

Invitation to Tender

Hotel Occupancy Survey 2021/22

Background

Growth Platform is Liverpool City Region's economic enabler, designed to support people and businesses to realise their potential and generate growth. It has been established by the Liverpool City Region LEP and the Combined Authority to simplify and strengthen the City Region's business support landscape and help deliver the City Region's business growth and investment priorities, working in partnership with business, government departments, our Local Authorities, Chambers, Universities, Colleges and Third sector partners.

In the light of the developing Covid-19 Pandemic and the immense challenges it is presenting to business, Growth Platform is directing much of its resource to support businesses and partner organisations during this period.

www.growthplatform.org

Overview

Growth Platform of Floor 12, 1 Mann Island, Liverpool L3 1BP, now invites quotations for a Hotel Occupancy Survey 2021/22.

Summary Description of task

To provide Growth Platform with the daily and monthly occupancy and revenue information in the required destination areas for hotel accommodation.

Growth Platform is seeking applications from suitably qualified research specialists to provide a monthly hotel occupancy survey of Liverpool City Region hotels for the period 1st April 2021 to 31st March 2022.

Monthly reports are required covering the following:

- Occupancy – Rooms sold.
- Average Daily Rate (ADR) – Room revenue
- Revenue per Available Room (RevPAR) – Room revenue
- Supply (Rooms Available) – The number of rooms available in the reporting period.
- Demand (Rooms Sold) – The number of rooms sold or rented (excludes complimentary rooms)
- Revenue (Room Revenue) – Total room revenue generated from the sale of rooms
- Hotel / Accommodation Classification – e.g. budget / economy to 5 star / luxury
- Ability to relate above data to specific events taking place within Liverpool City Region
- Customised Reports, including comparative set reports and sales on the books reports to be provided during this period no later than the 19th day of the subsequent month
- Destination reports to be provided to the Growth Platform by the 19th day of the subsequent month covering:

- o Liverpool City Region – all participants / constituent areas
- o Liverpool
- o Southport
- o Wirral
- o (Please also provide separate / optional costs for reports for St.Helens, Knowsley & Halton)

All individual hotel information must remain confidential and anonymous. Aggregated destination level information may be used with permission of the Growth Platform.

Growth Platform requires permission to use the aggregated destination results on the Growth Platform website.

Requirements

Please submit your proposal setting out:

- an outline of proposed methodology
- draft contract that the GROWTH PLATFORM would be required to sign
- Your interpretation of the brief
- An explanation of your approach to the project
- Itemised costs
- Indicated timescales

Please do not include any promotional or marketing materials with the proposal.

Questions

Any questions should be directed to Anna Rees, via email to anna.rees@growthplatform.org, on or before the 'ITT Questions Deadline' date stated in the timetable below.

All questions and answers will be made anonymous and disseminated to all potential suppliers on Growth Platform's tender page <https://growthplatform.org/tenders/> by the ITT Responses deadline stated in the timetable below. It will be the responsibility of the potential supplier to monitor the site for latest activity.

Response

Responses are sought from those organisations and individuals that can provide the above services.

A cost must be provided per business.

Delivery Timescales

The contract is expected to run for 12 months from 1st April 2021 to 31st March 2022.

Project Timetable

The planned project timetable is as follows, please note these dates are subject to change;

ITT Advertised	Friday 5 th March 2021
ITT Questions Deadline	13:00 on Friday 12 th March 2021
ITT Responses	Friday 19 th March 2021
Submission Deadline	17:00 Friday 26 th March 2021
Clarification Interviews	n/a
Appointment Decision	Wednesday 31 st March 2021
Contract Commencement	Thursday 1 st April 2021
Contract Completion	Thursday 31 st March 2022

Proposal Format

Suppliers should demonstrate they have the capabilities and resources to deliver the above brief and provide examples of the range of research support they can provide.

Indicative Budget

£3,500+ VAT

Evaluation

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.

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

Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

- Quality/ Technical Merit (60%)
Technical and professional capability to deliver the requirement?
What resources they intend to use?
- Capacity (20%)
Supplier must demonstrate they have the capacity to deliver over the required period.
- Cost/Value for money (20%)



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

Scoring Methodology

Score	Response Rating	The tenderer gives a response which in the opinion of the evaluator
5	Excellent	Addresses all the requirements and provides a highly detailed, robust and unambiguous response with relevant supporting evidence where no weaknesses are identified, giving the Authority complete confidence that the requirements will be met in full.
4	Good	Addresses all the requirements and provides a comprehensive response with relevant supporting evidence, where no weaknesses are identified, giving the Authority high confidence that the requirements will be met.
3	Satisfactory	Addresses all the requirements and provides a response with relevant supporting evidence but contains minor weaknesses or lacks clarity in some areas, giving the Authority reasonable confidence that all the requirements will be met.
2	Partial	Partially addresses the requirements and provides a response with some relevant supporting evidence but contains weaknesses which lack explanatory detail or clarity, giving the Authority some confidence that the requirements will be met.
1	Poor	Fails to address most of the requirements or provides supporting evidence that is of insufficient detail or contains multiple and/or significant weaknesses, and therefore gives the Authority low confidence that the requirements will be met.
0	Inadequate / No response	An inadequate response which gives the Authority no confidence that the requirements will be met. Or nil response.

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. Suppliers will be sent an invitation with an allocated slot before the interview date in the timetable above.

Deadline and Submission

Proposals are required by 17:00, 26th March 2021 electronically to anna.rees@growthplatform.org.

Date Published

5th March 2021

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.