

personal info

GB-Shrewsbury: BOC 003 - PR & Marketing Services for the LEP and Growth Hub

GB-Shrewsbury: BOC 003 - PR & Marketing Services for the LEP and Growth Hub

Competitive Contract Notice

1. Title: GB-Shrewsbury: BOC 003 - PR & Marketing Services for the LEP and Growth Hub
2. Awarding Authority:
Shropshire Council
Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND, United Kingdom
Tel. 44 1743252993, Email: procurement@shropshire.gov.uk, URL: <http://www.shropshire.gov.uk>
Attn: [REDACTED]
3. Contract Type: Services
Sub Type: Advertising Services.
4. Description: Marketing services. Shropshire Council is acting on behalf of the Marches Local Enterprise Partnership (LEP) to appoint one or two contractors for the development and delivery of a communications strategy aimed at raising the profile and work of the LEP and Growth Hub.

LOT 1: PR & Marketing Services for the LEP

The development and delivery of a communications strategy aimed at raising the profile and work of the Marches Local Enterprise Partnership area as a business and investment location. This will include the development of the content of the LEP website, development and issuing of regular electronic newsletters, development of press releases and handling all media enquiries and promoting the LEP via social media.

LOT 2: PR & Marketing Services for the Marches Growth Hub

The development and delivery of a communications strategy aimed at raising the profile of the Growth Hub brand and the work of the Marches Growth Hub

5. CPV Codes:
79342000 - Marketing services.
6. NUTS Codes :
UKG22 - Shropshire CC
7. Main Site or Location of Works, Main Place of Delivery or Main Place of Performance: Shropshire CC,
8. Reference Attributed by the Awarding Authority: BOC 003
9. Estimated Value of Requirement: Category H: 100K to 500K
Currency: GBP
10. Deadline for Expression of Interest: 22/04/2015 12:00:00
11. Address to which they must be sent:
Shropshire Council
Shirehall, Abbey Foregate, Shrewsbury, SY2 6ND, United Kingdom
Tel. 44 1743252993, Email: procurement@shropshire.gov.uk, URL: <http://www.shropshire.gov.uk>
Attn: [REDACTED]

12. Other Information:

Other 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, and the contract will be awarded on the basis of the most economically advantageous tender.

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

<https://www.delta-esourcing.com/tenders/UK-GB-Shrewsbury:-BOC-003---PR-%26-Marketing-Services-for-the-LEP-and-Growth-Hub/5PW6M77988>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/5PW6M77988>

TKR-201541-PRO-6486652

Suitable for VCO: Yes

Procedure Type:OPEN

Period of Work Start date: 01/05/2015

Period of Work End date: 31/03/2017

Is this a Framework Agreement?: yes



on Behalf of



INSTRUCTIONS FOR TENDERING

**BOC 003 – PR & Marketing
Services**

**Lot 1 – For the Marches LEP
Lot 2 – For the Growth Hub**

Contract Description:

LOT 1: PR & Marketing Services for the LEP

The development and delivery of a communications strategy aimed at raising the profile and work of the Marches Local Enterprise Partnership area as a business and investment location. This will include the development of the content of the LEP website, development and issuing of regular electronic newsletters, development of press releases and handling all media enquiries and promoting the LEP via social media.

This lot will initially be awarded until 31st March 2016, with an option to extend for a further 12 months.

LOT 2: PR & Marketing Services for the Marches Growth Hub

The development and delivery of a communications strategy aimed at raising the profile of the Growth Hub brand and the work of the Marches

This lot will be awarded for the current available funding, which will expire at the end of the 2015/16 financial year.

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	4
3.4	Warranty	4
4.0	Tender Submission	5
5.0	Variant Bids	6
6.0	Tender Evaluation	6
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	13
18.0	Declaration	13

1.0 Invitation to Tender

- 1.1 You are invited to tender for the provision of a PR and Marketing Service for the Marches LEP and Growth Hub.
- 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. This includes the Marches LEP.

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, 22nd April 2015**.

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 15 April 2015.
- 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 1 May 2015.

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 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

Name of TENDERING
ORGANISATION
(please insert)

Be Bold Media Ltd

BOC 003 – PR & Marketing Services

Lot 1 – For the Marches LEP

Lot 2 – For the Growth Hub

LOT1 - The Marches Local Enterprise Partnership

The Marches Local Enterprise Partnership (LEP) was launched to create the conditions for economic vitality and sustainable employment across this diverse region, globally recognised for its pioneering industrial heritage and entrepreneurial spirit. The Marches LEP was in the first tranche of partnerships approved by the Government in 2010, joining some of the country's urban powerhouses at the cutting edge of economic development.

This business-driven, public-private sector partnership is tasked with leading co-ordinated action to stimulate the drivers of economic development, including housing, transport, infrastructure, broadband availability, inward investment and skills. The Marches LEP is aiming to improve the economic prosperity of the Marches area and create sustainable private sector employment. From small high-tech firms in remote rural locations to internationally renowned companies in vibrant town centres and busy market towns; the Marches LEP is committed to its diverse economic base, helping businesses to thrive.

Our strategy for growth includes an ambitious programme of activity including providing strategic leadership, informing housing & planning strategy and policy, influencing spend on transport, infrastructure and broadband availability, attracting inward investment and developing skills and HE provision. Working with Government and wider partners, we propose to provide access to finance for businesses, engage in cluster development and locally tailored business support to encourage all our aspiring growth businesses to increase their productivity, promote innovation and encourage graduate retention and jobs for young people, while maximising the value of our natural and economic assets in an environmentally sustainable way.

The Partnership is led by an eleven member board chaired by a leading business figure. It seeks to make the most of the range of local networks and support organisations that exist to ensure fully representative engagement with local business, whilst keeping the executive function small to aid timely and effective decision making.

Background

LOT 2 – Marches Growth Hub – the Gateway for business support

The main focus of the Marches Growth Hub will be the virtual Hub –

- A first class business friendly website with information and links to both national and local business support services and training. It will also hold information on training and best practise events for new and existing businesses with an online booking facility. The Growth Hub website will be fully aligned with the Business is Great Campaign including all branding of the website and marketing collateral. The Growth Hub website will include links to

content and tools on GOV.UK (including the diagnostic tool) and GREATbusiness.gov.uk

- A single contact 0845 telephone number and email which will provide information and advice to all enquiries and as appropriate broker new and existing business owners to the most appropriate local and national business support and training available to meet client needs.
- A 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 Hub marketing plan with the aim of building the profile of the Marches Growth Hub as a single point of access for business and skills support

Plus there will be three physical hubs in Hereford, Telford and Shrewsbury where local business support providers can hold clinics/meet with clients, hold business networking and best practise events and allow hot desking facilities for local and national business support providers. It is proposed the Virtual hub will have a soft launch from July 2015 with the website operating plus a main launch in September 2015.

We are seeking Tender responses from suppliers with the following experience/ background

1. Previous experience of delivering PR and marketing services for economic partnerships, including LEPs and/or the promotion of business and skills support services to new and existing business owners and managers
2. Good contacts within the Marches local business base and local/national media, good links with Marches local partners, local government and other LEPs
3. Good working relations with the relevant national government, organisations and communications teams
4. Previous experience of client website content development and management
5. Experience of operating effectively to support private and public sector clients working within a fast-moving, political environment
6. Experience of developing and delivering marketing collateral and PR which will encourage new and existing business owners and managers to seek business advice

Contract Description

LOT 1: PR & Marketing Services for the LEP

The development and delivery of a communications strategy aimed at raising the profile and work of the Marches Local Enterprise Partnership area as a business and investment location. This will include the development of the content of the LEP website, development and issuing of regular electronic newsletters, development of press releases and handling all media enquiries and promoting the LEP via social media.

This contract will initially be awarded until 31st March 2016, with an option to extend for a further 12 months.

LOT 2: PR & Marketing Services for the Marches Growth Hub

The development and delivery of a communications strategy aimed at raising the profile of the Growth Hub brand and the work of the Marches Growth Hub which

should include:-

- Development of Web based marketing/AdWords/online adverts
- Development of content for the Growth Hub website
- Development and production of the Growth Hub enewsletter - to promote case studies, events, new products
- PR and social media campaigns for the launch of virtual Hub in September 2015 and the three physical hubs and ongoing support

This lot will be awarded for the current available funding, which will expire at the end of the 2015/16 financial year.

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 and require further clarification, please contact 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;
 - 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. All questions require specific responses from you relating to the organisation named in Section B Question 1.1. 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

Section	Description	Page
A1	Form of Tender	6
A2	Non-Canvassing Certificate	7
A3	Non-Collusive Tendering Certificate	8
A4	Declaration of Connection with Officers or Elected Members of the Council	9
You must sign all 4 certificates in sections A1 to A4		
B	Applicant Organisation Details	10
C	Financial & Insurance Information	12

D	Outstanding Claims & Contract Terminations	14
E	Health & Safety and Equal Opportunities	15
F	Contract Experience and References	21
G	Accreditations and Skills Level	23
H	Tender Schedule – Lot 1	24
I	Tender Schedule – Lot 2	29

Award Criteria

Tenderers will be evaluated on the answers they provide in the 'Tender Response Document'. The following award 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

This information will be provided for proof of compliance and will be judged on a pass or fail basis. Tenderers must comply with these issues to demonstrate their proven competence, 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 / Q 1 & 2	Applicant details – For information only
Section C / Q 1 & 2	Adequate Financial Stability & Insurance
Section D / Q 1 & 2	Adequate Outstanding Claims & Terminations
Section E / Q 1 & 2	Adequate Health & Safety and Equal Opportunities
Section F / Q 1 & 2	Adequate Experience and References
Section G / Q 1	Adequate Accreditations and Skills Level

Section C Financial viability: Responses will be analysed and evaluated by the Authority's Audit sections and will include checks via an independent agency (currently Equifax).

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.

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.

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.

Section D Outcome of previous contracts: If in the opinion of the Contracting Authority the nature and level of outstanding claims and previous contract early terminations casts serious doubt on the Applicant's ability to perform this contract, they may be excluded.

Section E Health & Safety and Equalities: If in the opinion of the Contracting Authority the responses in this section are sufficiently poor as to cast serious doubt on the Applicant's abilities to perform this contract safely or to perform this contract with due regard for equalities, they may be excluded.

Section F Experience and References & G Accreditations and Skills Level: If, in the opinion of the Contracting Authority the responses in this section are sufficiently poor as to cast serious doubt on the Applicant's abilities to perform this contract they may be excluded.

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.

Lot 1 – PR and Marketing Services for the LEP

Section / Question No.	Award Criteria	Weighting / Max Marks Available
Price 40% (400 marks)		
Section H / Q 1	Price	40% / 400 max marks
Total for price		40% / 400 max marks
Quality 60% (600 marks)		
Section H / Q 2	Technical Specification	40% / 400 max marks
Section H / Q 3	Staff Experience	10% / 100 max marks
Section H / Q 4	Availability	10% / 100 max marks
Total for quality		60% / 600 max marks

Lot 2 – PR and Marketing for the Growth Hub

Section / Question No.	Award Criteria	Weighting / Max Marks Available
Price 40% (400 marks)		
Section I / Q 1	Price	40% / 400 max marks
Total for price		40% / 400 max marks
Quality 60% (600 marks)		
Section I / Q 2	Technical Specification	40% / 400 max marks
Section I / Q 3	Staff Experience	10% / 100 max marks
Section I / Q 4	Availability	10% / 100 max marks
Total for quality		60% / 600 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
<i>Excellent</i>	<i>10</i>	<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</i>

		<i>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 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 mark for quality will receive the full % available for that category. Other tenders will receive a % that reflects the difference in the marks between those tenders and the tender receiving the highest mark for that category.

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.

The tender receiving the highest mark for pricing will receive the maximum mark for pricing being 400 for Lot 1 and Lot 2. Other tenders will receive a % that reflects the difference in the marks between those tenders and the tender receiving the highest mark for that category.

Section A: **1. Form of Tender**

Form of Tender

Shropshire Council

Tender for PR and Marketing Services

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 provision of marketing and PR Services 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]

DateApril 21 2015.....

DesignationDirector.....

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

Address1st Floor, Vantage House, Stafford Road, Newport,

.....Shropshire.....

..... Post CodeTF10 7LZ.....

Tel No01952 898121.

Fax No01952 897851.....

E-mail address [REDACTED]

Web addresswww.bebold.media

.....

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 or 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)  Status.....Director.....

Signed (2)  Status.....Managing Director

(For and on behalf ofBe Bold Media Ltd.....)

DateApril 21 2015.....

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:

We certify that this is a bona fide Tender, intended to be competitive and that 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.

We also certify that I/We have not done and undertake that 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)  Status.....Director.....

Signed (2)  Status.....Director.....

(For and on behalf ofBe Bold Media Ltd.....)

DateApril 21 2015.....

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: Applicant Organisation Details

1.	Applicant Details	
1.1	Name of contracting Company/Organisation: Be Bold Media Ltd Address: 1 st Floor, Vantage House, Stafford Road, Newport, Shropshire Postcode: TF10 7LZ Tel: 01952 898121 Email: ██████████	
1. 2	Registered name (if different from above): Registered Office Address: Postcode: Company registration number:	
1. 3	Details of the individual completing this application and to which we may correspond: Name: ██████████ Job title: Director Correspondence Address: As above Postcode: As above Tel: As above Email:	
1. 4	Type of Organisation (please tick all those appropriate):	
(a)	Sole trader	
(b)	Partnership	
(c)	Private Limited Company	X
(d)	Public Limited Company	

(e)	Charity/Social enterprise	
(f)	Franchise	
(g)	Public Sector Organisation	
1.5	<p>Are you a Small or Medium Sized Enterprise (SME) <i>*An SME can be defined as an enterprise which employs fewer than 250 people</i></p> <p>If No, Please confirm you are an enterprise which employs more than 250 people</p>	<p>YES</p> <p>YES/NO</p>

2.	Company History/Background	
2.1	Date Company established: 27 July 2077	
2.2	Is the applicant a subsidiary of another company as defined by the Companies Act 1985?	NO
2.3	<p>If YES to 2.2 give the following details of the Holding/Parent Company:</p> <p>Registered Name:</p> <p>Registered Address:</p> <p>Postcode:</p> <p>Registration Number:</p>	
2.4	How many years has your company been providing marketing and PR Services?	_____ years
2.5	Total number of employees: _____	
2.6	Total number of employees engaged solely in the provision of marketing and PR Services?	_____

Section C: Financial & Insurance Information

1.	Insurance Details	
*	<p><i>Why do we need to know this?</i></p> <p><i>We need to ensure that all of our suppliers have adequate insurance. The Council has set minimum insurance requirements which all companies working with the Council must adhere to.</i></p> <p><i>Please note that on some limited occasions the council may agree to vary these levels dependant on the nature of the contract.</i></p>	
1.1 (a)	Please Confirm that you hold a minimum of £5,000,000 Public Liability Insurance	YES
(b)	<p>Please detail the relevant policy information and state if any conditions or exceptions apply to the policy.</p> <p>Name of Insurance Company ...Glemham.....</p> <p>Date policy taken out 5/1/2015.....</p> <p>Expiry date of the policy 4/1/2016.....</p> <p>Policy number/reference XXXXXXXXXX</p> <p>Conditions/Exceptions</p> <p>.....</p> <p>.....</p>	
1.2 (a)	Please confirm that you hold a minimum of £5,000,000 Employer's Liability Insurance	YES
(b)	<p>Please detail the relevant policy information and state if any conditions or exceptions apply to the policy.</p> <p>Name of Insurance Company Glemham.....</p> <p>Date policy taken out 5/1/2015.....</p> <p>Expiry date of the policy 4/1/2016.....</p> <p>Policy number/reference XXXXXXXXXX</p> <p>Conditions/Exceptions</p> <p>.....</p> <p>.....</p>	
1.3	Please enclose photocopies of your Certificates of Insurance duly signed as authentic copies of the originals	Enclosed YES

Section D: **Outstanding Claims and Contract Terminations**

1. Outstanding Claims / County Court Judgements	
1.1	Do you have any outstanding claims, litigations or judgements against your organisation? NO
1.2	If YES to 1.1 please provide further details.

2. Contract Terminations/Deductions	
2.1	Please give details of all contracts in the last 3 years which have been terminated early giving the name of the client company/authority, the date of termination and the reasons for termination.
2.2	Please give details of all fines, penalties or deductions incurred in the last 3 years as a result of non-performance under any contract.

Section E: Health & Safety and Equal Opportunities

1.	Health & Safety at Work	
*	<p><i>Why do we need to know this?</i></p> <p><i>We need to ensure that all companies that work with Shropshire Council are able to operate safely. We assess this by asking questions about arrangements at the contract stage and continue to monitor ongoing performance with all companies working on our behalf.</i></p> <p><i>Health & safety measures do not have to be expensive, time consuming or complicated – especially for smaller companies. In fact, safer and more efficient working practices can save money and greatly improve working conditions for employees. Shropshire Council is committed to promoting safe and proportionate working practices to companies as it recognises the benefits this can bring for companies competing for business both for local authority contracts and elsewhere.</i></p> <p><i>Information to help small companies is available on the Health and Safety Executive's (HSE) website.</i></p> <p><i>Health and Safety Executive's website: http://www.hse.gov.uk/</i></p> <p><i>Looking after your Business: http://www.hse.gov.uk/business/</i></p> <p><i>Getting Started Step-by-step: http://www.hse.gov.uk/business/must-do.htm</i></p>	
1.1	<p>Does your organisation have a formal health and safety policy or statement?</p> <p>*(if you employ 5 or more employees you are required to produce a Health and Safety Policy/Statement under the Health & Safety at Work Act 1974)</p> <p>Please tick here if copy enclosed <input checked="" type="checkbox"/></p>	YES
1.2	<p>Do you currently hold any external health and safety accreditations, such as CHAS (Contractors Health and Safety Assessment Scheme), or equivalent?</p>	NO
1.3	<p>If YES to 1.2 please supply the following details as well as a copy of any certificates.</p> <p>Accrediting Organisation:</p> <p>Reference No:</p> <p>Date accreditation expires or is to be renewed:</p> <p>Please tick here if a copy of certificate attached <input type="checkbox"/></p>	
1.4	<p>Has your company been served with an enforcement notice or been</p>	NO

	prosecuted in the past 3 years for breaches of health and safety legislation?	
1.5	If YES to 1.4 please give details of the prosecution or notice (and what measures you have taken to ensure the issue(s) will not re-occur).	
1.6	Do you routinely carry out Risk Assessments?	NO
1.7	If YES to 1.6 please state what has been assessed. (At certain times, the Council may request copies of risk assessments, safe working procedure, or safety method statements.)	
1.8	Do you have a health and safety training programme for employees?	NO
1.9	If YES to 1.8 please state what training has been given.	
1.10	Does your company monitor: (a) Accidents (b) Ill health caused by work (c) Health & Safety Performance	YES YES YES
1.11	Does your company have a recognised health & safety management system? Please give details below:	NO

<p>1.12</p>	<p>Please state how many accidents have been reported to your Enforcing Authority under RIDDOR (The Reporting of Injuries, Diseases and Dangerous Occurrences Regulations) in the last 2 years?</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="2" style="text-align: center;">Total</th> </tr> </thead> <tbody> <tr> <td style="width: 80%;">No. of accidents reported under RIDDOR last year</td> <td style="text-align: center;">0</td> </tr> <tr> <td>No. of accidents reported under RIDDOR this year</td> <td style="text-align: center;">0</td> </tr> </tbody> </table>	Total		No. of accidents reported under RIDDOR last year	0	No. of accidents reported under RIDDOR this year	0	
Total								
No. of accidents reported under RIDDOR last year	0							
No. of accidents reported under RIDDOR this year	0							
<p>1.13</p>	<p>Does your company consult with employees on health and safety? If YES, please give details below. Health & Safety statement available</p>	<p>YES</p>						
<p>1.14</p>	<p>Will you be using any sub contractors as part of this contract?</p>	<p>YES</p>						
<p>1.15</p>	<p>If YES to 1.14 please give details of who your sub contractors are.</p> <div style="background-color: black; width: 100%; height: 40px; margin-top: 10px;"></div>							
<p>1.16</p>	<p>If YES to 1.14 how do you ensure they are competent?</p> <div style="background-color: black; width: 100%; height: 60px; margin-top: 10px;"></div>							
<p>1.17</p>	<p>Where do you get your competent health and safety advice?</p> <div style="background-color: black; width: 100%; height: 80px; margin-top: 10px;"></div>							

2.	Equal Opportunities	
*	<p><i>Why do we need to know this?</i></p> <p><i>The equality duties placed on public authorities requires the Council to have due regard to the need to eliminate unlawful discrimination.</i></p> <p><i>We need to ensure all companies that work with Shropshire Council comply with both UK and EU regulations regarding equal opportunities and discrimination law. The Council actively promotes equal opportunities in procurement and partnership.</i></p> <p><i>The Council also needs to ensure that there are no outstanding claims against your organisation regarding discrimination.</i></p> <p><i>Information to help small companies is available at:</i></p> <p><i>Equality and Human Rights Commission -</i></p> <p>http://www.equalityhumanrights.com/advice-and-guidance/here-for-business/</p> <p><i>Useful links for guidance & Information -</i></p> <p>http://www.equalityhumanrights.com/advice-and-guidance/here-for-business/guidance-for-small-and-medium-size-businesses/related-links/</p>	
2.1	<p>How do you comply with your statutory obligation under UK/EU equalities and discrimination legislation (or equivalent legislation and regulations in the countries in which you employ staff)?</p> <ul style="list-style-type: none"> - UK/EU equalities and discrimination legislation includes:- - Human Rights Act 1998 - Equality Act 2010 <p>Please enclose evidence for the above e.g. documents, instructions, recruitment advertisements or other literature.</p> <p>See Equality and Diversity statement attached</p>	<p>Enclosed YES</p>

2.2	<p>As a contractor providing a public service on behalf of a local authority, you have a duty to comply with the General Duties of the Public Sector Equality Duty as outlined below.</p> <ul style="list-style-type: none"> • Eliminate discrimination, harassment and victimisation that is unlawful under the Equality Act 2010; • Advance equality of opportunity between those who share protected characteristics and those who do not; • Foster good relations between those who share protected characteristics and those who do not. <p>How do you promote equality in your service delivery and towards your employee management as part of your operations?</p> <p>See Equality and Diversity statement attached</p>	
2.3	In the last 3 years, has any claim or finding of unlawful discrimination been made against your organisation by any court?	NO
2.4	If YES to 2.3, please give details.	
2.5	In the last 3 years, has your organisation been the subject of formal investigation by the Equality and Human Rights Commission?	NO
2.6	If YES to 2.5, please give details.	
2.7	<p>(NB Organisations with less than 5 employees are not required to respond to questions 2.8 and 2.9)</p> <p>How do you promote the diversity of your workforce e.g. do you take steps to encourage people from under-represented groups to apply for jobs or take up training opportunities and career progression?</p> <p>Please provide evidence of the above.</p>	

	See Equality and Diversity statement attached,	
2.8	<p>Do you have a grievance process to address all complaints relating to perceived discrimination?</p> <p>Provide evidence for the above</p> <p>See Equality and Diversity statement attached</p>	NO
2.9	<p>Organisation with less than 5 employees must confirm below that they will meet the requirements set out in questions 2.8 and 2.9 if they increase their number of staff above 5.</p> <p style="text-align: center;">Confirmed</p>	YES

Section F: Contract Experience and References

1 Contract Experience and References					
1.1 Please list below up to a maximum of 10 similar contracts undertaken by your company in the past 3 years or currently being handled. Any previous Public Sector experience will be of particular interest.					
	Name of Organisation/Company	Contact Name, Address & Contact Details	Value of Contract (£)	Nature of work undertaken	Contract Dates (From – To)
1	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	March 2011 – March 2015
2	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	July 2012 - ongoing

3	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	October 2013 -ongoing
4	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	November 2011 - ongoing
5	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	2011, 2012, 2013, 2014
6	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	December 2013 - ongoing
7	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	March 2011 - ongoing
8					

2.
1

Please set out below why you feel your organisation is well placed to undertake this contract. You should include in your answer a brief history of your organisation and details of any previous similar contracts and experience in order to illustrate proven competency for the required services.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

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

	<p>[REDACTED]</p>
	<p>[REDACTED]</p>
	<p>[REDACTED]</p>
	<p>[REDACTED]</p>
	<p>[REDACTED]</p>
	<ul style="list-style-type: none">[REDACTED][REDACTED][REDACTED][REDACTED][REDACTED]
	<p>[REDACTED]</p>
	<p>[REDACTED]</p>
	<p>[REDACTED]</p>
	<p>[REDACTED]</p>
	<p>[REDACTED]</p>
	<p>[REDACTED]</p>

Section G: Accreditations and Skills Level

1.	Accreditations			
1.1	<p>Please list any professional or trade organisations by which your company is accredited. You should only list those that are relevant to this contract and which will support your application.</p> <p>Please state whether the award belongs to the company or an individual.</p>			
	Name of Awarding Organisation/Body	Level of Accreditation	Date Achieved	Date of Expiry/ Renewal
	[REDACTED]	[REDACTED]	April 2015	May 2016
	[REDACTED]	[REDACTED]	October 2011	October 2015
	[REDACTED]	[REDACTED]	April 2015	April 2016
	Please provide copies of the certificates you have given above or other proof of the qualifications.			Enclosed (CIM)
1.2	<p>Please state any formal quality assurance systems relevant to this contract, which your company operates.</p>			
	Name of Awarding Organisation/Body	Registration Number	Name of Quality Assurance System	Date Achieved
				Date of Expiry/ Renewal
	Please provide copies of the certificates you have given above or other proof of the qualifications.			Enclosed YES/NO

**Section H:
Tender Schedule
Lot 1 – PR and Marketing Services for the Marches LEP**

1.	Pricing Schedule – 40%																									
1. 1	<p>We have a budget of up to £38,500 for the PR & Marketing Services for the Marches LEP. The work for this project must be completed by March 2016. We may extend this project to March 2017, subject to mutual agreement and further funding becoming available.</p> <p>To assess the pricing, 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 2016. Your response should include:-</p> <ul style="list-style-type: none"> a) Your Total Costs, including a full breakdown against key areas of activity e.g. PR, website content, social media development & management, enewsletter production etc. b) Your hourly rate and the numbers of 7.5hr working days equivalent you would provide/month c) Whether you will charge for expenses separately N.B. the LEP will set a cap /month on expenses d) How the proposal provides value for money /what innovative practises you will provide <p>a) Costs</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%; height: 20px;">[REDACTED]</td> <td style="width: 20%; height: 20px;">[REDACTED]</td> <td style="width: 20%; height: 20px;">[REDACTED]</td> </tr> <tr> <td style="height: 40px;">[REDACTED]</td> <td style="height: 40px;">[REDACTED]</td> <td style="height: 40px;">[REDACTED]</td> </tr> <tr> <td style="height: 20px;">[REDACTED]</td> <td style="height: 20px;">[REDACTED]</td> <td style="height: 20px;">[REDACTED]</td> </tr> <tr> <td style="height: 40px;">[REDACTED]</td> <td style="height: 40px;">[REDACTED]</td> <td style="height: 40px;">[REDACTED]</td> </tr> <tr> <td style="height: 20px;">[REDACTED]</td> <td style="height: 20px;">[REDACTED]</td> <td style="height: 20px;">[REDACTED]</td> </tr> <tr> <td style="height: 40px;">[REDACTED]</td> <td style="height: 40px;">[REDACTED]</td> <td style="height: 40px;">[REDACTED]</td> </tr> <tr> <td style="height: 20px;">[REDACTED]</td> <td style="height: 20px;">[REDACTED]</td> <td style="height: 20px;">[REDACTED]</td> </tr> <tr> <td style="height: 20px;">[REDACTED]</td> <td style="height: 20px;">[REDACTED]</td> <td style="height: 20px;">[REDACTED]</td> </tr> </table> <p>[REDACTED]</p> <p>[REDACTED]</p>		[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]																								
[REDACTED]	[REDACTED]	[REDACTED]																								
[REDACTED]	[REDACTED]	[REDACTED]																								
[REDACTED]	[REDACTED]	[REDACTED]																								
[REDACTED]	[REDACTED]	[REDACTED]																								
[REDACTED]	[REDACTED]	[REDACTED]																								
[REDACTED]	[REDACTED]	[REDACTED]																								
[REDACTED]	[REDACTED]	[REDACTED]																								

2.	Communications Strategy – 40%
1. 1	<p>Please provide a detailed response on the approach to be taken to the five areas of activity outlined below, your proposed methodology, timetable and any comments on anticipated deliverables:-</p> <ul style="list-style-type: none">• The development and delivery of a communications strategy aimed at raising the profile and work of the Marches Local Enterprise Partnership area as a business and investment location.• Developing the content of the LEP website• Developing and issuing regular electronic newsletters,• Developing press releases and handling all media enquiries• Promoting LEP projects and activities via social media <p>Background</p> <p>[Redacted text block]</p>

A large rectangular area containing multiple lines of text that have been completely redacted with black bars. Some lines are preceded by a slash symbol (/). The redactions cover almost all text within the box, leaving only the symbols and some line breaks visible.

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

[Redacted content]

	<ul style="list-style-type: none">[REDACTED][REDACTED][REDACTED][REDACTED][REDACTED][REDACTED][REDACTED][REDACTED]
--	---

3.	Staff & Experience – 10%
	<p data-bbox="263 264 1412 331">Please outline how many staff will be dedicated to this service delivery, their names and their levels of experience and qualifications.</p> <p data-bbox="263 360 448 412">[REDACTED]</p> <p data-bbox="263 443 1406 629">[REDACTED]</p> <p data-bbox="263 663 1390 815">[REDACTED]</p> <p data-bbox="263 846 1422 999">[REDACTED]</p> <p data-bbox="263 1028 469 1079">[REDACTED]</p> <p data-bbox="263 1111 1422 1301">[REDACTED]</p> <p data-bbox="263 1330 1385 1447">[REDACTED]</p> <p data-bbox="263 1476 1369 1592">[REDACTED]</p> <p data-bbox="263 1621 560 1673">[REDACTED]</p> <p data-bbox="263 1704 1406 1856">[REDACTED]</p> <p data-bbox="263 1886 1374 2027">[REDACTED]</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> <p>[Redacted]</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> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>
--	---

4.	Availability – 10%
	<p>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.</p> <p>Please outline how you will service out of hours and short notice requests of support from the LEP:-</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>

	
--	--

Section I:
Tender Schedule – Lot 2
PR and Marketing Services for the Growth Hub

1.	Pricing Schedule – 40%
-----------	-------------------------------

1.
1

We have a budget of up to £45,000 for the PR & Marketing Services for the Marches Growth Hub. The work for this project must be completed by March 2016. We are not anticipating any further funding to become available after this date.

To assess the pricing, we are looking at the greatest value the budget can achieve. Please set out your plan on how this money would be spent and your timeline. Your response should include:-

- a) Your Total Costs, including a full breakdown against key areas of activity e.g. PR, website content, social media development & management, enewsletter production etc.
- b) Your hourly rate and the numbers of 7.5hr working days equivalent you would provide/month
- c) Whether you will charge for expenses separately N.B. the LEP will set a cap /month on expenses
- d) How the proposal provides value for money /what innovative practises you will provide

a) Costs

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

[REDACTED]

d) Value for money/ innovative practises:

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

Communications Strategy – 40%

Please provide a detailed response on the approach to be taken to the five areas of activity outlined below, your proposed methodology, timetable and any comments on anticipated deliverables:-

- The development and delivery of a communications strategy aimed at raising the profile of the Growth Hub brand and the work of the Marches Growth Hub
- Web based marketing/AdWords/online adverts
- Development of the content of the Business Growth Hub website
- Development and production of the Hub enewsletter - to promote case studies, events, new products
- PR and social media campaigns for the launch of virtual Hub in September 2015 and the three physical hubs and ongoing support

Background

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted text block]

[Redacted]

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

[Redacted]

[Redacted]

[Redacted]

[Redacted]





[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[Redacted]

[Redacted]

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

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



3. Staff & Experience – 10%

Please outline how many staff will be dedicated to this service delivery, their names and their levels of experience and qualifications.

[Redacted content]

4.	Availability – 10%
	<p>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.</p> <p>Please outline how you will service out of hours and short notice requests of support from ourselves for the Growth Hub:-</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p> <p>[Redacted]</p>

personal info

Be Bold Media Ltd
1st Floor
Vantage House
Stafford Road
Newport
TF10 7LZ

Shropshire Council
Shirehall
Abbey Foregate
Shrewsbury
Shropshire SY2 6ND

Date: 12 May 2015

Dear Amy

BOC 003 – PR & Marketing Services
Lot 1 – For the Marches LEP
Lot 2 – For the Growth Hub

SHROPSHIRE COUNCIL

SUBJECT TO CONTRACT

This is an Award Decision Notice pursuant to Regulation 32 of The Public Contracts Regulations 2006 (the "Regulations").

We are pleased to inform you that, following the evaluation process, Shropshire Council proposes to accept your offer for the provision of the above 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 Regulation 32A of the Regulations; this period will end at midnight on 22 May 2015.

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 contract after the expiry of the standstill period.

The award criteria for this tender was set out in full in the Invitation to Tender with quality accounting for 60% and price for 40% of the total marks.

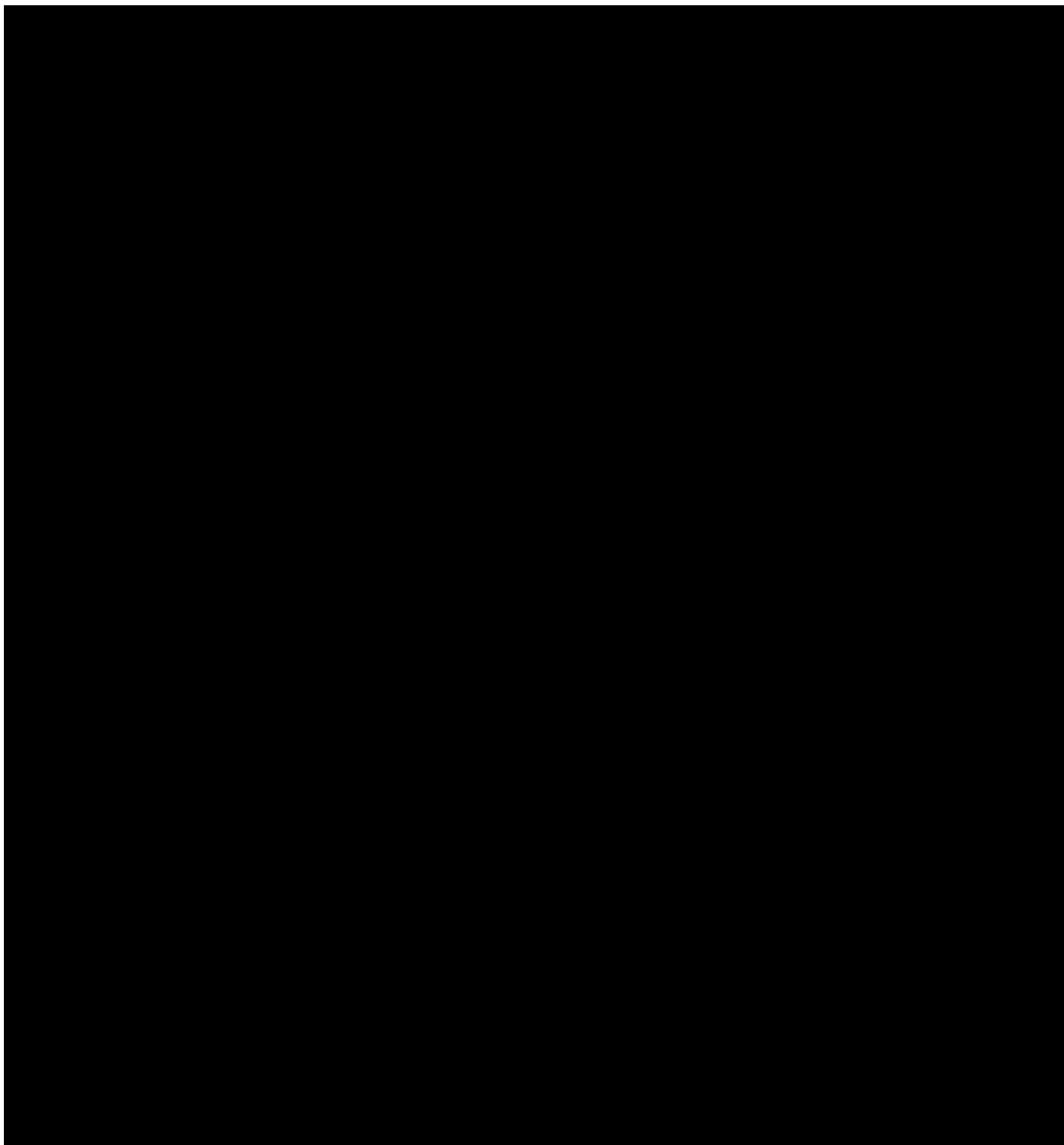
Lot 1- Marches LEP

Criteria	Your Weighted Score	Winning Tenderer's Total Weighted Marks	Your Rank (out of all 9 tenders received)
----------	---------------------	---	---

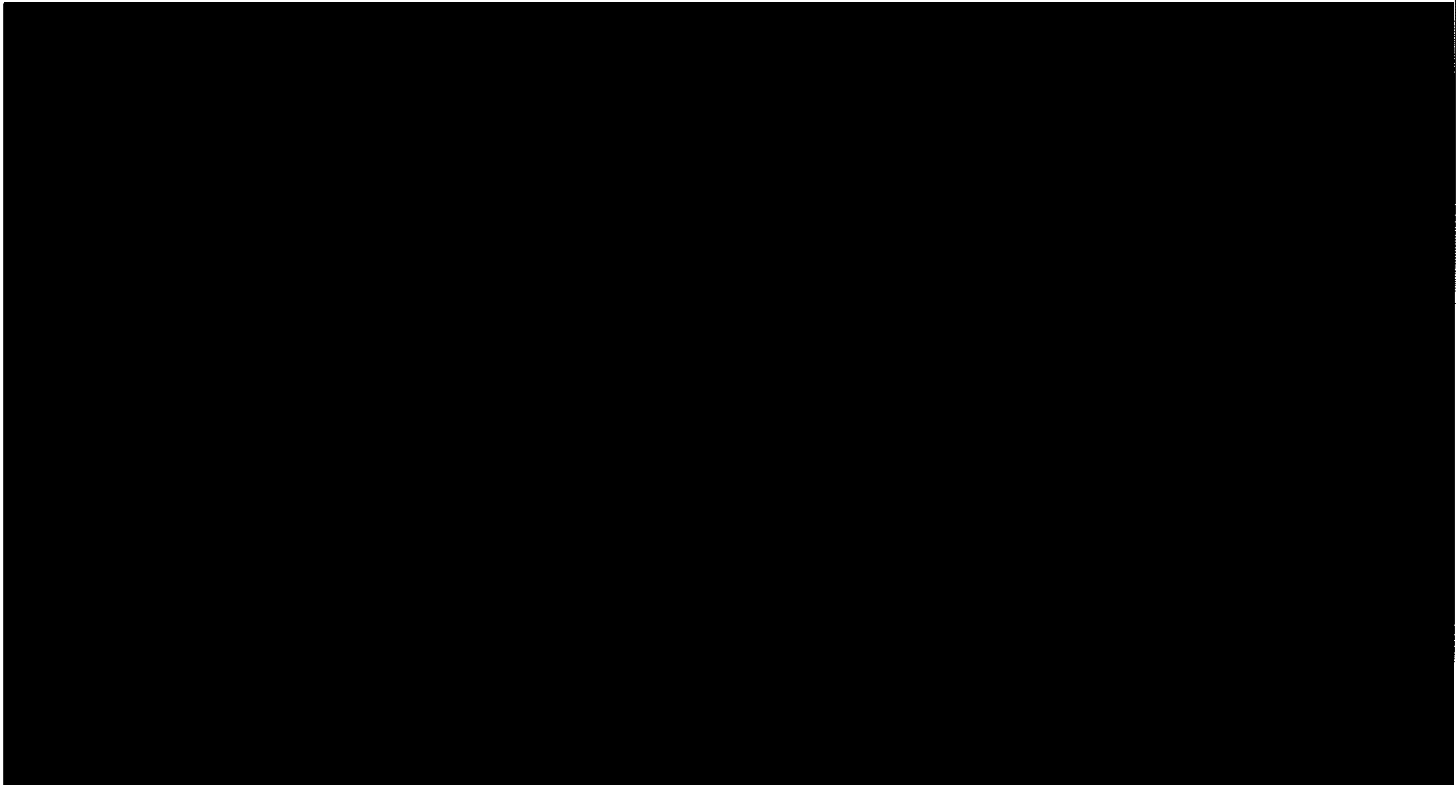
commercial info

Price (out of 400 marks)							
Quality (out of 600 marks)							
Overall							

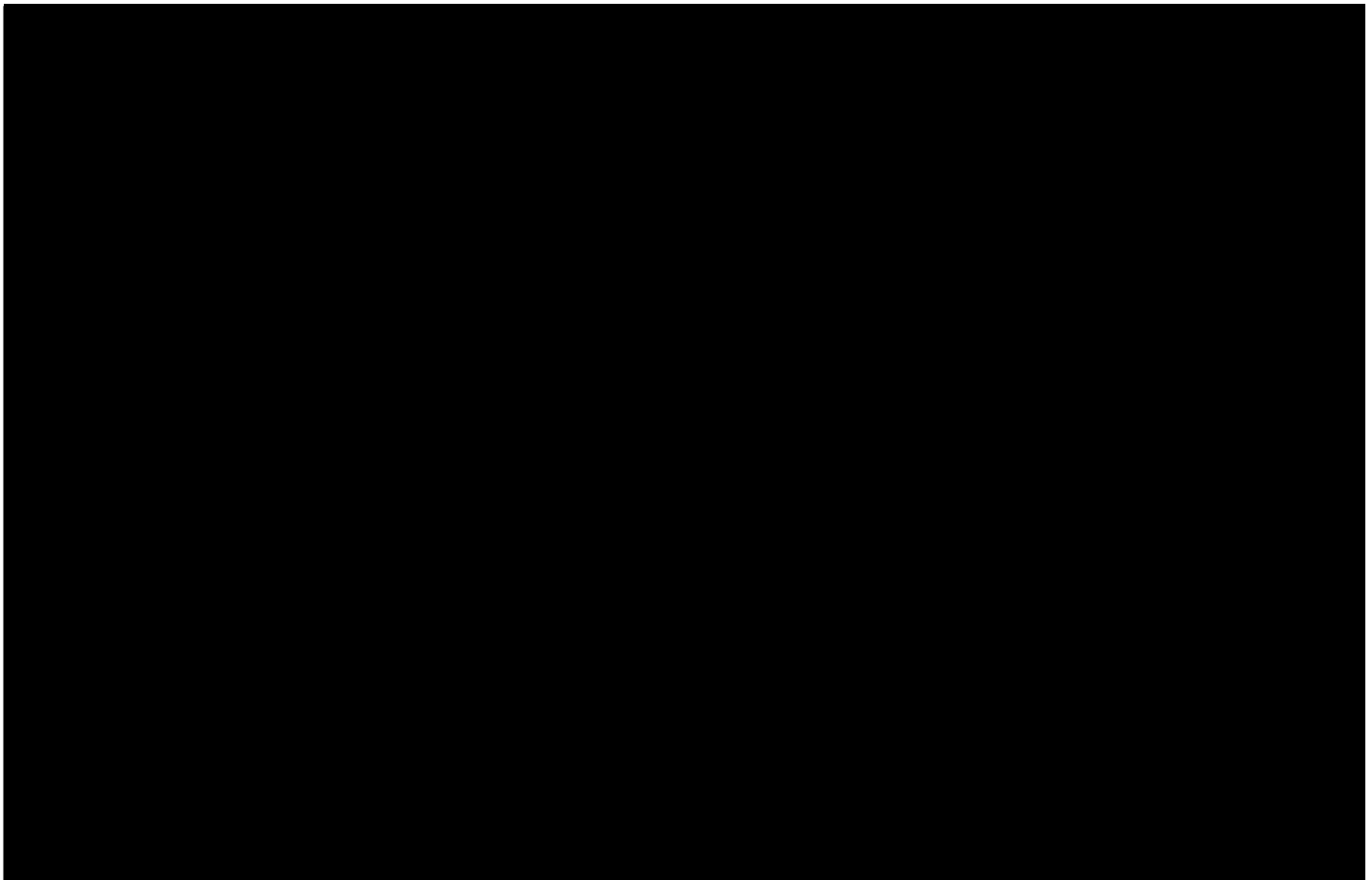
Please find details of the marks and reasoning behind the marks allocated to you as follows:-



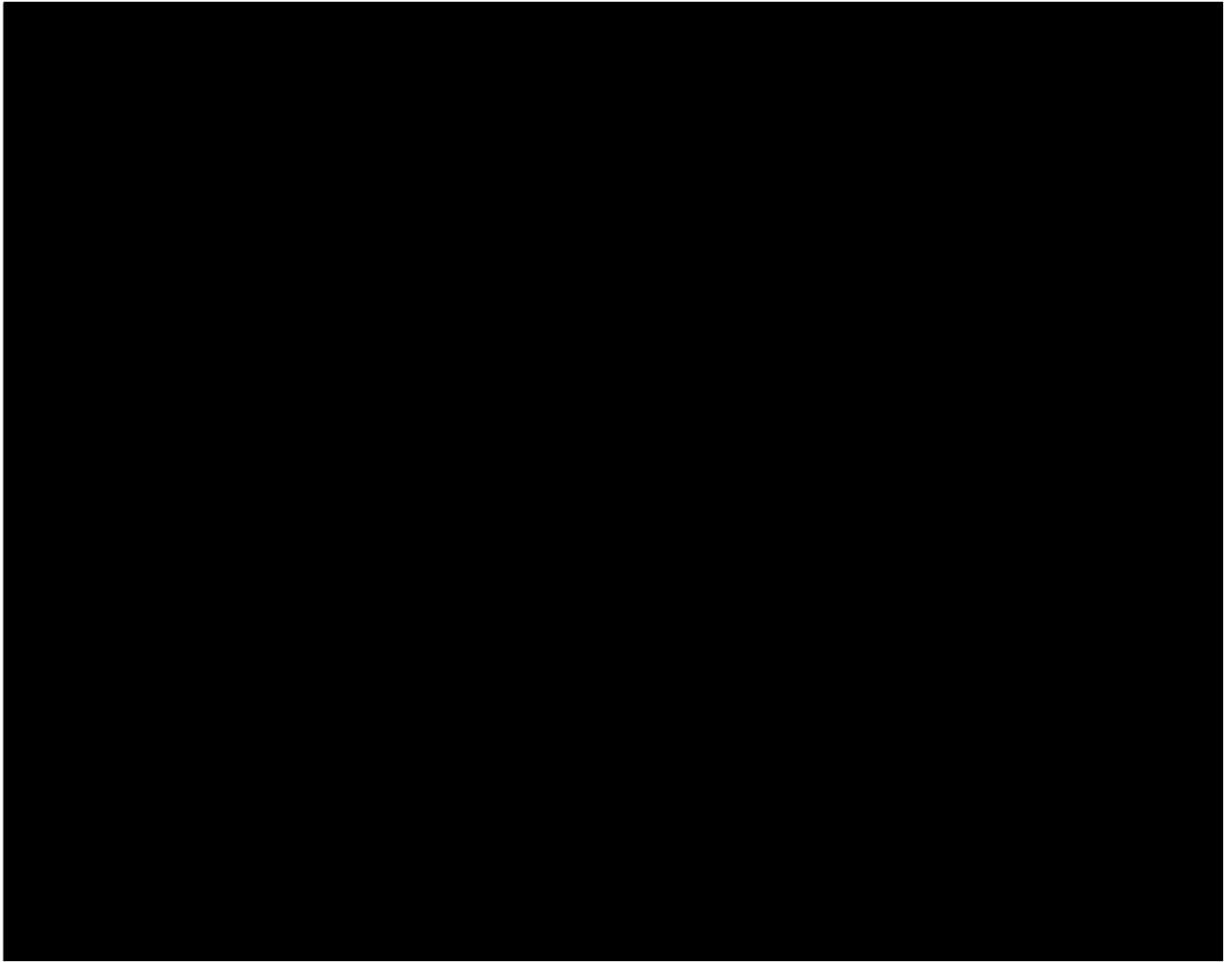
commercial info



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

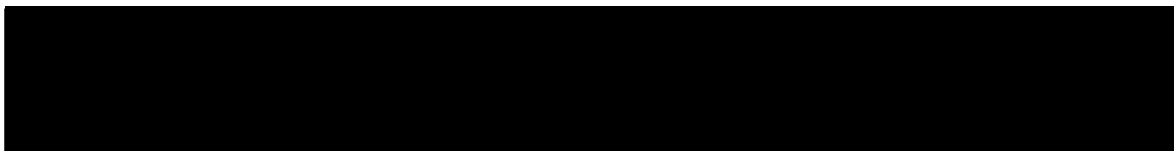


commercial & personal info



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

Yours sincerely



Marches LEP Director
Marches LEP

LEP Partnership Manager
Marches LEP