



Request for Quotation

Tender to provide a comprehensive rebrand for Liverpool Cathedral for 2024

Background

We have been a working cathedral for nearly 100 years. Consecrated in 1924 we have been an essential building to the city of Liverpool in times of sorrow and celebration. In the last normal year of operation (2019) we attracted more than 800,000 visitors drawn from local people, UK visitors, as well as a significant percentage of international visitors.

Our annual turnover is £3.5 million and as a free to enter attraction, every year we need to generate this income to keep the lights on. We have financially broken even for the last 4 years. We have 67 FTE staff and around 180 volunteers.

We are a place of worship with daily services and the host of key civic and church services. We are an award-winning tourist destination with VAQAS accreditation, Trip Advisors Travellers Choice award and the LCR Tourism Award to name a few.

We house and operate one of the country's biggest Food Bank providers in Micah Liverpool and take our social justice commitments very seriously.

We have a growing reputation for being one of the most important arts and cultural organisations in the North West having hosted and latterly commissioned major pieces of public art which have collectively brought hundreds of thousands of people to the cathedral.

We have a world class music offer through our renowned choir and organ. We reach over 30,000 young people in normal times through our educational programmes.

We have a national and international reputation with an aspiration to be a world class venue.

Requirement

Liverpool Cathedral has an inconsistent feel to its brand. We have not significantly invested in our brand strategy over the last ten years and project a mixed image. We have a building with signs and interpretation in inconsistent styles that reflect different eras of production. We don't clearly and consistently tell our story or the story of the building nor do we effectively navigate visitors through the building to explore it in its fullness and unlock its hidden treasures. We rely on the printed medium offering us an inflexible approach. We would want to be more agile in the way we communicate and build digital technology into our thinking.

We want someone who can help us

- devise a look and feel for cathedral that captures our vision strapline:- Encounter Liverpool Cathedral – built by the people, for the people to the glory of God. This would need to be contemporary, able to compete with leading city cultural tourism venues. It would need to reflect our heritage
- communicate a warm welcome to all visitors

- tell our story inside the cathedral with a clear structured approach to interpreting the building and our faith through it.
- review and revamp our corporate styleguide
- give appropriate tools to internal departments and teams to help delivery on brand communications.
- think through how we journey people to our building and around within it. (including to the tower) We want to see how we make sure that some of our hidden treasures are flagged. How we make sure people hit our key price points, how we don't overload with information (or wreck the beauty of the cathedral)
- move towards a more digital cathedral. We would want more interactive displays involving a better understanding of the use of technology, web based and mobile solutions. Our current website is built using Umbraco, our CRM is Beacon.
- commission a new suite of photography for Liverpool Cathedral to use across its print and digital collateral

We will be looking for a suitable solution to the challenges that we have set out. We are looking for a leading agency to work with us to make this project a success. We will have a range of internal and external stakeholders to engage with if we are to make this project a success.

The successful bid will be from someone capable of helping us think conceptually through our:

- Print and digital material, online and social presence
- The visitor journey in the precincts and interior of the cathedral building
- The interpretation of our faith, art and architecture
- Key messaging to visitors around fundraising and events.

We want potential suppliers to be able to demonstrate understanding and expertise in working with organisations with a broad range of audiences, and multiple messaging, ideally within a not for profit space.

Deliverable Timescale

Step	Task	Date
1	Tender issued	11/05/2022
2	Deadline for Bid Submission	27/05/2022
3	Evaluation of the Tender Responses commences	30/05/2022
4	Notification to unsuccessful Bidder	04/06/2022
5	Provisional notification to Successful Bidder	04/06/2022
6	Order Placed & contracts signed	16/06/2022
7	Work begins	20/06/2022
8	Schedule of questionnaires, workshops and interviews etc to be decided in partnership with the supplier	TBC
9	Completion	31/05/2023

Indicative Budget

A budget of £20,000 - £30,000 is available for this project.

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

The bidder must provide a concise management summary of their offering, including the following:

- a) A brief overview of the proposed solution including reference to any partners and third parties.
- b) Reasons why Liverpool Cathedral should choose the proposed bidder and solution.
- c) Summary of the bidder's commercial offer.
- d) An indicative delivery timescale about how you would utilise the budget.

Creative ideas and or creative treatment, would be useful to show how you best feel the work can be delivered.

Costs

A full breakdown of all costs is to be provided. One off costs and continuing running costs should be clearly distinguished. Please provide details of any potential extra costs. The cost breakdown should include each phase of the project costed.

We would look for a phased payment schedule across the lifetime of the schedule, with minimal upfront payment. We would expect each phased payment to be invoiced with accompanying evidence of work completed and time spent.

We expect suppliers to uphold similar [our values](#) and business standards, particularly in relation to [sustainability](#), ethics and the [Modern Slavery Act](#).

Timetable

Please note that the project must be completed by May 2023. Bidders should present an indicative timetable for the project as a whole, indicating how this date will be achieved, and any key milestones.

Deadline and Submission

Proposals are required by 12.00 midday on 27th May 2022 either electronically or by post/in person to Stuart Haynes, Director of Communications stuart.haynes@liverpool.anglican.org St James House, 20 St James Road, Liverpool L1 7BY.

Date Published

11 May 2022

This work is part funded through 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.