



Request for Quotation

New Website & Digital Marketing

Background

The Tree Surgeon Man Ltd is a start-up business formed in 2020. The management team have over 15 years' experience in tree surgery and forestry management in the commercial sector. Felling is carried out by fully qualified tree surgeons with over 50 years' combined experience ensuring that when a tree needs to come down due to poor health or a danger to surroundings, restricting development or environmental changes it is done safely, efficiently and in the most environmentally friendly way possible. Our areas of expertise cover:

- Woodland maintenance from small to large areas specialising in forestry and wildlife management.
- Vegetation clearance to create extra space to build or to redesign landscape.
- The management of unruly shrubbery or trees on large estates.
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It is company policy that replanting takes place wherever possible; and the felled trees are recycled into wood chip or kindling.

In the event of trees being rendered dangerous to bad weather, tree collapse, flooding, or accidents the company will operate a 24 hr Emergency Tree Removal service.

Requirement

The Tree Surgeon Man needs to be represented online to help promote it's tree surgeon services which include tree felling, tree clearance and site maintenance (such as maintaining tree growth across the rail networks, clearing overgrown land for developers) to name a few.

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he Tree Surgeon Man requires a new website to be built to help promote these services.

The website must include the following:

1. It must be conversion focused targeted at businesses across the UK looking for a tree surgeon to either maintain or reclaim land from overgrown trees and brush. The website needs to show that we are not just a local tree surgeon looking for domestic work.
2. The website must look professional and engage with our target market and match our branding
3. The new website must be mobile/tablet friendly so that potential customers can easily locate the content on smaller devices.

4. We will need you to analyse our branding to ensure it's in line with our company and revise if required. We will also require branding guidelines creating to make sure it's consistent across the website and social platforms we will be using.
5. We need the website to be secure and hosted on a resilient platform.
6. We would prefer the website to be built on WordPress as we have used this before and feel comfortable with making changes.

We will require you to provide a clear plan and timeline for the project so that we know where it is up to and when it will be completed.

Content:

The content will be focused around selling the tree surgery services throughout the UK. The page content will need to relate to tree felling, land clearance, dismantling and trimming trees and tree disposal. We will need the content to be optimised to make sure the keywords above are included. We will need to include case studies and testimonials from our customers & we will need a team page and pages targeting locations

The design must be modern and in-line with our new branding or existing branding if this doesn't need to be changed. The design must represent a professional business trading throughout the UK and are experts in our field.

Deliverable Timescale

Commencing March 2021 – completion within 8 weeks.

Indicative Budget

Up to £6,000

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 15th March 2021 electronically to Julie Savage, thetreesurgeonman@outlook.com

Date Published

Growth Platform to complete

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.