



Request for Quotation

MARKETING CONSULTANCY

Background

Adding Value Consultancy Ltd supports values-led organisations to manage their finances better. By providing excellent financial management and accountancy services, we enable our clients to focus better on achieving their mission. Through providing a finance shared service centre, accountancy practice services, and management consultancy underpinned by financial discipline, our purpose is to help the social economy to thrive.

We have seen strong business growth over the last eighteen months, although Covid-19 has meant that business development has been largely limited to personal referrals within Merseyside. However, we recognise that the majority of our services can be delivered remotely and that there is opportunity to work across our core segments nationally.

We are now seeking to invest in some marketing consultancy to take our brand forward, refresh our website and create some national marketing campaigns.

Requirement

Phase One of the work will consist of:

- Update and refinement of the existing brand assets
- Develop and agree the key marketing messages, and the language and tone of voice needed to convey these
- Website Refresh in line with the above
- Create a portfolio of copy that can be used in pitch documents and other sales arenas
- Propose a plan for marketing campaigns that can take place across 2021

Phase Two of the work will consist of:

- Delivery of the agreed marketing campaigns, measuring success and iterating forward

The successful supplier will need to demonstrate relevant expertise in how best to deliver this work. They will also need to demonstrate an understanding of and an alignment with the values-led sector, where social impact and environmental sustainability are at least as important as financial success.

Deliverable Timescale

Phase One to be commenced within 2020 and completed by January 2021.

Phase Two to be completed by December 2021.

Indicative Budget

£20,000 plus VAT

Evaluation Criteria

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

Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

Deadline and Submission

Proposals are required by 5pm on Monday 7th December 2020 and should be sent by email to Matthew Brown at admin@adding-value.org

Date Published

25th November 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.