



LIVERPOOL

Request for Quotation

Tender to deliver and implement a strategic marketing plan launching DGC Liverpool to the domestic and international market for September 2022 and 2023

Background

David Game College Liverpool is a joint venture between LILA* Liverpool and David Game College in London to bring a first-of-its kind private, independent Sixth Form College to Liverpool.

Located within an existing, design-led campus in the heart of Liverpool city centre, the college will provide local and international students with a unique environment to pursue a quality education en-route to either university or the world of work.

Small class sizes and individualised learning opportunities will foster academic excellence, talent and personal growth.

Requirement

We want to combine the gravitas and reputation of David Game College London with the vibrancy and flair of LILA* Liverpool to give David Game College Liverpool a related yet distinct identity which is communicated over all suitable digital marketing channels.

The scope of work will include:

Undertaking a full competitor analysis covering different touch points online and offline, as well auditing the organisation's current strategic positioning and gaining insight into current market trends.

Exploring where we are now and where we want to be – creating a vision and a mission statement.

Identify targets - Research of specific audience profiles to create targeted communications, ensuring we have clearly understood our target audience and profiles.

Key Messaging - Agreeing the key brand messages and align these with our targets and embed within our marketing propositions - confirming the tone of voice



European Union

European Regional
Development Fund



Create a Marketing Action Plan - Ideas generation, including the planning of elements and tools to go into a web map. Development of a 12-month tactical and strategic marketing & engagement plan, focused on brand awareness and lead generation.

Implementation of Marketing Action Plan over 12 months, ensuring that key messages are communicated and target audiences are reached culminating in a lead generation and a sales pipeline.

We are 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 ensure the successful launch and subsequent long-term success of the college.

We want potential suppliers to be able to demonstrate understanding and expertise working with business and helping them achieve a strong brand identity and presence.

Deliverable Timescale

Anticipated start late June / early July. All work must be completed by 31st May 2023.

Indicative Budget

Indicative 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

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

Deadline and Submission

Proposals are required by 24/06/2022 either electronically or by post/in person to Leanne Linacre, New Barratt House, 47 North John Street, Liverpool, L2 6SG / leanne@lilalovetolearn.com

Date Published

8th June 2022

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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.