

Growth Platform

Invitation to Tender

Marketing and Communications Support

Background

Growth Platform is Liverpool City Region's economic enabler, designed to support people and businesses to realise their potential and generate growth. Our role is to strengthen and simplify our regional ecosystem, creating a sustainable economy that reflects the needs of all our business community across Halton, Knowsley, Liverpool, Sefton, St Helens and Wirral.

We exist to enable change and growth that makes our economy work for everyone; to provide guidance, inspiration and support for businesses, create opportunities for growth and foster resilience.

www.growthplatform.org

Through growth platform we deliver a business support service known locally as Local Growth Hub. This service provides advice, support and funding for businesses across Liverpool, Halton, Knowsley, Sefton, St Helens and Wirral. We have teams in each of the boroughs who help businesses at the thinking, starting, scaling and unlocking stages of growth. Our vision is a successful city region built through successful local businesses. We believe that when local businesses grow, the local economy grows.

The Local Growth Hub is managed by Growth Platform and is part-funded by the European Regional Development Fund (ERDF). We're backed by the Department for Business, Energy and Industrial Strategy (BEIS) and run in collaboration with local public and private sector partners.

www.localgrowthhub.com

Requirement

We wish to appoint a consultancy service to develop and deliver Growth Platform's Local Growth Hub marketing and communications activity, to communicate clearly its offer to businesses within the Liverpool City Region and signpost them to the support and advice that is on offer to help them grow.

In order to do this, an agency will be appointed to:

- Provide strategy advice and guidance to continuously improve the Local Growth Hub Service and comms
- Plan and deliver key campaigns

- Strategically support the Growth Platform's communications and marketing team with wider initiatives such as sector campaigns and virtual event programmes
- Lead on video strategy, planning and construction
- Measure and evaluation of the performance of marketing campaigns and ROI

Marketing Strategy and Communication Planning

- Develop and implement a marketing strategy and timeline which drives the growth and evolution of Growth Platform's Local Growth Hub service
- Plan hero campaigns to drive awareness and enquires for key initiatives being delivered by Growth Platform and the Local Growth Hub service
- Provide strategy direction and ideation support for wider sector campaigns
- Lead on content strategy and messaging

Campaign Delivery

- Campaign content creation (inc design)
- Campaign landing pages build out
- Audience building (inc list management)
- Campaign email campaigns (inc automation)
- Paid search and media campaign management and optimisation

Virtual event Support (e.g. webinars)

- Creation of virtual events programme
- Sourcing joint event opportunities
- Event delivery support

Communications

- Work with Growth Platform and Local Growth Hub delivery team (brokers and programme partners) to develop and maintain a PR plan based around key milestones, successes and programme updates
- Monitor media for relevant PR opportunities (including features, interviews etc.)
- Broker engagement
- Ongoing stakeholder engagement

Marketing Content and Assets

- Develop and maintain digital marketing content and assets required to effectively support the marketing and communications strategy activity
- Creative and video content
- Multimedia content plan to support campaigns and wider initiatives
- Creative briefs and storyboarding
- Design outputs
- Video production management
- Asset delivery

Evaluation and Measurement

- Reporting and dashboard set up
- Performance and improvement reporting

Timescales

The contract is for an initial 6 month period to run from early October 2020 to 31st March 2021. There is a possibility of a 12 month extension to the contract at Growth Platform's absolute discretion, subject to funding, performance and strategic alignment.

Published	14 th September 2020
Deadline for supplier questions	21 st September 2020
Deadline for Growth Platform response to supplier questions	21 st September 2020
Deadline for tenders to lisa.duddridge@growthplatform.org	24th September 2020
Clarification Interviews (if required)	w/c 28 th September 2020
Supplier notified of award of contract	w/c 28 th September 2020
Contracts issued	w/c 28 th September 2020
Contract Start date	5 th October 2020

Indicative Budget

£31,200 Early October 2020 – End March 2021

Any extension is expected to be around the same value e.g. £62,400 for a 12 month contract

Supplier Questions

Any questions should be directed to Growth Platform's Point of Contact Lisa Duddridge, via email lisa.duddridge@growthplatform.org, on or before the 'deadline for suppliers questions' date stated in the above timeline.

All questions and answers will be made anonymous and disseminated to all potential suppliers on Growth Platform's tender page; <https://www.growthplatform.org/tenders/> It will be the responsibility of suppliers to monitor the site for latest activity.

Proposal Format

The successful company should demonstrate they have the capabilities and resources to deliver the above brief

Evaluation Criteria

When awarding this contract Growth Platform on behalf of the LCR LEP reserves the right not to accept the lowest price tender, but the most economically advantageous tender taking into consideration the award criteria below.

Quotes will be scored by the Head of Business Growth and the Head of Communications.

In the event that all tenderers score under 65 the Growth Platform reserves the right to re-advertise the opportunity.

Quotations will be assessed and scored on the following criteria:

Quality/ Technical Merit (50%)

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

Delivery Timescale (20%)

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

Cost/Value for money (30%)

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

Scoring Methodology

4 Excellent	Proposal meets and in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

Clarification Interviews

If it is felt that submissions require clarification, tenderers will be invited to a clarification interview. The representatives who attend should be the people who will be working on this contract.

Deadline and Submission

Proposals are required by **24th September 2020 @ 11.59pm** electronically to lisa.duddridge@growthplatform.org

Date Published

14th September 2020

This work is part funded though the European Regional Development Fund

Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.