

Growth Platform Invitation to Tender

Liverpool City Region Accommodation BID Communications and Engagement Lead

Growth Platform

Growth Platform is the Liverpool City Region's (LCR) Growth Company which has been established by the Liverpool City Region Local Enterprise Partnership (LEP) and the Combined Authority (CA) to deliver the City Region's business growth and sector development, working in partnership with business, the constituent Local Authorities, Universities, Colleges and third sector partners.

Introduction

The Growing Business Events project commenced in 2019 as part of a drive to increase business visits and events (BVE) and secure national and international conferences to the Liverpool City Region. Although the original focus of the project was to establish a new commercial model for conference subvention, understandably, the focus of the original project turned to one of recovery from lost conferences and supporting partners with protecting secured conferences. In October 2020, the original proposal was re-purposed and re-profiled and the project has made promising progress in the last financial year, forecasted to generate over £15m in economic impact over the duration of the project.

Accommodation BID (ABID) – Progress to date

To support the recovery from the effects of the pandemic on the business tourism sector, the SIF BVE Programme Board recognised the need to find a long-term funding solution for subvention to ensure the City Region remains competitive in attracting conference and events business.

In September 2021, the SIF BVE board contracted an agency to deliver a new financial model for generating conference subvention over the next 3 – 5 years, and a business case was developed to implement and deliver a successful accommodation BID generating investment for the VE sector and deliver a self-sustaining model over a 5-year period. This model would apply to all hotels and serviced accommodation in Liverpool these businesses voted in favour of the model. The ABID would supersede the arrangements for accommodation providers that currently contribute to other BIDs. The aim is that this model will go to ballot with Liverpool Hospitality members in October 2022 and if successful, ABID levy will be charged and delivered from December 22.

If successful, the ABID funding will progressively support the proposed activities (subvention, marketing, sporting events etc) over a 5-year period, increasing the level of support as the levy payment of members increases overtime until the model is commercially self-sustaining. However, SIF funding would be required to support this transition over this period, until the levy funds reached sufficient levels, and ultimately replaced by the private sector funded model

The Accommodation BID will be required to work alongside the existing BIDs operating in the City Centre with the intention of generating sufficient revenue to support key demand activities including destination marketing, conference subvention and the attraction of major leisure/sporting events. It is anticipated that revenue may also be required for destination management services including the tourist board/DMO.

Requirement

The SIF Growing Business Visits and Events project board members are looking for a communications professional to support a communications and engagement plan and deliver key elements to lobby the Liverpool Accommodation BID to the accommodation sector businesses in Liverpool.

The successful provider will work with project members and the Liverpool Hospitality Association to support their activity to reach and influence key audience groups in the Liverpool accommodation sector around a set of strategic goals that will support the Accommodation BID ballot in October 2022 and the delivery of the BID operation in Winter 2022.

It is anticipated that the work will take 10 weeks to complete, with the following outputs:

- Deliver support to the implementation of the communications and engagement plan
- Support to stakeholder workshops and presentations at key network meetings and/or launch event
- Social media and PR plan
- Design and Print materials for circulation to key partners
- Presentation materials

The activity will be used to support, primarily the Liverpool Hospitality Association and internal BID team to utilise and engage effectively to its members in the city. The plan is required to ensure that the ABID has the best chance for success in the ballot and to be received positively by those hotels and accommodation providers included.

As part of the process for communicating the levy model and the benefits for the City's visitor economy, we anticipate that a wide-ranging programme of consultation will be required. The comms and engagement lead must provide the flexibility to support the implementation framework for lobbying the Accommodation BID and managing the process engagement with key VE partners in the city.

Liverpool Hospitality Association will provide the main conduit for engaging the accommodation sector, however wider engagement of the national and independent brands who sit outside the association may also be required. Other industry bodies and groups that may be applicable include the Liverpool Visitor Economy Network Board and the LCR Visitor Economy Board.

Governance

The communication and engagement for the ABID is being funded through the LCR BVE SIF project and will progress the core requirement to establish a new financial model over the next 5 years. Represented on the Business Events project board are the Liverpool Hospitality (board chair and the city region's recognised hospitality association), the Liverpool BID Company, Marketing Liverpool, Sefton BC and the ACCL. The project board will oversee the delivery of this project and act as a shadow for developing the Accommodation BID.

The project will be led by the LCR Growth Platform as the accountable body for the BVE project other related SIF programmes. The group are accountable to the region's Visitor Economy Board (VEB) and Liverpool City Region Combined Authority.

Project Milestones

Milestone Activity	Timescales
Procurement and Appointment External Expertise	August 2022
Support to the development of a communications implementation framework	August 2022
Communications plan implementation and engagement with hoteliers	August 2022
Completion of communications and engagements	September/October 2022
Accommodation BID Ballot	October 2022

Procurement Timeline

Published	29 th July 2022
Deadline for supplier questions	3 rd August 2022
Deadline for Growth Platform response to supplier questions	4 th August 2022
Deadline for tenders to lisa.duddridge@growthplatform.org	8th August 2022
Clarification Interviews (if required)	10 th August 2022
Contract Award	10 th August 2022
Contract Start Date	11 th August 2022
Contract End Date	31 st December 2022

Budget

£13,775 (inclusive of VAT)

Supplier questions

Any questions should be directed to natasha.mealor@growthplatform.org on or before the 'Questions Deadline' date stated in the above timeline. Please title the email 'Accommodation BID Question'

All questions and answers will be made anonymous and disseminated to all potential suppliers on Growth Platforms tender page. It will be the responsibility of the potential supplier to monitor the site for latest activity.

Proposal Format

Suppliers must demonstrate the ability and capacity to deliver the brief. Suppliers expressing an interest in this opportunity should provide their submission in MS Word or PDF formats and not exceed 4 sides of A4.

Evaluation

When awarding this contract Growth Platform reserves the right not to accept the lowest price tender, but the most economically advantageous tender taking into consideration the award criteria below.

Submissions will need to score at least 65 to be eligible. In the event that all submissions score under 65, Growth Platform reserves the right to re-advertise the opportunities.

Evaluation Criteria

Proposals / Quotations will be assessed and scored on the following criteria:

		Weightings
1.	An overview of the support provided to the communications and engagement for the Accommodation BID. Please provide details on your approach and ideas to deliver this and how you will ensure timescales are met.	20%
2.	Detail the resources and your company's technical ability to carry out the service. Provide information on the composition of the delivery team for performance of the service and level of resources to be used.	20%
3.	Who do you see as the key stakeholders and partners in this project and how do you propose to engage with them?	20%
4.	Price (Lowest bid price /your bid price) x 40%	40%

The scoring mechanism for scored questions will be detailed as follows unless stated otherwise.

Score	Meaning
0	Unacceptable response. Requirement level is not met. Many important issues are completely un-addressed or response wholly inadequate or inappropriate. Concerns are serious and risk levels unacceptable for many areas.
2	Poor response. Requirement levels are adequate for only some important issues. Some important issues are largely incomplete. Concerns are serious and risk levels unacceptable for some areas.

Score	Meaning
4	Adequate response. Requirement level is partially met. Overall, the proposals are satisfactory, but some issues are weak. Risk levels apply but Bidder has demonstrated understanding of how they will meet all minimum requirements.
6	Good response. Requirement level is partially met, competence is demonstrated in all areas but there is scope for more detail and more depth in some areas.
8	Very good response. Requirement level is met with only a few minor weaknesses or queries. Competent bid demonstrating overall understanding of requirements and experience in all areas.
10	Excellent response. Requirement level fully met. All key issues addressed. Range of examples of good practice and understanding of requirements.

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 **8th August 2022** electronically to lisa.duddridge@growthplatform.org

Please title your email '**Accommodation BID Submission**'

Date Published

29th July 2022

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.