



Request for Quotation

PR & Marketing Campaign

Background

Glenville Walker and Partners (“GWP”) is a Business Law Firm and was created due to a view held by its Directors that business clients were no longer receiving supportive advice from experienced business lawyers, at value for money prices.

The belief is that larger corporate law and accountancy firms have become depersonalised over time, and it is often hard for business clients to find their way through those frameworks in order to obtain the best advice for their business. We are a business focused Law boutique that is able to pull together project teams which are second to none in other areas of Business, by calling on real and relevant expertise across all sectors. We work in partnership to provide real solutions.

At GWP we aim to achieve high standards of expertise by ensuring that clients deal only with senior experienced business lawyers. Our structure and network enables us to work very closely with corporate finance and general business advisory services, and our mission is to deliver all services as simply and effectively as possible.

Treat us as “your 5th Board member”, as we aim to provide a completely integrated set of advices across the entire business spectrum. As a team at GWP we have returned to old style family values, where our clients relationships matter more than anything else.

Requirement

GWP is now in its 6th year and has a solid foundation of loyal clients and a diverse range of law skills within the firm. Our principal focus in Law is for Business/Corporate clients where we specialise in

- Company purchase and sale
- Joint ventures
- Contracts
- Intellectual property & Patent
- Insolvency
- Commercial Property

GWP want to engage a Digital and PR agency that can help develop our brand and promote both that and our ‘culture’ and the initial remit is to

1. Assess our present Digital presence
2. Understand our ethos and company culture
3. Design and deliver
 - a. Website design and development
 - b. Brand refresh including guidelines
 - c. Culture book and development of content for talent attraction
 - d. Campaign support to promote brand, including possible video and photography creation

The outcome GWP is seeking is to be synonymous with "Business Law Firm" to attract new business and attract the best talent

Deliverable Timescale

We want this project to start as soon as the successful Firm has been identified and we anticipate will finish in an 8 month timeline with a quiet time over December/January

Indicative Budget

£25,000

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 Tuesday 9th August 2022 at 17:00 electronically to Alistair Howard – Alistair.howard@glenvillewalker.com.

Date Published

26th July 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.