for this procurement exercise, its participation in this procurement whether this procurement is completed, abandoned or suspended.

17.5 Whilst the Tender Documents have been prepared in good faith, they do not

purport to be comprehensive nor to have been formally verified. Neither the Council nor any of its staff, agents, elected Members, or advisers accepts any liability or responsibility for the adequacy, accuracy or completeness of any information given, nor do they make any representation or given any warranty, express or implied, with respect to the Tender Documents or any matter on which either of these is based (including, without limitation, any financial details contained within the Specification and Contract Documentation). Any liability is hereby expressly disclaimed save in the event of fraud, or in the event of specific warranties provided within the Contract Documentation.

18.0

Attendance at Committee

The Contractor agrees that where requested in writing during the term of any Agreement for the supply Goods Works or Services it will ensure that an appropriately authorised representative of the Contractor shall attend a Committee meeting of the Council upon being invited to do so by the Council

19.0

Declaration

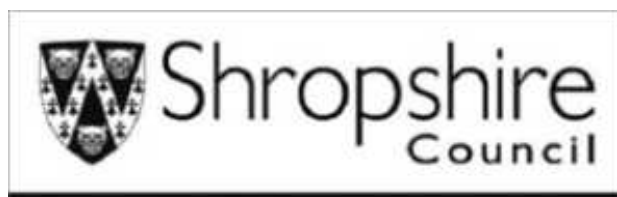
We, as acknowledged by the signature of our authorised representative, accept these Instructions to Tender as creating a contract between ourselves and the Council. We hereby acknowledge that any departure from the Instructions to Tender may cause financial loss to the Council.

Signed (1) Status.....

Signed (2) Status.....

(For and on behalf of)

Date



on Behalf of



Tender Response Document

**RMCV 023 - PR & Marketing Services
for the
Marches Local Enterprise Partnership & the March**

Name of TENDERING
ORGANISATION
(please insert)

Be Bold Media Ltd

Please also add your company name to the footer of each page of the returned document

Shropshire Council Tender Response Document

Contract Description:

The Marches Local Enterprise Partnership wishes to procure the services of a suitably qualified and experienced organisation to develop and deliver the following PR and marketing services for both the Marches Local Enterprise Partnership (LEP), including the Hereford Enterprise Zone (HEZ) and the Marches Growth Hub (MGH), including supporting the promotion of activities at the three Growth Hub sites in Herefordshire, Shrewsbury and Telford & Wrekin.

- Review and update PR/Marketing and branding guidelines for the LEP and MGH
- Develop and deliver annual PR and marketing delivery plans for the LEP, HEZ and MGH
- Develop/update as frequently as necessary the content of the LEP and MGH websites. Also prepare and analyse reports on website usage via google analytics and maintain /update Search Engine Optimisation (SEO) levels for consideration by the LEP team and the Growth Hub Steering Group
- Develop and issue a 2 monthly stakeholder e-newsletters for the LEP and MGH
- Develop press releases, handle all media enquiries and as appropriate develop media campaigns for the LEP, HEZ and MGH plus the three physical hubs in Herefordshire, Shrewsbury and Telford & Wrekin
- Prepare with the LEP team the LEP annual report for publication
- Promote the LEP, HEZ and MGH via social media channels
- Have the facility to provide photographs to update the websites and for the media
- Support the LEP & MGH team in organising approx. 10 events/annum for businesses and key stakeholders – organising speakers, venues, staging, marketing and PR of the events and managing invites if invite only events.
- Attendance and input at MGH Operational Group, MGH Steering Group, MGH Campaign meetings and other relevant LEP/HEZ meetings
- Support the design and procurement of marketing materials in line with brand guidelines
- Advise on the promotion and marketing of new LEP/HEZ/MGH initiatives as required.

The initial duration of the contract is July 2018 – April 2020. There will then be an option to extend to March 2021, subject to successful performance review and further funding being confirmed.

Background

The Marches LEP is the business led, public/private body established to drive economic growth across the local authority areas of Herefordshire, Shropshire and Telford & Wrekin. The LEP was launched in 2010 with a remit to create the conditions for growth. The Board of the LEP is made up of local business and political leaders along with senior representatives from the higher and further education sectors.

The Marches Area

The Marches area has 29,800 businesses and, at 2,300 square miles, is one of the largest LEP

areas. Bordered by the industrial heartland of the West Midlands to the east and Wales to the west, it provides a strategic logistics gateway for European and UK businesses through to Welsh and Irish business markets. The Marches LEP has a track record in working effectively with partners across the West Midlands, other LEPs and neighbouring Welsh local authorities.

The Marches LEP is home to a dynamic business base where small, innovative enterprises and entrepreneurs flourish alongside the global players which have chosen to base their operations here. It has an Enterprise Zone in Hereford which uniquely has a focus on supporting Defence and Cyber Security businesses.

Skylon Park, Hereford Enterprise Zone

The Enterprise Zone was awarded EZ status in August 2011 and began a formal programme of PR and communications, separate but aligned to those of the Marches LEP, in June 2013. Initial communications were focused on building both the brand of the Zone and its reputation as a first-class business landscape with a unique defence and security sector focus to try to attract investors to the Zone.

The Zone is proving a major success. To date 19 land sales have taken place for 35 acres, generating over 423,000 sq. ft. of new work space, with £24m private sector investment in the construction alone. The Zone has also championed two direct developments to provide space 13 units for rent, all of which had been let within 6 months of completion. 640 people are employed by companies working on the Zone with a further 700+ jobs in those companies' growth plans.

The Zone communications approach is focussed on results, not the mechanisms by which they arrive. The main business objective is to attract high quality businesses to the Zone which will create suitable private sector jobs. The underlying objectives are to:

- establish, maintain and enhance the EZ's positive reputation as an 'exemplar' EZ attracting investment from both within and outside of the UK
- engage with the business community in Herefordshire and the wider LEP area
- build and maintain good working relationships with the Marches LEP and key stakeholders
- promote Herefordshire as a good place to do business via EZ success

The Zone runs its own website separate to this exercise www.skylonpark.co.uk

The Ministry of Housing, Communities and Local Government carries out EZ communications and marketing on a national level, with Zones speaking to regional and wider audience, so some engagement through that network will be required.

The Marches Strategic Economic Plan & Key Strategic Projects

The LEP's Strategic Economic Plan (SEP) (submitted in March 2014) and first two Growth Deals (agreed in July 2014 and January 2015 - Value £83.5 m) focused upon increasing good quality jobs, houses and improving transport and broadband infrastructure and new development sites for employment and housing.

The LEP's third Growth Deal, (agreed in March 2017- Value £21.9m), focussed on raising productivity through investment in skills development, research and innovation. Key physical infrastructure projects within Growth Deal 3 include the development of a new university in Hereford, the establishment of the Centre for Cyber Security on Hereford Enterprise Zone, the creation of Newport Innovation and Enterprise Park and the regeneration of the historic Shrewsbury Flaxmill site.

The LEP plays a key role in supporting the establishment and growth of businesses in the area through the provision of the Marches Growth Hub. See below for details on the Growth Hub.

The LEP continues to work with Government and wider local and national partners to increase productivity and promote innovation, to encourage graduate retention and the development of higher level skills to support economic growth.

Information on achievements to date may be found at https://www.marcheslep.org.uk/download/annual_report_and_annual_conference_2016/The-Marches-LEP-A4-20pp-Annual-Report-2016-SPREADS.pdf and https://www.marcheslep.org.uk/download/annual_report_and_conference_2017/The-Marches-LEP-Annual-Report-2017_FINAL.pdf

Marches Growth Hub

The Growth Hub was established in October 2015. It offers: -

- A first-class business friendly website with information and links to both national and local business support services and training. It also holds information on training and best practice events for new and existing businesses with an online booking facility. www.marchesgrowthhub.co.uk
- A single contact telephone number and email provides information and advice to all enquiries and as appropriate brokers new and existing business owners to the most appropriate local and national business support and training available to meet client needs
- A bi -monthly digital news digest issued to all users of the Hub keeping them up to date on new products and services plus promoting events and workshops

A Growth Hub marketing plan with the aim of continuing to build the profile of both the Marches Growth Hub website and the business support services provided through the three physical hubs in Herefordshire, Shrewsbury and Telford & Wrekin. The physical hubs host clinics/meet with clients, hold business networking and best practice events and allow hot desking facilities for local and national business support providers. These sites are managed by local authority and University of Wolverhampton staff and require marketing support to promote local events and campaigns.

The data below summarises Growth Hub PR/Marketing impact since 2015 and impact reported in the MGH Bi-Annual Report covering period April to September 2017 inclusive.

	<u>Since launch (Oct 15)</u>	<u>April 2017 - September 2017</u>
Website users	24,766	7,794
Web visits	43,669	12,164
Page views	154,555	41,007
Average time spent	4.09 mins	3.54 mins

Return/new visitors	43%/57%	40%/60%
Most visited pages	Calendar/Start-Up/ About Us	Calendar/About Us/Directory

Social Media

Twitter followers	2,281 (gained 334 followers since March 31, 2017)
Twitter potential viral reach	3.10 million
Facebook	276 likes, up 150% with monthly reach average 8,600

Impact - April and September 2017 Inclusive

The awareness of the MGH service has increased month on month and this is highlighted by the bi-annual results below: -

- **4,311** Walk-in, calls or web enquiries to Marches Growth Hub
- **4,314** Businesses supported by the Marches Growth Hub (including support received from Partners)
- **269** events were delivered via the March Growth Hubs – Shropshire, Herefordshire and Telford & Wrekin.
- **2,767** People attended Marches Growth Hub business support events
- **£95,420** Grant funding awarded to Marches businesses
- **9** new jobs created thanks to grant support.
- **226** enquiries sign posted to third parties.

Newsletters – Eight e-newsletters were sent to 1,521 businesses direct from the Marches Growth Hub, supplemented by regular joint local authority partner/MGH e-shots promoting events, availability of advice and support and promotion of new grants and initiatives.

Campaigns

#GetStarted – campaign to encourage new start-ups

#Manufacturing - promotion of new skills project plus Manufacturing Growth Programme

#MidlandsEngine

Ongoing campaign to promote Access to Funding as schemes go live such as Marches Business Investment Grant and Marches Engine Investment Fund and EU funding calls.

#GetGrowing – aimed at encouraging businesses to grow

#TBE2017 – promoting The Business Events in Shropshire and Herefordshire

Wider Communications included the following activity: -

- Interviews on Radio Shropshire for The Business Event and Building Business Confidence and coverage in both key Marches print titles, the Shropshire Star and Hereford Times
- Positive media coverage for the Marches Growth Hub and its events as and when released.
- MGH and The Business Events featured as a double page spread in glossy business magazine 'Shropshire Business'.

Working with the Marches Team - The appointed contractor will undertake this commission, working closely with the: -

- LEP Director and LEP team based in Shrewsbury
- LEP Chair and two Vice Chairs and other LEP Board Members who are supporting or

speaking at LEP events across the Marches

- The Chair, Director and Board of the Hereford Enterprise Zone, based in Hereford
- The Chair and Members of the Growth Hub Steering Group that meet quarterly in Ludlow
- The Chair and Members of the Growth Hub Operations Group including the lead officers that manage the three Growth Hub sites in Hereford, Shrewsbury and Telford. The Growth Hub Operations group meets every 2 months in Ludlow
- Local authority and HE partners in developing and defining promotional campaigns and in upholding brand guidelines.

A list of all the contacts will be provided at the contract inception meeting.

Instructions for the completion of this document

1. This document must be completed in its entirety with responses being given to all questions. If you are unsure of any section/question and require further clarification, please contact us via our Delta Tenderbox. You are recommended to keep a copy of all tender documents and supporting documents for your own records.
2. Tenderers must also complete and sign the four certificates in Sections A1 to A4. These must be signed;
 - Where the tenderer is an individual, by that individual;
 - Where the tenderer is a partnership, by two duly authorised partners;
 - Where the tenderer is a company, by two directors or by a director and the secretary of the company, such persons being duly authorised for the purpose.
3. All questions require specific responses from you relating to the organisation named in Section B Question 1.1 (a). All information supplied must be accurate and up to date. The Council reserves the right to refuse to consider your application if the Tender Response Document is not fully completed or is found to be inaccurate.
4. Where copies of certificates and other details are requested **a copy must** accompany the electronic copy of your Tender Response Document.

Contents

Name of TENDERING ORGANISATION.....	1
Evaluation Criteria.....	7
Award Criteria – Weighted Marked Questions.....	8

Quality Questions/ Scoring Scheme.....	8
Price Evaluation and scoring.....	9
Section A: 1. Form of Tender.....	11
Section A: 2. Non – Canvassing Certificate.....	12
Section A: 3. Non – collusive Tendering Certificate.....	13
Section A: 4. Declaration of Connection with Officers or Elected Members of the Council.....	14
SECTION B Standard Selection Questionnaire.....	15
Part 1: Potential supplier Information.....	17
Part 2: Exclusion Grounds.....	21
Part 3: Selection Questions.....	25

Evaluation Criteria

Tenders will be evaluated on the answers provided in this ‘Tender Response Document’ in the Standard Selection Questionnaire part. The following criteria is made up of ‘pass/fail’ (selection) questions and ‘weighted marked’ (award) questions and shows how each section is to be marked.

Selection Criteria Pass/Fail Questions (Sections B Part 1 – Part 3)

This information will be provided for proof of compliance and will be judged on a pass or fail basis. Applicants must comply with these issues to demonstrate their proven competency, financial stability, resources and other arrangements. Questions marked ‘For information only’ will not be assessed; however, they must still be answered in full.

Section / Question No.	Selection Criteria
Section B Part 1	Supplier Information- For information only
Section B Part 2 Section 2	Grounds for <u>Mandatory</u> Exclusion
Section B Part 3 Section 3	Grounds for Discretionary Exclusion

	<p>In relation to discretionary exclusion grounds (section B part 3): -</p> <p>Financial viability: Responses will be analysed and evaluated by the Authority’s Audit sections and will include checks via an independent agency (currently Equifax).</p> <p>If the financial analysis of the Applicant (please note financial information provided by consortium members will be evaluated to assess the Applicant consortium as a whole) gives cause for concern as to its ability to deliver the Contract, the Applicant will fail this section.</p> <p>If the financial analysis of the Applicant does not give any cause for concern as to its ability to deliver the Contract – it shall be deemed to have passed the section.</p> <p>Please note the Contracting Authority reserves the right to further check the Financial Stability and Capacity of an applicant prior to any award of contract in the manner set out above in order to ensure that they still pass that requirement.</p> <p>For other Discretionary exclusion grounds: If in the opinion of the Contracting Authority the responses provided casts serious doubt on the Tenderer’s ability to perform this contract, they may be excluded.</p>
--	---

Award Criteria - Weighted Marked Questions

Tenders will be evaluated on the answers provided in this Tender Response Document and judged against the criteria shown in the table below. The following award criteria is made up of 'Quality' and 'Price' and shows how each criteria is to be weighted against each other.

Section / Question No.	Award Criteria	Weighting / Max Marks Available
Price 35% (350 marks)		
Section C / Q1	Price	35 % / 350 max marks
Total for price		35 % / 350 max marks
Quality 65% (650 marks)		
Section C / Q 2	Methodology & Deliverables	35% / 350 max marks
Section C / Q3	Social Value	5% / 50 max marks
Section C / Q4	Capacity to support a wide range of partners	15 % / 150 max marks
Section C / Q5	Event Management	10 % / 100 max marks
Total for quality		65% / 650 max marks

Quality Questions/ Scoring Scheme

Questions within the quality sections shown above will be scored using the following scoring scheme. Each answer from the questions identified below will be given a mark between 0 and 10 with the following meanings:

Assessment	Mark	Interpretation
Excellent	10	<i>Exceeds the requirement. Exceptional demonstration by the Tenderer of how they will meet this requirement by their allocation of skills and understanding, resources and quality measures. Response identifies factors that demonstrate added value, with evidence to support the response.</i>
	9	
Good	8	<i>Satisfies the requirement with minor additional benefits Above average demonstration by the Tenderer of how they will meet this requirement by their allocation of skills and understanding, resources and quality measures. Response identifies factors that demonstrate added value, with evidence to support the response.</i>
	7	
Acceptable	6	<i>Satisfies the requirement. Demonstration by the Tenderer of how they will meet this requirement by their allocation of skills and understanding, resources and quality measures, with evidence to support the response.</i>
	5	
Minor Reservations	4	<i>Satisfies the requirement with minor reservations Some minor reservations regarding how the Tenderer will meet this requirement by their allocation of skills and understanding, resources and quality measures, with limited evidence to support the response.</i>
	3	
Serious Reservations	2	<i>Satisfies the requirement with major reservations. Considerable reservations regarding how the Tenderer will meet this</i>

		<i>requirement by their allocation of skills and understanding, resources and quality measures, with little or no evidence to support the response.</i>
	1	
Unacceptable	0	<i>Does not meet the requirement Does not comply and/or insufficient information provided to demonstrate how the Tenderer will meet this requirement by their allocation of skills and understanding, resources and quality measures, with little or no evidence to support the response.</i>

The use of odd numbers indicates an answer's allocated mark lies between definitions.

The tender receiving the highest initial mark for Quality Criteria overall will receive the full 650 marks available for Quality. Other tenders will receive a final mark that reflects the % difference in the initial marks between those tenders and the tender receiving the highest initial mark for Quality overall.

Price Evaluation and scoring

We are looking to achieve maximum value from the available project funds. The panel will be looking at the supplied pricing schedules and the outputs detailed to ascertain which tender offers maximum value.

Tenders will be marked on the following 0-10 scale: -

Assessment	Mark	Interpretation
Excellent	10	<i>Exceptional Value for Money</i>
	9	
Very Good	8	<i>Very Good Value for Money</i>
	7	
Good	6	<i>Good Value for Money</i>
	5	
Acceptable	4	<i>Acceptable Value for Money</i>
	3	
Poor	2	<i>Poor Value for Money</i>
	1	
Unacceptable	0	<i>Unacceptable Value for Money / Value for Money not demonstrated</i>

The use of odd numbers indicates an answer's allocated mark lies between definitions.

The tender receiving the highest initial mark for Pricing Criteria overall will receive the full 350 marks available for Price. Other tenders will receive a final mark that reflects the % difference in the initial marks between those tenders and the tender receiving the highest initial mark for Pricing overall.

Section A: 1. Form of Tender

Form of Tender

Shropshire Council

Tender for PR & Marketing Services for the Marches Local Enterprise Partnership & the Marches Growth Hub

We confirm that this, our tender, represents an offer to Shropshire Council that if accepted in whole, or in part, will create a binding contract for the supply of PR & Marketing Services for the Marches Local Enterprise Partnership & the Marches Growth Hub at the prices and terms agreed and subject to the terms of the invitation to tender documentation and the General Terms and Conditions, copies of which we have received.

Signed [redacted] .. Name [redacted]

DateMay 2 2018.....

DesignationDirector.....

Company...Be Bold Media.....

AddressVantage House, Stafford Road, Newport, Shropshire
..... Post CodeTF10 7LZ.....

Tel No01952 898121..... Fax No

E-mail address [redacted]

Web addresswww.beboldpr.com.....

Section A: 2. Non - Canvassing Certificate

Non-Canvassing Certificate

To: Shropshire Council (hereinafter called “the Council”)

I/We hereby certify that I/We have not canvassed or solicited any member officer or employee of the Council in connection with the award of this Tender of any other Tender or proposed Tender for the Services and that no person employed by me/us or acting on my/our behalf has done any such act.

I/We further hereby undertake that I/We will not in the future canvass or solicit any member officer or employee of the Council in connection with the award of this Tender or any other Tender or proposed Tender for the Services and that no person employed by me/us or acting on my/our behalf will do any such act.

Signed (1) [REDACTED] Status.....Director

Signed (2) [REDACTED] Status.....Director.....

(For and on behalf ofBe Bold Media Ltd .)

Date2 May 2018

Section A: 3. Non - collusive Tendering Certificate

Non-collusive Tendering Certificate

To: Shropshire Council (hereinafter called “the Council”)

The essence of selective tendering is that the Council shall receive bona fide competitive Tenders from all persons tendering. In recognition of this principle:

I/We certify that this is a bona fide Tender, intended to be competitive and that I/We have not fixed or adjusted the amount of the Tender or the rates and prices quoted by or under or in accordance with any agreement or arrangement with any other person.

I/We also certify that I/We have not done and undertake that I/We will not do at any time any of the following acts: -

- (a) communicating to a person other than the Council the amount or approximate amount of my/our proposed Tender (other than in confidence in order to obtain quotations necessary for the preparation of the Tender for insurance); or
- (b) entering 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; or
- (c) offering or agreeing to pay or give or paying any sum of money, inducement 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 Services any act or omission.

Signed (1) [redacted]

Status.....Director.....

Signed (2) [redacted]

Status.....Director.....

(For and on behalf ofBe Bold Media)

Date2 May 2018.....

Section A: 4. Declaration of Connection with Officers or Elected Members of the Council

Are you or any of your staff who will be affected by this invitation to tender related or connected in any way with any Shropshire Council Elected Councillor or Employee?

No

If yes, please give details:

Name	Relationship

Please note:

This information is collected to enable the Council to ensure that tenders are assessed without favouritism. Whether or not you have a connection with elected members or employees will have no bearing on the success of your tender, but your tender will not be considered unless this declaration has been completed.

SECTION B Standard Selection Questionnaire

Potential Supplier Information and Exclusion Grounds: Part 1 and Part 2.

The standard Selection Questionnaire is a self-declaration, made by you (the potential supplier), that you do not meet any of the grounds for exclusion. If there are grounds for exclusion (there is an opportunity to explain the background and any measures you have taken to rectify the situation (we call this self-cleaning).

For the list of exclusion please see

A completed declaration of Part 1 and Part 2 provides a formal statement that the organisation making the declaration has not breached any of the exclusions grounds. Consequently, we require all the organisations that you will rely on to meet the selection criteria to provide a completed Part 1 and Part 2. For example, these could be parent companies, affiliates, associates, or essential sub-contractors, if they are relied upon to meet the selection criteria. This means that where you are joining in a group of organisations, including joint ventures and partnerships, each organisation in that group must complete one of these self-declarations. Sub-contractors that you rely on to meet the selection criteria must also complete a self-declaration (although sub-contractors that are not relied upon do not need to complete the self-declaration).

When completed, this form is to be sent back to the contact point given in the procurement documents along with the selection information requested in the procurement documentation.

Supplier Selection Questions: Part 3

This document provides instructions on the selection questions you need to respond to and how to submit those responses. If you are bidding on behalf of a group (consortium) or you intend to use sub-contractors, you should complete all of the selection questions on behalf of the consortium and/or any sub-contractors.

If the relevant documentary evidence referred to in the Selection Questionnaire is not provided upon request and without delay we reserve the right to amend the contract award decision and award to the next compliant bidder.

Consequences of misrepresentation

If you seriously misrepresent any factual information in filling in the Selection Questionnaire, and so induce an authority to enter into a contract, there may be significant consequences. You may be excluded from the procurement procedure, and from bidding for other contracts for three years. If a contract has been entered into you may be sued for damages and the contract may be rescinded. If fraud, or fraudulent intent, can be proved, you or your responsible officers may be prosecuted and convicted of the offence of fraud by false representation, and you must be excluded from further procurements for five years.

Notes for completion

1. The “authority” means the contracting authority, or anyone acting on behalf of the contracting authority, that is seeking to invite suitable candidates to participate in this procurement process.
2. “You” / “Your” refers to the potential supplier completing this standard Selection Questionnaire i.e. the legal entity responsible for the information provided. The term “potential supplier” is intended to cover any economic operator as defined by the Public Contracts Regulations 2015 (referred to as the “regulations”) and could be a registered company; the lead contact for a group of economic operators; charitable organisation; Voluntary Community and Social Enterprise (VCSE); Special Purpose Vehicle; or other form of entity.
3. Please ensure that all questions are completed in full, and in the format requested. If the question does not apply to you, please state ‘N/A’. Should you need to provide additional information in response to the questions, please submit a clearly identified annex.
4. The authority recognises that arrangements set out in section 1.2 of the standard Selection Questionnaire, in relation to a group of economic operators (for example, a consortium) and/or use of sub-contractors, may be subject to change and will, therefore, not be finalised until a later date. The lead contact should notify the authority immediately of any change in the proposed arrangements and ensure a completed Part 1 and Part 2 is submitted for any new organisation relied on to meet the selection criteria. The authority will make a revised assessment of the submission based on the updated information.
5. For Part 1 and Part 2 every organisation that is being relied on to meet the selection must complete and submit the self-declaration.
6. For answers to Part 3 - If you are bidding on behalf of a group, for example, a consortium, or you intend to use sub-contractors, you should complete all of the questions on behalf of the consortium and/ or any sub-contractors, providing one composite response and declaration.

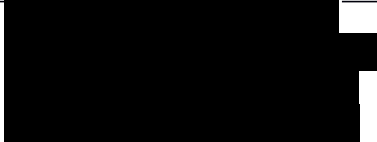
The authority confirms that it will keep confidential and will not disclose to any third parties any information obtained from a named customer contact, other than to the Cabinet Office and/or contracting authorities defined by the regulations, or pursuant to an order of the court or demand made by any competent authority or body where the authority is under a legal or regulatory obligation to make such a disclosure.

¹ See PCR 2015 regulations 71 (8)-(9)

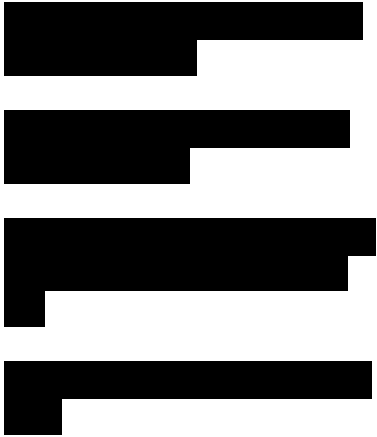
Part 1: Potential supplier Information

personal info

Please answer the following questions in full. Note that every organisation that is being relied on to meet the selection must complete and submit the Part 1 and Part 2 self-declaration.

Section 1	Potential supplier information	
Question number	Question	Response
1.1(a)	Full name of the potential supplier submitting the information	Be Bold Media Ltd
1.1(b) - (i)	Registered office address (if applicable)	Vantage House, Stafford Road, Newport, TF10 7LZ
1.1(b) - (ii)	Registered website address (if applicable)	www. beboldpr.com
1.1(c)	Trading status a) public limited company b) limited company c) limited liability partnership d) other partnership e) sole trader f) third sector g) other (please specify your trading status)	Limited company
1.1(d)	Date of registration in country of origin	27 July 2007
1.1(e)	Company registration number (if applicable)	6327169
1.1(f)	Charity registration number (if applicable)	
1.1(g)	Head office DUNS number (if applicable)	21-008-7779
1.1(h)	Registered VAT number	GB 860520251
1.1(i) - (i)	If applicable, is your organisation registered with the appropriate professional or trade register(s) in the member state where it is established?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/A <input type="checkbox"/>
1.1(i) - (ii)	If you responded yes to 1.1(i) - (i), please provide the relevant details, including the registration number(s).	
1.1(j) - (i)	Is it a legal requirement in the state where you are established for you to possess a particular authorisation, or be a member of a particular organisation in order to provide the services specified in this procurement?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
1.1(j) - (ii)	If you responded yes to 1.1(j) - (i), please provide additional details of what is required and confirmation that you have complied with this.	

personal info

1.1(k)	Trading name(s) that will be used if successful in this procurement.	
1.1(l)	Relevant classifications (state whether you fall within one of these, and if so which one) <ul style="list-style-type: none"> a) Voluntary Community Social Enterprise (VCSE) b) Sheltered Workshop c) Public Service Mutual 	
1.1(m)	Are you a Small, Medium or Micro Enterprise (SME) ² ?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
1.1(n)	Details of Persons of Significant Control (PSC), where appropriate: ³ <ul style="list-style-type: none"> - Name; - Date of birth; - Nationality; - Country, state or part of the UK where the PSC usually lives; - Service address; - The date he or she became a PSC in relation to the company (for existing companies the 6 April 2016 should be used); - Which conditions for being a PSC are met; - Over 25% up to (and including) 50%; - More than 50% and less than 75%; - 75% or more. (Please enter N/A if not applicable)	
1.1(o)	Details of immediate parent company: <ul style="list-style-type: none"> - Full name of the immediate parent company - Registered office address (if applicable) - Registration number (if applicable) - Head office DUNS number (if applicable) - Head office VAT number (if applicable) (Please enter N/A if not applicable)	N/A
1.1(p)	Details of ultimate parent company: <ul style="list-style-type: none"> - Full name of the ultimate parent company - Registered office address (if applicable) - Registration number (if applicable) - Head office DUNS number (if applicable) - Head office VAT number (if applicable) (Please enter N/A if not applicable)	N/A

Please note: A criminal record check for relevant convictions may be undertaken for the preferred suppliers and the persons of significant in control of them.

² See EU definition of SME -

³ UK companies, Societates European (SEs) and limited liability partnerships (LLPs) will be required to identify and record the people who own or control their company. Companies, SEs and LLPs will need to keep a PSC register, and must file the PSC information with the central public register at Companies House. See PSC guidance.

Please provide the following information about your approach to this procurement:

Section 1	Bidding Model			
Question number	Question	Response		
1.2(a) - (i)	Are you bidding as the lead contact for a group of economic operators?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, please provide details listed in questions 1.2(a) (ii), (a) (iii) and to 1.2(b) (i), (b) (ii), 1.3, Section 2 and 3. If no, and you are a supporting bidder please provide the name of your group at 1.2(a) (ii) for reference purposes, and complete 1.3, Section 2 and 3.		
1.2(a) - (ii)	Name of group of economic operators (if applicable)			
1.2(a) - (iii)	Proposed legal structure if the group of economic operators intends to form a named single legal entity prior to signing a contract, if awarded. If you do not propose to form a single legal entity, please explain the legal structure.			
1.2(b) - (i)	Are you or, if applicable, the group of economic operators proposing to use sub-contractors?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Be Bold Media does occasionally engage sub-contractors but there is no intention to engage any for contractual obligations in the delivery of this contract		
1.2(b) - (ii)	If you responded yes to 1.2(b)-(i) please provide additional details for each sub-contractor in the following table: we may ask them to complete this form as well.			
	Name			
	Registered address			
	Trading status			
	Company registration number			
	Head Office DUNS number (if applicable)			
	Registered VAT number			
	Type of organisation			
	SME (Yes/No)			
	The role each sub-contractor will take in providing the works and /or supplies e.g. key deliverables			
	The approximate % of contractual obligations assigned to each sub-contractor			

Contact details and declaration

personal info

I declare that to the best of my knowledge the answers submitted and information contained in this document are correct and accurate.

I declare that, upon request and without delay I will provide the certificates or documentary evidence referred to in this document.

I understand that the information will be used in the selection process to assess my organisation's suitability to be invited to participate further in this procurement.

I understand that the authority may reject this submission in its entirety if there is a failure to answer all the relevant questions fully, or if false/misleading information or content is provided in any section.

I am aware of the consequences of serious misrepresentation.

Section 1	Contact details and declaration	
Question Number	Question	Response
1.3(a)	Contact name	██████████
1.3(b)	Name of organisation	Be Bold Media Ltd
1.3(c)	Role in organisation	Director
1.3(d)	Phone number	01952 898121
1.3(e)	E-mail address	██████████
1.3(f)	Postal address	Vantage House, Stafford Road, Newport, Shropshire TF10 7LZ
1.3(g)	Signature (electronic is acceptable)	██████████
1.3(h)	Date	2 May 2018

Part 2: Exclusion Grounds

Please answer the following questions in full. Note that every organisation that is being relied on to meet the selection must complete and submit the Part 1 and Part 2 self-declaration.

Section 2	Grounds for mandatory exclusion	
Question number	Question	Response
2.1(a)	<p>Regulations 57(1) and (2) The detailed grounds for mandatory exclusion of an organisation are set out on the webpage (see link on page 11), which should be referred to before completing these questions. Please indicate if, within the past five years you, your organisation or any other person who has powers of representation, decision or control in the organisation been convicted anywhere in the world of any of the offences within the summary below and listed on the webpage.</p>	
	Participation in a criminal organisation.	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If Yes please provide details at 2.1(b)
	Corruption.	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If Yes please provide details at 2.1(b)
	Fraud.	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If Yes please provide details at 2.1(b)
	Terrorist offences or offences linked to terrorist activities	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If Yes please provide details at 2.1(b)
	Money laundering or terrorist financing	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If Yes please provide details at 2.1(b)
	Child labour and other forms of trafficking in human beings	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If Yes please provide details at 2.1(b)
2.1(b)	If you have answered yes to question 2.1(a), please provide further details. Date of conviction, specify which of the grounds listed the conviction was for, and the reasons for conviction, Identity of who has been convicted If the relevant documentation is available electronically please provide the web address, issuing authority, precise reference of the documents.	
2.2	If you have answered Yes to any of the points above have measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant ground for exclusion? (Self Cleaning)	Yes <input type="checkbox"/> No <input type="checkbox"/>
2.3(a)	<p>Regulation 57(3) Has it been established, for your organisation by a judicial or administrative decision having final and binding effect in accordance with the legal provisions of any part</p>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

	of the United Kingdom or the legal provisions of the country in which the organisation is established (if outside the UK), that the organisation is in breach of obligations related to the payment of tax or social security contributions?	
2.3(b)	If you have answered yes to question 2.3(a), please provide further details. Please also confirm you have paid, or have entered into a binding arrangement with a view to paying, the outstanding sum including where applicable any accrued interest and/or fines.	

General Data Protection Regulation (GDPR)

2.4	The service provider needs to demonstrate at all times during the contract duration that it is GDPR compliant and provide an adequate guarantee that it has, or can, implement appropriate technical and organisational measures that are sufficient to secure that the processing will (a) meet the requirements of the GDPR and (b) ensure the protection of the rights of the data subject. The provider should likewise not be passing on any personal data to a sub-contractor or other organisation that cannot comply with these terms and the provider must ensure that this is the case before handing over any personal data.	
2.4 (a)	Please confirm that you are compliant with the new General Data Protection Regulations	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
2.4 (b)	Please confirm the technical and organisational measures you have put in place to secure that your data processing (a) meet the requirements of the GDPR (b) ensure the protection of the rights of the data subject and how this would work in practice if you undertook this contract on our behalf?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
2.4 (c)	Please confirm if you would be passing any personal data onto any sub-contractor or other third-party organisation in undertaking this contract on our behalf	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
2.5 (d)	If yes please confirm how you would ensure that such sub-contractor / organisations can also comply with the General Data Protection Regulations	

Please Note: The authority reserves the right to use its discretion to exclude a potential supplier where it can demonstrate by any appropriate means that the potential supplier is in breach of its obligations relating to the non-payment of taxes or social security contributions.

Section 3	Grounds for discretionary exclusion
-----------	-------------------------------------

Question number	Question	Response
	<p>Regulation 57 (8) The detailed grounds for discretionary exclusion of an organisation are set out on this webpage (see link on page 11), which should be referred to before completing these questions.</p> <p>Please indicate if, within the past three years, anywhere in the world any of the following situations have applied to you, your organisation or any other person who has powers of representation, decision or control in the organisation.</p>	
3.1(a)	Breach of environmental obligations?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes please provide details at 3.2
3.1(b)	Breach of social obligations?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes please provide details at 3.2
3.1(c)	Breach of labour law obligations?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes please provide details at 3.2
3.1(d)	Bankrupt or is the subject of insolvency or winding-up proceedings, where the organisation's assets are being administered by a liquidator or by the court, where it is in an arrangement with creditors, where its business activities are suspended or it is in any analogous situation arising from a similar procedure under the laws and regulations of any State?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes please provide details at 3.2
3.1(e)	Guilty of grave professional misconduct?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes please provide details at 3.2
3.1(f)	Entered into agreements with other economic operators aimed at distorting competition?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes please provide details at 3.2
3.1(g)	Aware of any conflict of interest within the meaning of regulation 24 due to the participation in the procurement procedure?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes please provide details at 3.2
3.1(h)	Been involved in the preparation of the procurement procedure?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes please provide details at 3.2
3.1(i)	Shown significant or persistent deficiencies in the performance of a substantive requirement under a prior public contract, a prior contract with a contracting entity, or a prior concession contract, which led to early termination of that prior contract, damages or other comparable sanctions?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes please provide details at 3.2
3.1(j)	Please answer the following statements	
3.1(j) - (i)	The organisation is guilty of serious misrepresentation in	Yes <input type="checkbox"/>

<p>3.1(j) - (ii)</p> <p>3.1(j) - (iii)</p> <p>3.1(j)-(iv)</p>	<p>supplying the information required for the verification of the absence of grounds for exclusion or the fulfilment of the selection criteria.</p> <p>The organisation has withheld such information.</p> <p>The organisation is not able to submit supporting documents required under regulation 59 of the Public Contracts Regulations 2015.</p> <p>The organisation has influenced the decision-making process of the contracting authority to obtain confidential information that may confer upon the organisation undue advantages in the procurement procedure, or to negligently provided misleading information that may have a material influence on decisions concerning exclusion, selection or award.</p>	<p>No <input checked="" type="checkbox"/></p> <p>If yes please provide details at 3.2</p> <p>Yes <input type="checkbox"/></p> <p>No <input checked="" type="checkbox"/></p> <p>If yes please provide details at 3.2</p> <p>Yes <input type="checkbox"/></p> <p>No <input checked="" type="checkbox"/></p> <p>If yes please provide details at 3.2</p> <p>Yes <input type="checkbox"/></p> <p>No <input checked="" type="checkbox"/></p> <p>If yes please provide details at 3.2</p>
---	--	---

<p>3.2</p>	<p>If you have answered Yes to any of the above, explain what measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant</p>	
------------	--	--

Part 3: Selection Questions


Section 4	Economic and Financial Standing	
Question number	Question	Response
4.1	Are you able to provide a copy of your audited accounts for the last two years, if requested? If no, can you provide one of the following: answer with Y/N in the relevant box.	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	(a) A statement of the turnover, Profit and Loss Account/Income Statement, Balance Sheet/Statement of Financial Position and Statement of Cash Flow for the most recent year of trading for this organisation.	Yes <input type="checkbox"/> No <input type="checkbox"/>
	(b) A statement of the cash flow forecast for the current year and a bank letter outlining the current cash and credit position.	Yes <input type="checkbox"/> No <input type="checkbox"/>
	(c) Alternative means of demonstrating financial status if any of the above are not available (e.g. forecast of turnover for the current year and a statement of funding provided by the owners and/or the bank, charity accruals accounts or an alternative means of demonstrating financial status).	Yes <input type="checkbox"/> No <input type="checkbox"/>
4.2	Where we have specified a minimum level of economic and financial standing and/ or a minimum financial threshold within the evaluation criteria for this procurement, please self-certify by answering 'Yes' or 'No' that you meet the requirements set out.	Yes <input type="checkbox"/> No <input type="checkbox"/>

Section 5	If you have indicated in the Selection Questionnaire question 1.2 that you are part of a wider group, please provide further details below:	
Name of organisation		
Relationship to the Supplier completing these questions		

5.1	Are you able to provide parent company accounts if requested to at a later stage?	Yes <input type="checkbox"/> No <input type="checkbox"/>
5.2	If yes, would the parent company be willing to provide a guarantee if necessary?	Yes <input type="checkbox"/> No <input type="checkbox"/>
5.3	If no, would you be able to obtain a guarantee elsewhere (e.g. from a bank)?	Yes <input type="checkbox"/> No <input type="checkbox"/>

Section 6	Technical and Professional Ability
6.1	<p>Relevant experience and contract examples</p> <p>Please provide details of up to three contracts, in any combination from either the public or private sector; voluntary, charity or social enterprise (VCSE) that are relevant to our requirement. VCSEs may include samples of grant-funded work. Contracts for supplies or services should have been performed during the past three years. Works contracts may be from the past five years.</p> <p>The named contact provided should be able to provide written evidence to confirm the accuracy of the information provided below.</p> <p>Consortia bids should provide relevant examples of where the consortium has delivered similar requirements. If this is not possible (e.g. the consortium is newly formed or a Special Purpose Vehicle is to be created for this contract) then three separate examples should be provided between the principal member(s) of the proposed consortium or Special Purpose Vehicle (three examples are not required from each member).</p> <p>Where the Supplier is a Special Purpose Vehicle, or a managing agent not intending to be the main provider of the supplies or services, the information requested should be provided in respect of the main intended provider(s) or sub-contractor(s) who will deliver the contract.</p> <p>If you cannot provide examples see question 6.3</p>

	Contact 1	Contact 2	Contact 3
Name of customer organisation			
Point of contact in the organisation			
Position in the organisation			
E-mail address			
Description of contract			
Contract Start date			
Contract completion date			
Estimated contract value			

6.2	<p>Where you intend to sub-contract a proportion of the contract, please demonstrate how you have previously maintained healthy supply chains with your sub-contractor(s)</p> <p>Evidence should include, but is not limited to, details of your supply chain management tracking systems to ensure performance of the contract and including prompt payment or membership of the UK Prompt Payment Code (or equivalent schemes in other countries)</p>
	

6.3	<p>If you cannot provide at least one example for questions 6.1, in no more than 500 words please provide an explanation for this e.g. your organisation is a new start-up or you have provided services in the past but not under a contract.</p>

Section 7	Modern Slavery Act 2015: Requirements under Modern Slavery Act 2015	
	<p>Are you a relevant commercial organisation as defined by section 54 ("Transparency in supply chains etc.") of the Modern Slavery Act 2015 ("the Act")?</p>	<p>No <input checked="" type="checkbox"/></p>
	<p>If you have answered yes to question 7.1 are you compliant with the annual reporting requirements contained within Section 54 of the Act 2015?</p>	<p>Yes <input type="checkbox"/> Please provide the relevant url to view the statement ...</p> <p>No <input type="checkbox"/> Please provide an explanation</p>

7. Additional Questions

Suppliers who self-certify that they meet the requirements to these additional questions will be required to provide evidence of this if they are successful at contract award stage.

Section 8	Additional Questions	
8.1	Insurance	
	<p>Please self-certify whether you already have, or can commit to obtain, prior to the commencement of the contract, the levels of insurance cover indicated below:</p> <p>YES</p> <p>Employer’s (Compulsory) Liability Insurance = £10 Million</p> <p>Public Liability Insurance = £5 Million</p> <p>*It is a legal requirement that all companies hold Employer’s (Compulsory) Liability Insurance of £5 million as a minimum. Please note this requirement is not applicable to Sole Traders.</p>	
8.2	Skills and Apprentices 4 -	
a.	Please confirm if you will be supporting apprenticeships and skills development through this contract.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
b.	If yes, can you provide at a later stage documentary evidence to support your commitment to developing and investing in skills, development and apprenticeships to build a more skilled and productive workforce and reducing the risks of supply constraints and increasing labour cost inflation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
c.	Do you have a process in place to ensure that your supply chain supports skills, development and apprenticeships in line with PPN 14/15 (see guidance) and can provide evidence if requested?	<input type="checkbox"/> Yes <input type="checkbox"/> No N/A

⁴Procurement Policy Note 14/15- Supporting Apprenticeships and Skills Through Public Procurement

8.3 - Compliance with equality legislation

For organisations working outside of the UK please refer to equivalent legislation in the country that you are located.		
1.	In the last three years, has any finding of unlawful discrimination been made against your organisation by an Employment Tribunal, an Employment Appeal Tribunal or any other court (or in comparable proceedings in any jurisdiction)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

	other than the UK)?	
2.	<p>In the last three years, has your organisation had a complaint upheld following an investigation by the Equality and Human Rights Commission or its predecessors (or a comparable body in any jurisdiction other than the UK), on grounds or alleged unlawful discrimination?</p> <p>If you have answered “yes” to one or both of the questions in this module, please provide, as a separate Appendix, a summary of the nature of the investigation and an explanation of the outcome of the investigation to date.</p> <p>If the investigation upheld the complaint against your organisation, please use the Appendix to explain what action (if any) you have taken to prevent unlawful discrimination from reoccurring.</p> <p>You may be excluded if you are unable to demonstrate to the Authority’s satisfaction that appropriate remedial action has been taken to prevent similar unlawful discrimination reoccurring.</p>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3.	If you use sub-contractors, do you have processes in place to check whether any of the above circumstances apply to these other organisations?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

8.4 - Environmental Management

1.	<p>Has your organisation been convicted of breaching environmental legislation, or had any notice served upon it, in the last three years by any environmental regulator or authority (including local authority)?</p> <p>If your answer to the this question is “Yes”, please provide details in a separate Appendix of the conviction or notice and details of any remedial action or changes you have made as a result of conviction or notices served.</p> <p>The Authority will not select bidder(s) that have been prosecuted or served notice under environmental legislation in the last 3 years, unless the Authority is satisfied that appropriate remedial action has been taken to prevent future occurrences/breaches.</p>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
2.	If you use sub-contractors, do you have processes in place to check whether any of these organisations have been convicted or had a notice served upon them for infringement of environmental legislation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

8.5 - Health & Safety

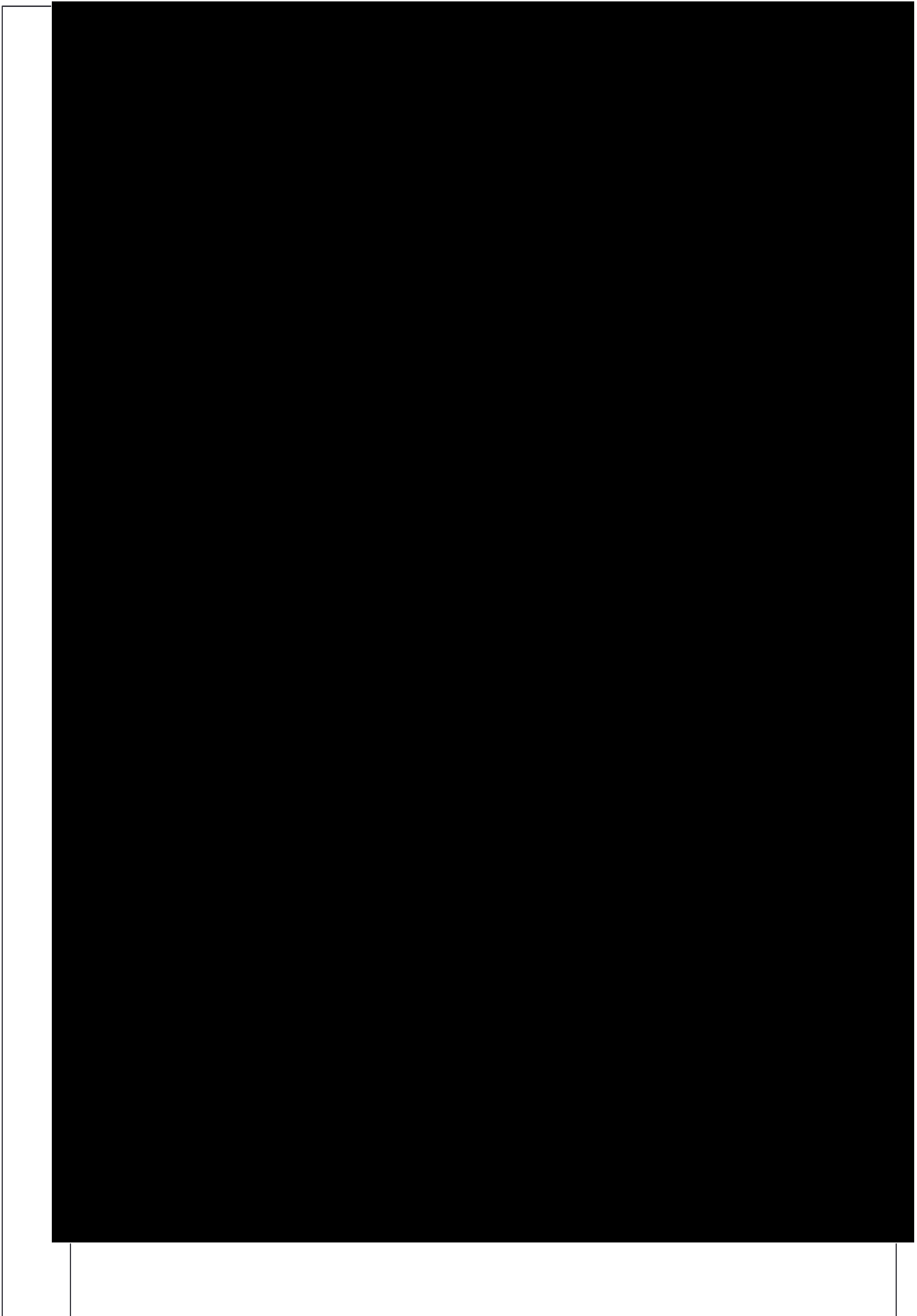
1.	Please self-certify that your organisation has a Health and Safety Policy that complies with current legislative requirements.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2.	<p>Has your organisation or any of its Directors or Executive Officers been in receipt of enforcement/remedial orders in relation to the Health and Safety Executive (or equivalent body) in the last 3 years?</p> <p>If your answer to this question was “Yes”, please provide details in a separate Appendix of any enforcement/remedial orders served and give details of any remedial action or changes to procedures you have made as a result.</p>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

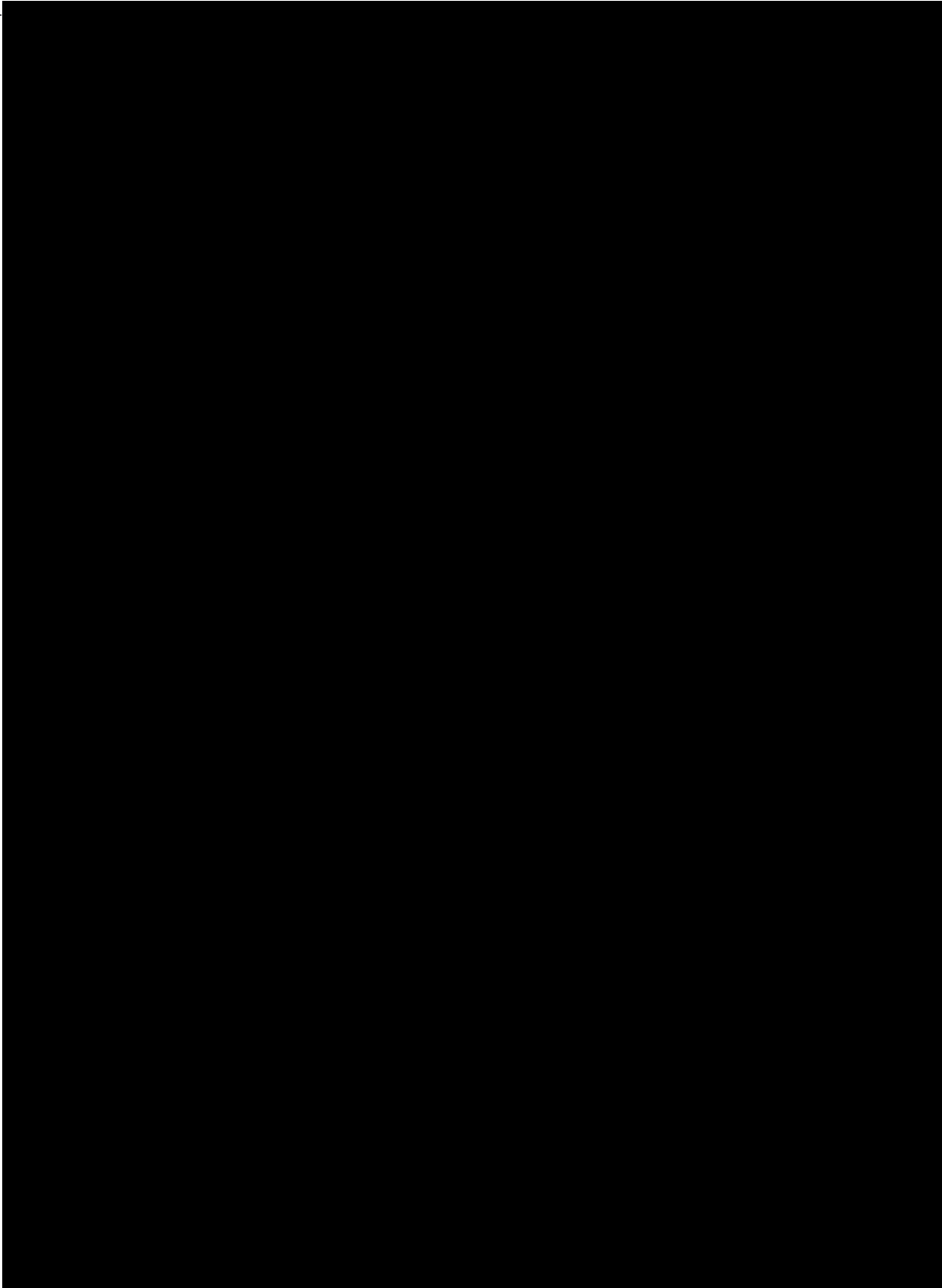
	The Authority will exclude bidder(s) that have been in receipt of enforcement/remedial action orders unless the bidder(s) can demonstrate to the Authority's satisfaction that appropriate remedial action has been taken to prevent future occurrences or breaches.	
3.	If you use sub-contractors, do you have processes in place to check whether any of the above circumstances apply to these other organisations?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

8.6 It is a requirement within the terms and conditions for this Contract that, where requested in writing during the term of the Agreement, that the Contractor will ensure that an appropriately authorised representative of the Contractor shall attend a Committee meeting of the Council upon being invited to do so by the Council. Please confirm your acceptance of this term by ticking the box below

SECTION C - TENDER SCHEDULE

1.	Price (35%)
	<p>We will be offering a contract to the appointed contractor from July 2018 to March 2020 but it will be subject to a performance review in April 2019. We may extend the contract to March 2021, subject to good performance, agreement and further funding becoming available.</p> <p>We have a budget of circa £130,000/annum for the PR & Marketing Services and based on our current service requirements we would be expecting the following levels of support from the provider: -</p> <ul style="list-style-type: none">• The Marches LEP – on average 5 days of support /month.• Hereford Enterprise Zone – on average 2 days of support /month• The Marches Growth Hub (virtual service) and supporting the three physical Growth Hub sites between 8-10 days /month <p>To assess the price, we are looking at the greatest value the current available budget can achieve. Please set out your plan on how this money would be spent and your timeline to March 2019. Your response should include: -</p> <ol style="list-style-type: none">a) Your Total Costs, including a full breakdown against key areas of activity e.g. PR, website content for both the LEP and Growth Hub websites and maintenance of the LEP website only (N.B. we have a contracted provider supporting the Growth Hub website) social media development and management, e-newsletter production, event management etc.b) Your hourly rate and the numbers of 7.5hr working days equivalent you would provide/monthc) Whether you will charge for expenses separately N.B. the LEP will set a cap /month on expensesd) How the proposal provides value for money /what innovative practices you will provide <p>Costs</p> <div data-bbox="261 1384 1385 1536" style="background-color: black; width: 100%; height: 68px;"></div> <div data-bbox="261 1568 1398 1756" style="background-color: black; width: 100%; height: 84px;"></div> <div data-bbox="261 1787 1407 2016" style="background-color: black; width: 100%; height: 102px;"></div>

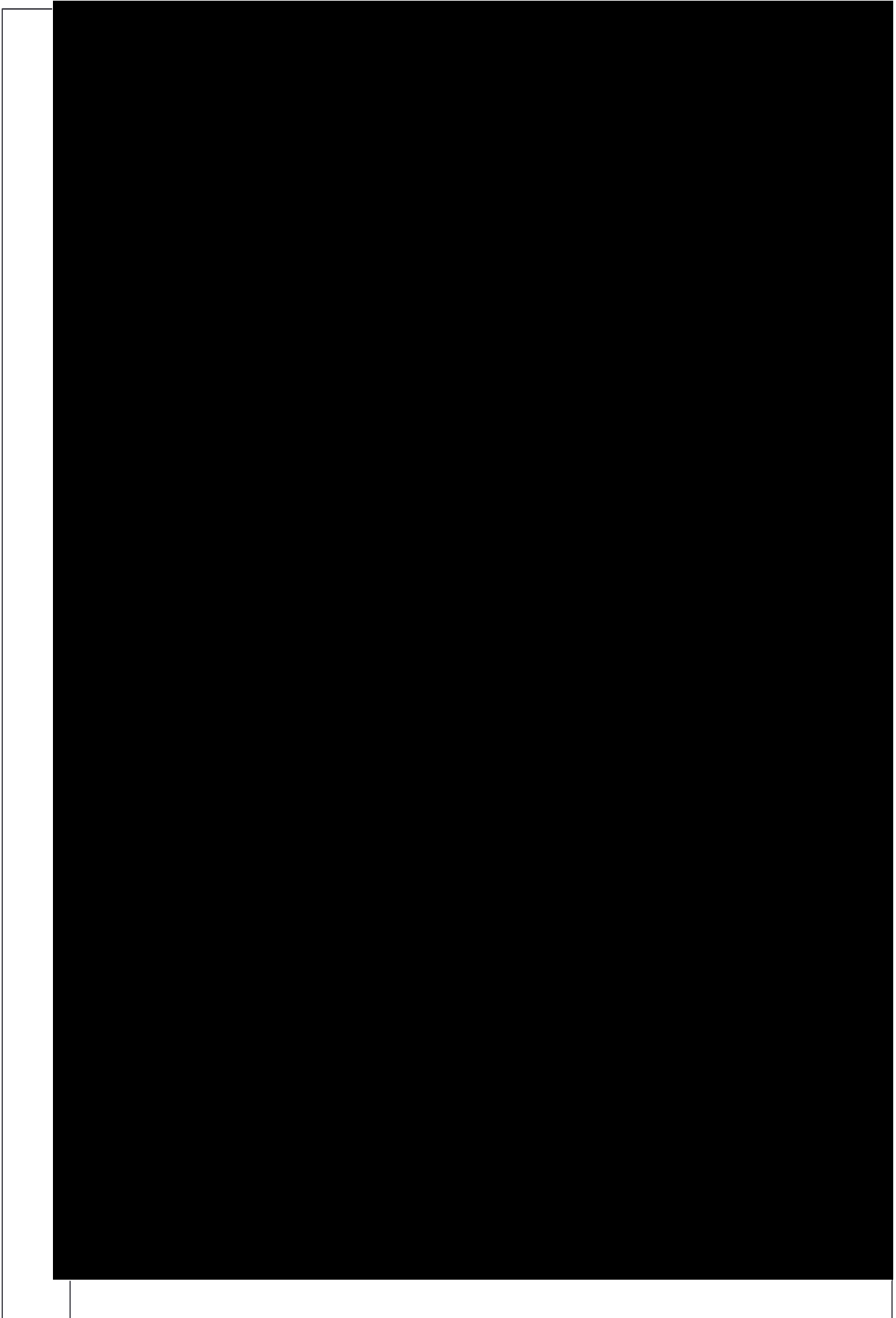


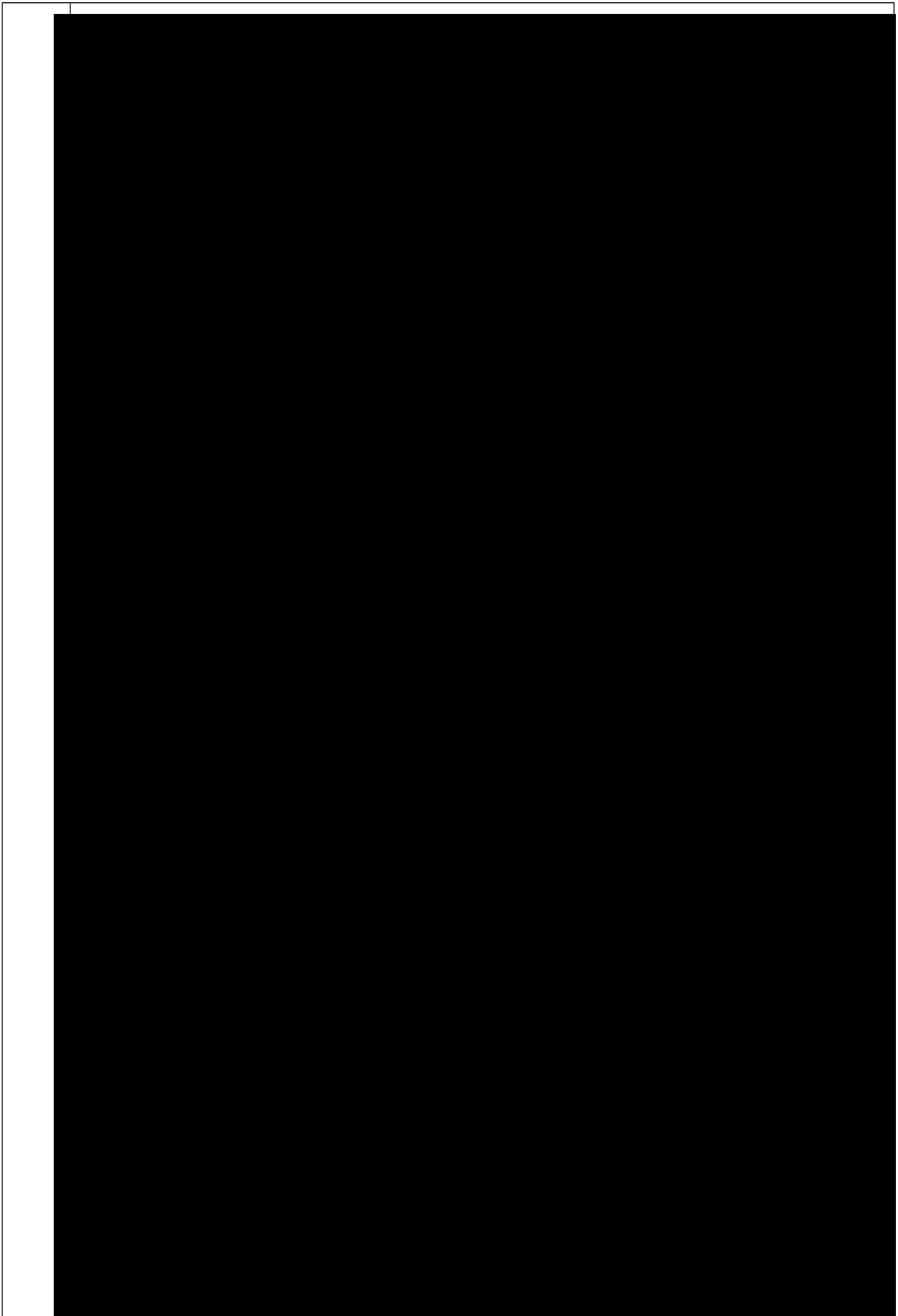


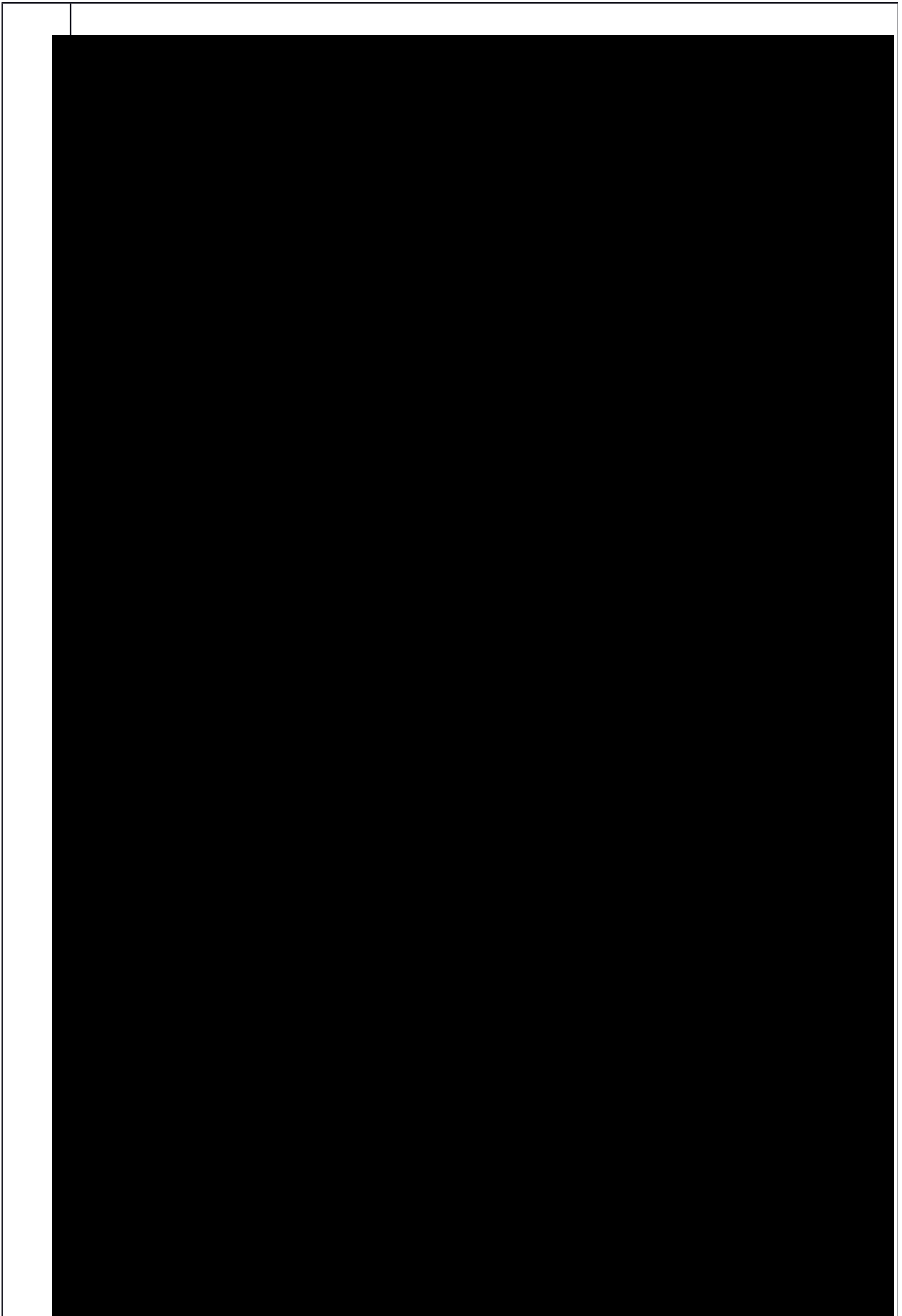
2.	Methodology and Deliverables (35%)
	<p>Please provide a detailed response on the approach to be taken to the areas of activity outlined below, your proposed methodology, timetable and any comments on anticipated deliverables: -</p> <ul style="list-style-type: none">• Develop and deliver annual PR and marketing delivery plans for the LEP, Hereford Enterprise Zone(HEZ) and the Marches Growth Hub (MGH)• Develop/update the content of the LEP and MGH websites and maintain the LEP website. Also prepare and analyse reports on website usage via google analytics and maintain /update Search Engine Optimisation (SEO) levels.• Develop and issue two monthly electronic stakeholder newsletters for the LEP and MGH• Develop press releases, handle all media enquiries and as appropriate develop media campaigns for the LEP, HEZ and MGH plus the three physical hubs in Hereford, Shrewsbury and Telford• Prepare with the LEP team the LEP annual report for publication in 2019• Promote the LEP, HEZ and MGH via social media channels• Have the facility to provide photographs to update the websites and for the media• Support the design and procurement of marketing materials in line with brand guidelines• Advise on the promotion and marketing of new LEP/HEZ/MGH initiatives as required <p>Please make it clear where sub-contractors will be delivering services and where these will be delivered in house. The use of sub-contractors is permitted, by agreement.</p> <p>You may demonstrate your understanding with reference to other projects you've undertaken: -</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>

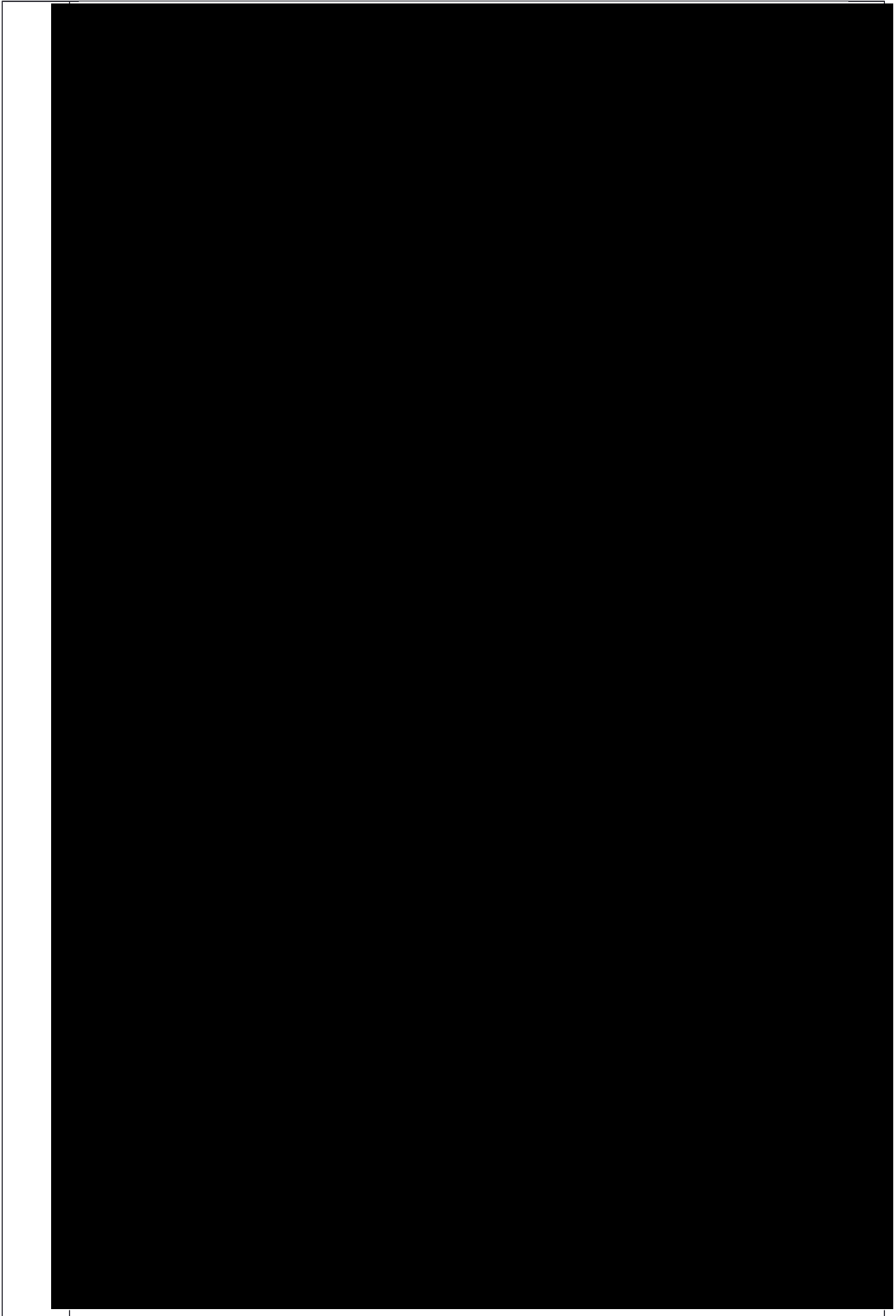
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]
	[REDACTED]













	[Redacted]
--	------------

3.	Social Value (5%)
-----------	--------------------------

Deriving Social Value outcomes from our contracting is important for the Marches LEP.

Accordingly, please provide details of any economic, environmental or social benefits you will deliver in the Marches area if you are awarded the contract and undertake the required services.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

	<p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p>
--	---

4.	Capacity to support a wide range of partners (15%)
4.1	<p>The Marches LEP area covers 2,300 square miles and whilst many of our meetings and events are in Hereford, Shrewsbury and Telford we will also be running some events in our market towns. Please outline the capacity you have, to provide the services being sought for all the following: -</p> <ul style="list-style-type: none">• The Marches LEP – on average 5 days of support /month.• Hereford Enterprise Zone – on average 2 days of support /month• The Marches Growth Hub (virtual service) and supporting the three physical Growth Hub sites between 8-10 days /month <p>You may demonstrate your capacity with reference to other projects you've undertaken: -</p> <p>[Redacted]</p> <p>[Redacted]</p>

	<p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p>
--	---

4.2 Although we will make every effort to ensure we work with the appointed contractor to plan the project work, there may be occasions when we need assistance at short notice.

Please outline how you will service requests for support made out of hours and at short notice from the LEP, HEZ and Growth Hub: -

	<p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p>
--	---

	[REDACTED]
--	------------

[REDACTED]

[REDACTED]

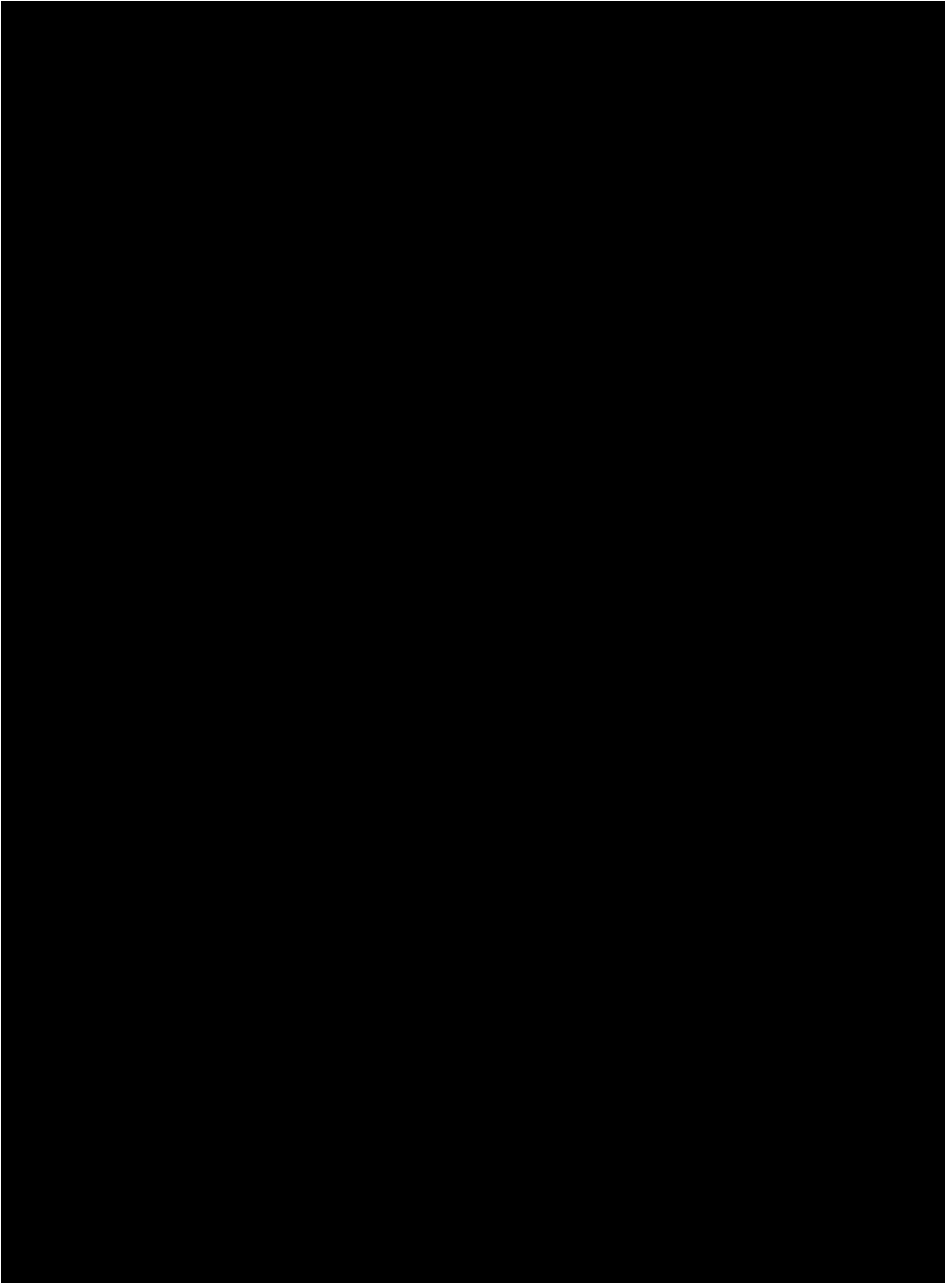
[REDACTED]

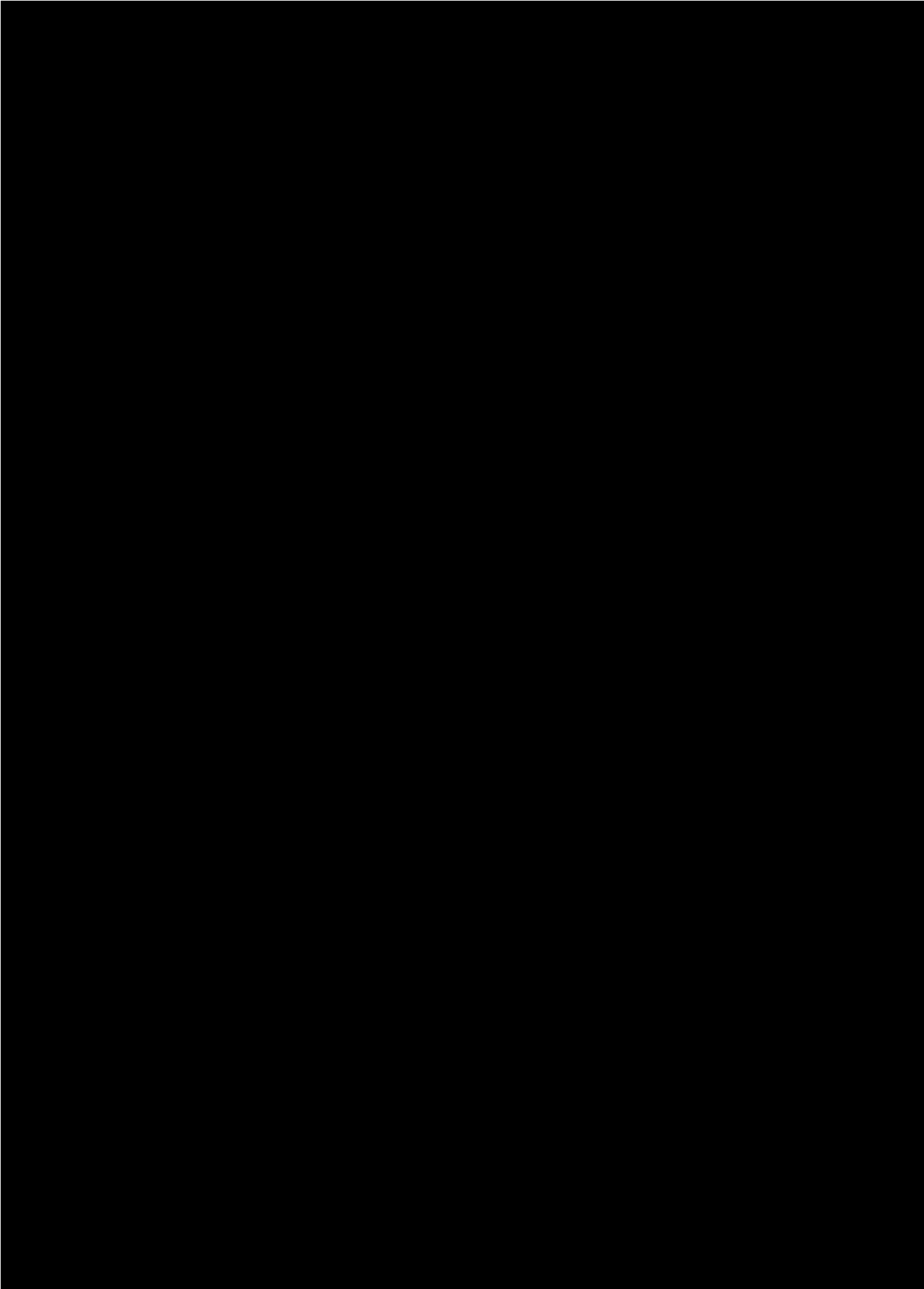
[REDACTED]

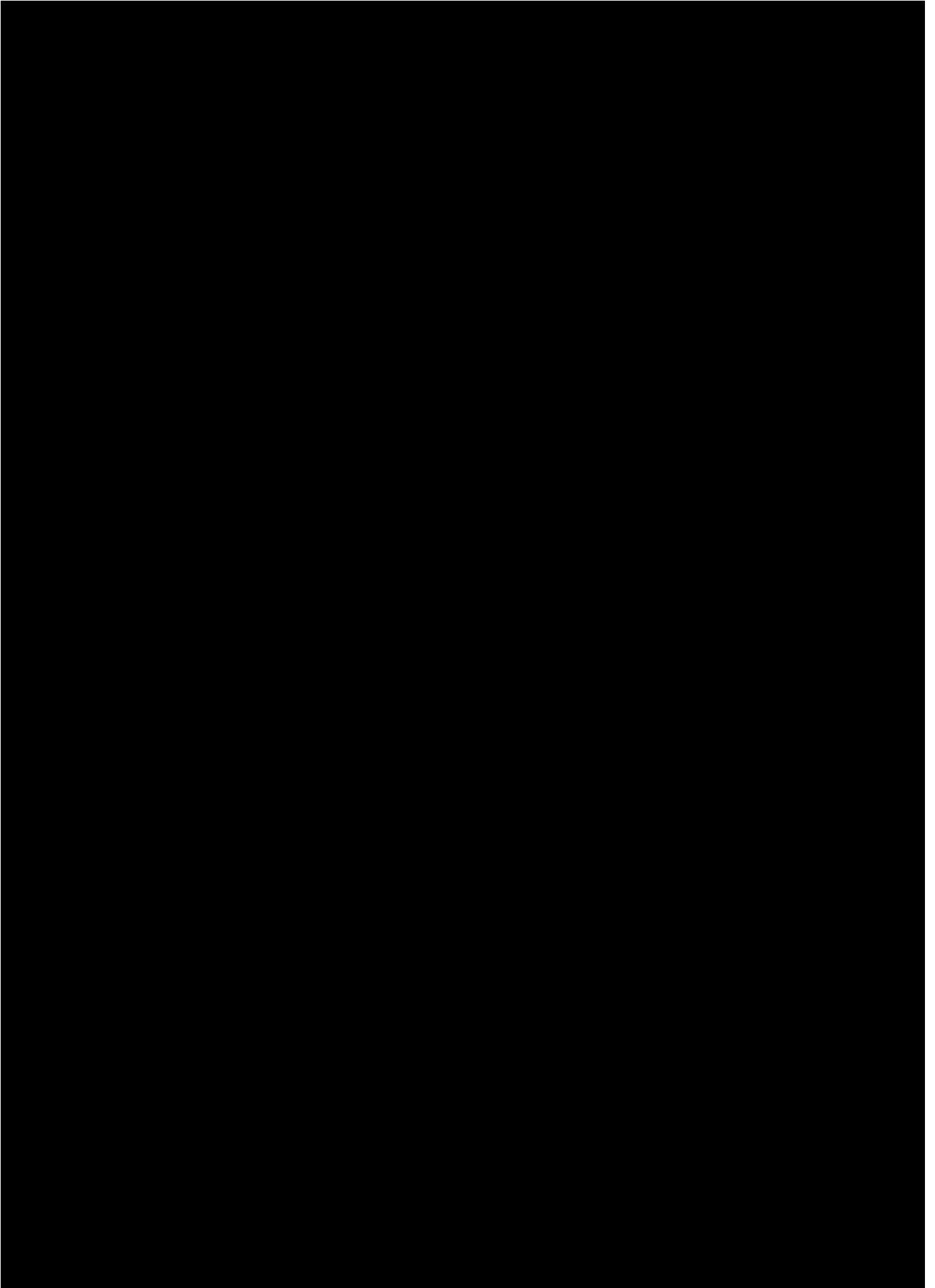
[REDACTED]

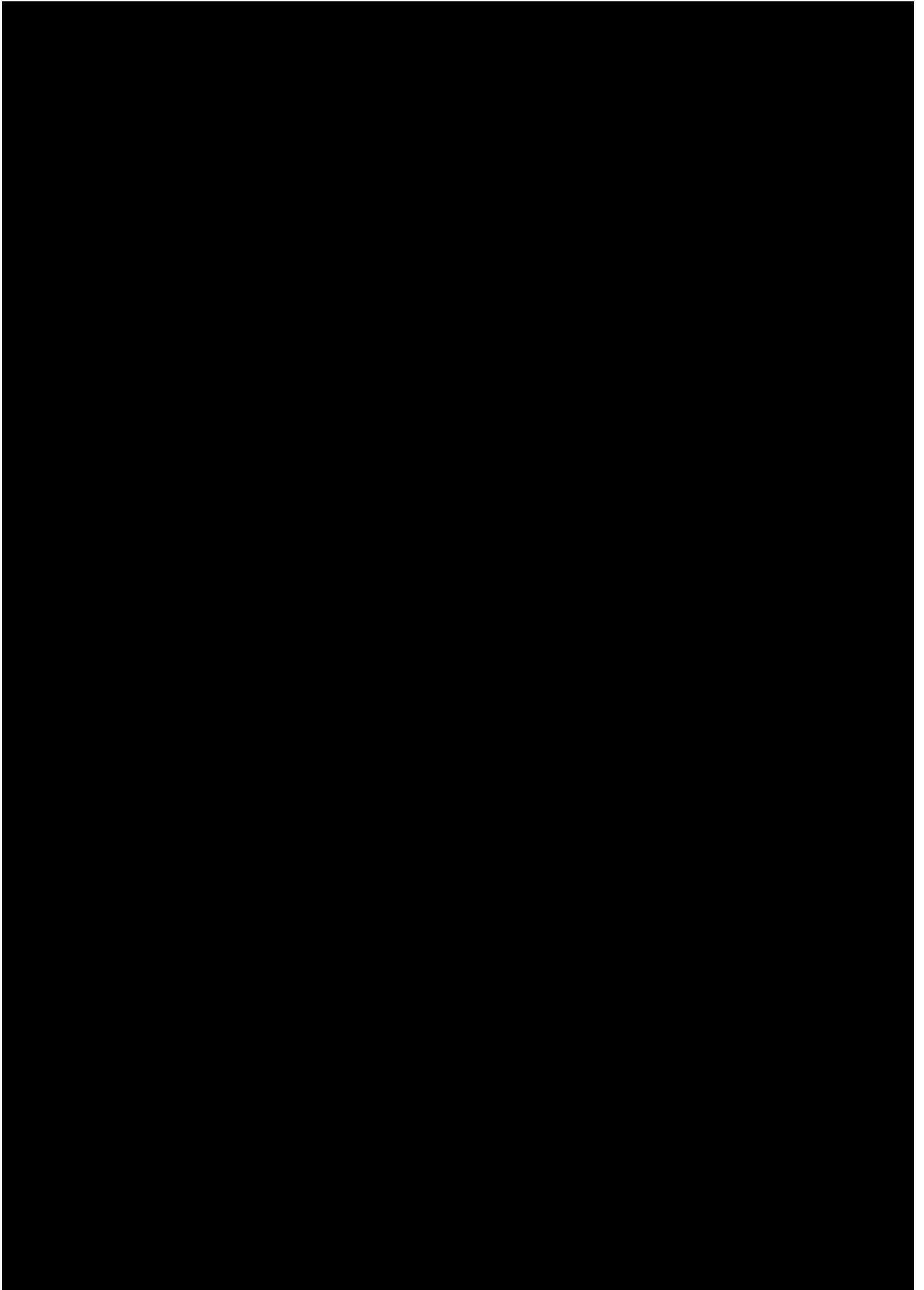
[REDACTED]

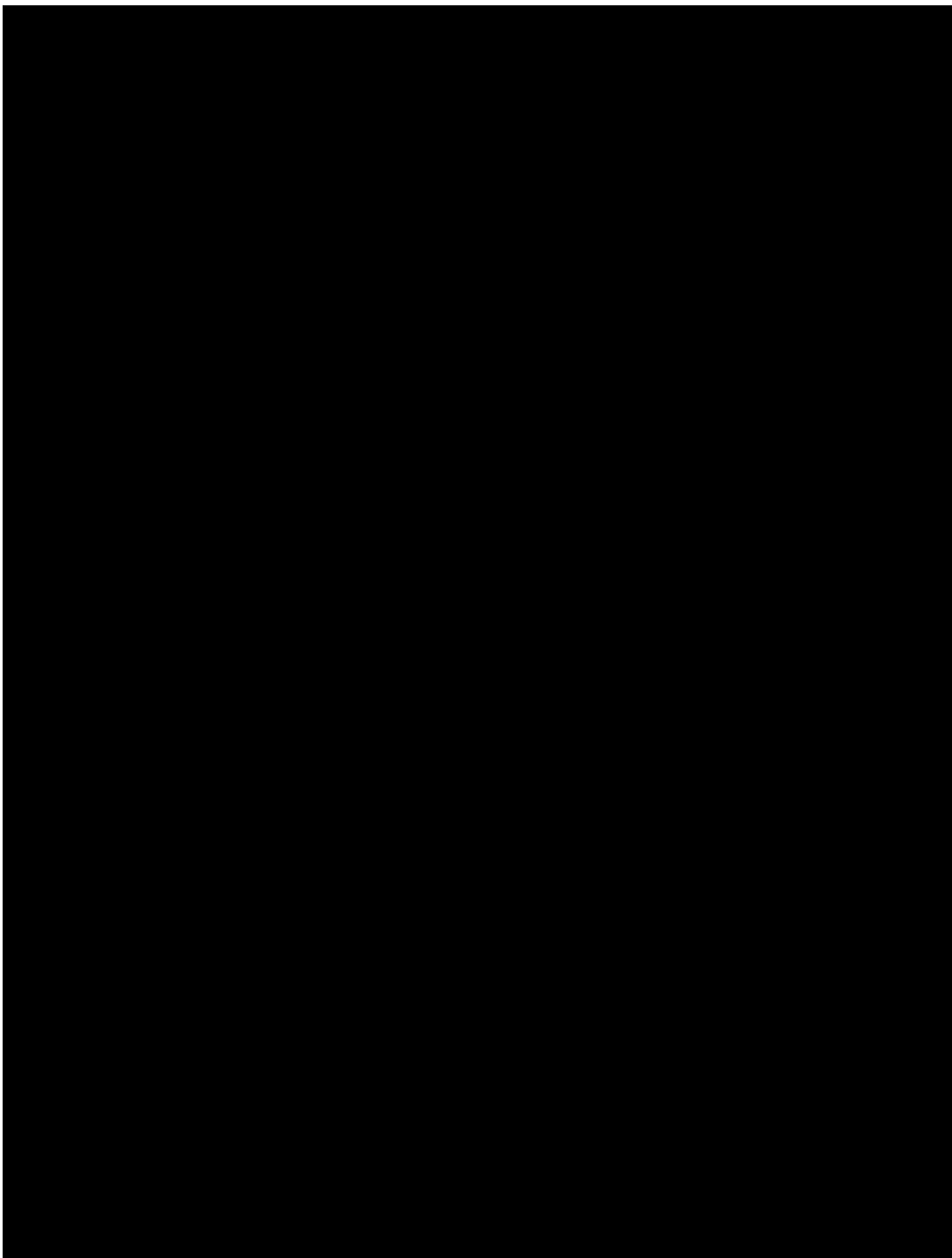
[REDACTED]

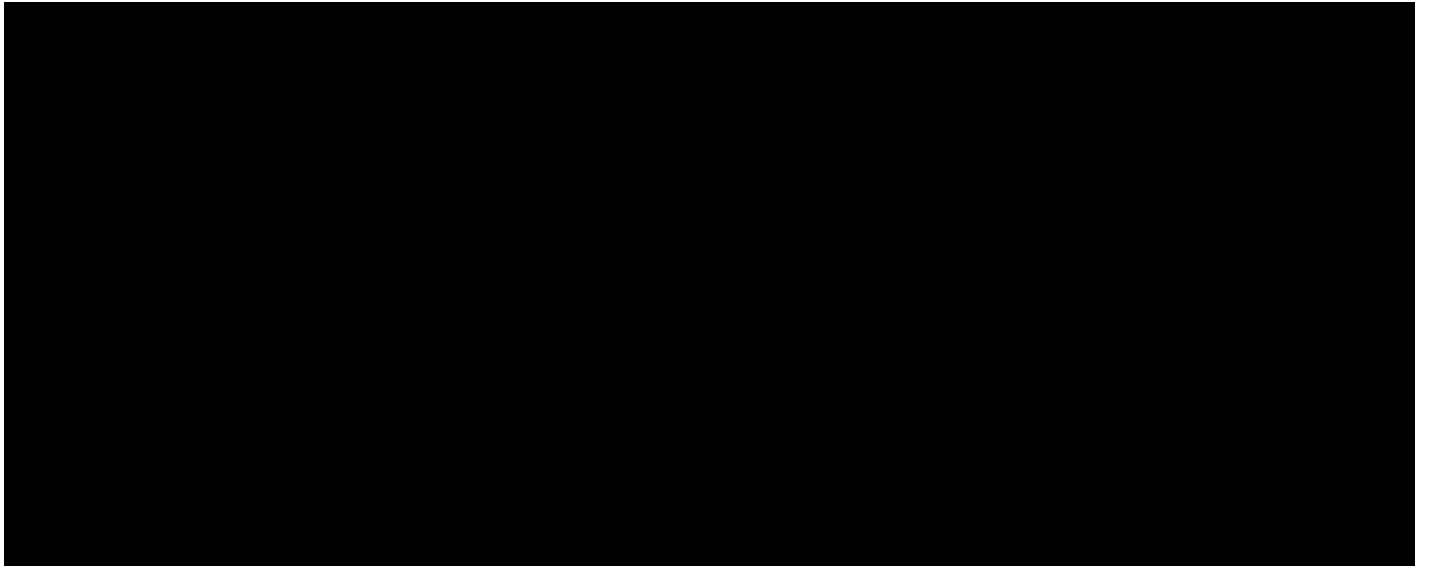














commercial info

Be Bold Media
Vantage House
Stafford Road
Newport
TF10 7LZ

Shropshire Council
Shirehall
Abbey Foregate
Shrewsbury
Shropshire SY2 6ND

Sent via Delta

Date: 19 June 2018

Dear Bidder

RMCV 023 – PR and Marketing Services for the Marches Local Enterprise Partnership (LEP) & the Marches Growth Hub

SUBJECT TO CONTRACT

This is an Award Decision Notice pursuant to The Public Contracts Regulations 2015 (the "Regulations").

We are pleased to inform you that, following the evaluation process, Shropshire Council proposes to accept your offer to form part of the above proposed framework/contract as set out in your recent tender.

However, this letter is not, at this stage, a communication of Shropshire Council's formal acceptance of your offer. A mandatory "standstill" period is now in force pursuant to the Regulations; this period will end at midnight on 2 July 2018.

Subject to Shropshire Council receiving no notice during the standstill period of any intention to legally challenge the award process, the Council aims to conclude the award of the framework/contract after the expiry of the standstill period.

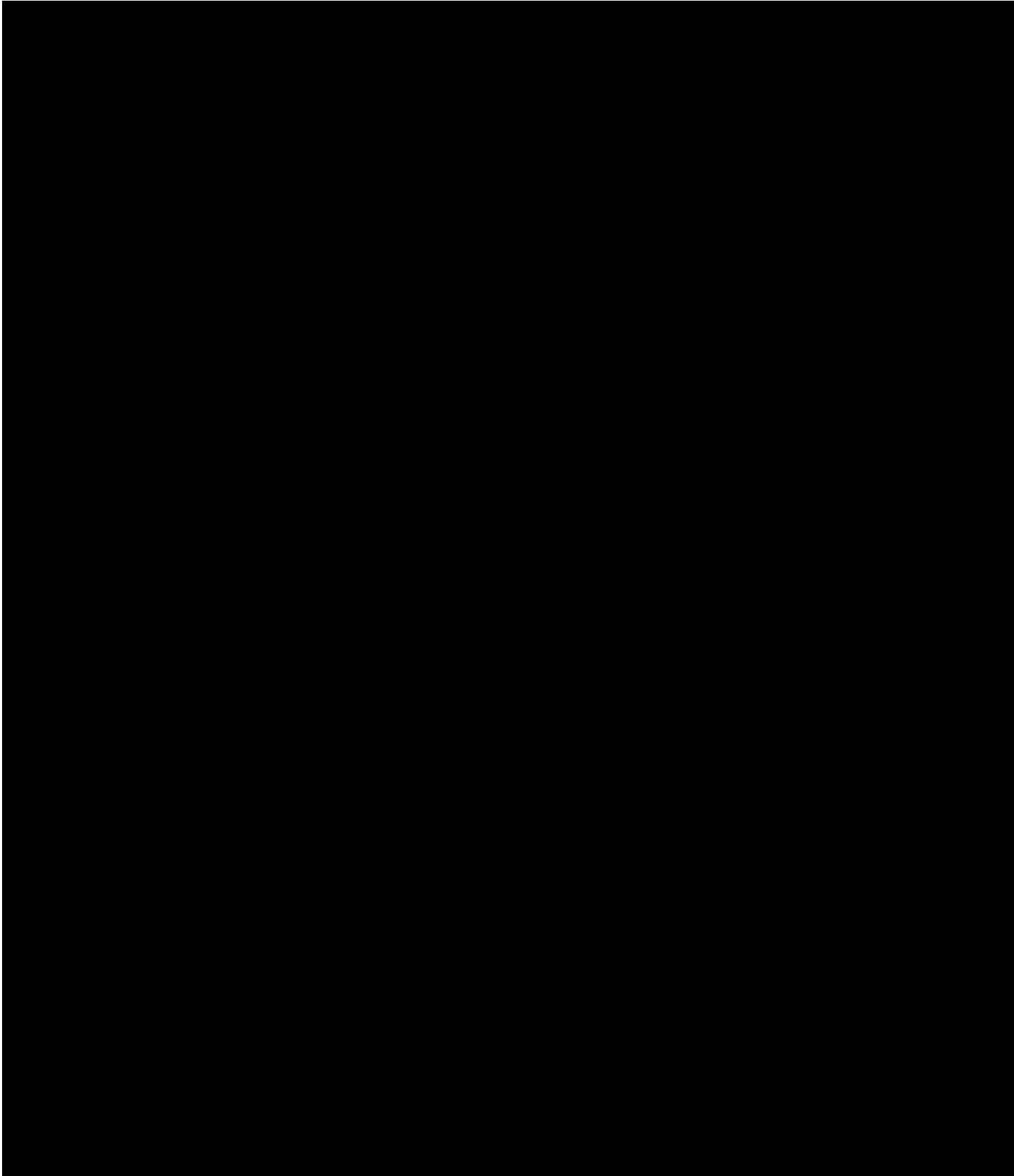
The award criteria for this contract was set out in full in Invitation to Tender with quality accounting for 65% and price for 35% of the total marks.

We can confirm that your tender received the following scores and ranking: -

Criteria	Your Weighted Score	Highest Scoring Tenderer's Total Weighted Marks	Your Rank (out of all 13 tenders received)
Price (out of 350 marks)	█	█	█
Quality (out of 650 marks)	█	█	█
Overall	█	█	█

commercial info

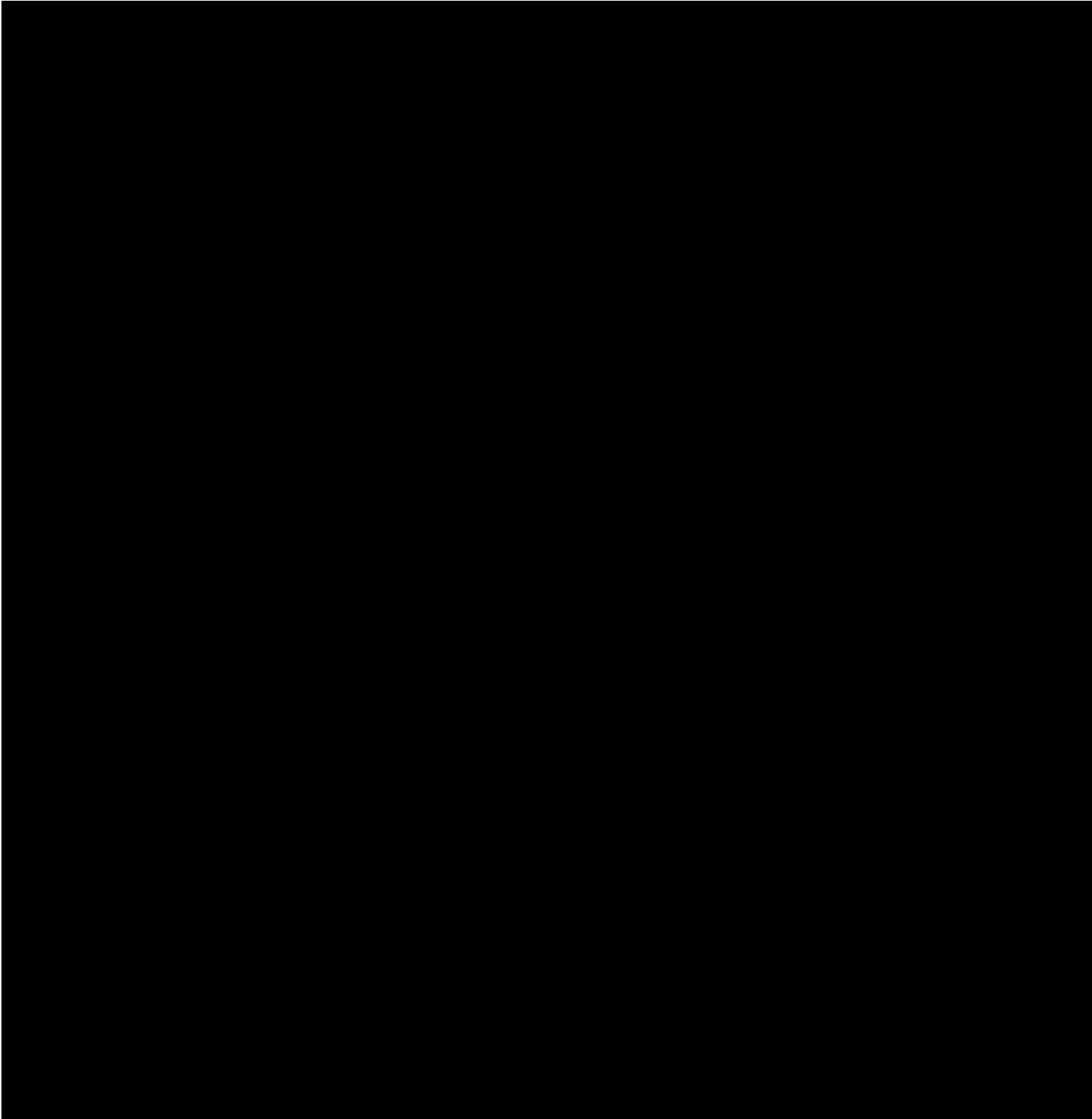
Please find details of the marks allocated to you for Quality and reasoning behind the Quality marks as follows: -



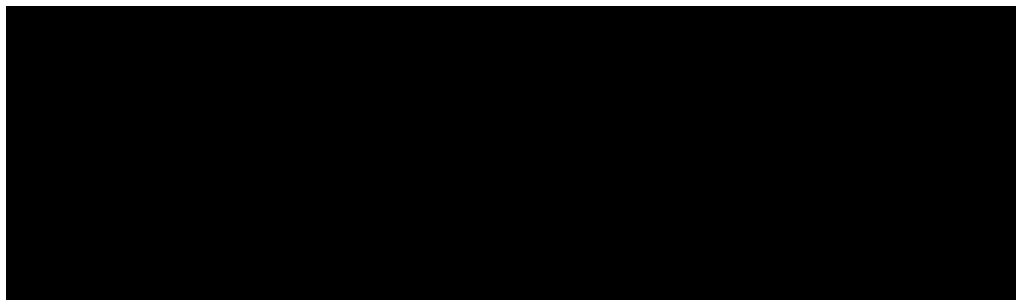
commercial info



Please find details of the marks allocated to you for Price and reasoning behind the Price marks as follows: -

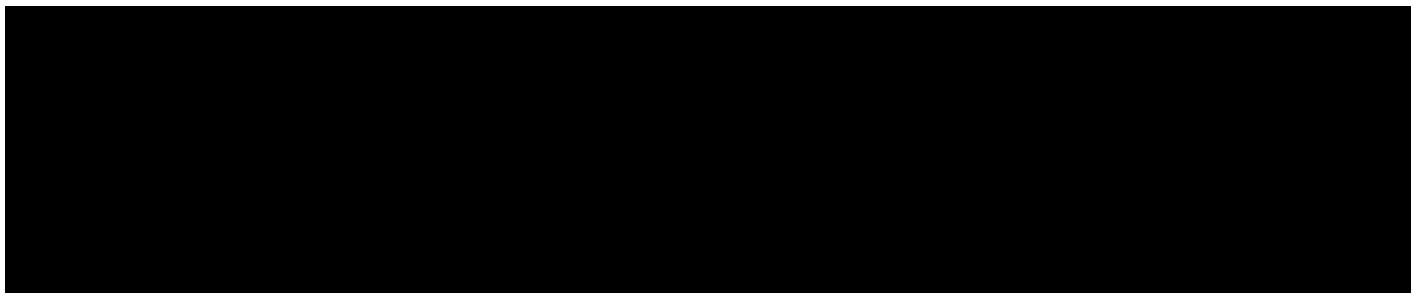


commercial & personal info



We will be in touch with you again at the end of the standstill period.

Yours faithfully



Head of Finance, Governance & Assurance
Shropshire Council

Marches LEP Director
Marches LEP