



METROMAYOR
LIVERPOOL CITY REGION

STRATEGIC INVESTMENT FUND



Request for Quotation

Marketing and product positioning for an innovative Infrastructure Project for Urban Planning

Background

Digital Urban works with both public and private sector partners to create and provide a platform to support the on-going use and application of 3D urban models for towns and cities.

Local Authorities (LA's) have an ongoing need to attract businesses, encourage development and engage with the public, civic societies and committee members as part of both planning and the process in sustaining their own town or city.

Our approach is to establish open accessible urban 3D data which can support a wide range of applications, facilitating a more collaborative urban design process and providing software which helps stakeholder engagement

As an organisation we have two well defined services utilised by a growing number of Local Authorities. They are a 3D urban platform and VR experiences. With digital innovation at the heart of what we do, we are growing our portfolio of products and services.

Requirement

Our existing Local Authority clients have expressed an interest in Digital Urban developing a new application to help them manage their Infrastructure Investment Plan (e.g. urban and not technical infrastructure). Currently, they use a combination of drawings and spreadsheets for this work.

They are looking for an application that is more accessible and efficient than the process they have today, and one that builds from a proof of concept we developed earlier in the year. Our aim is to take the proof of concept product and create a minimum viable product that will be usable by many Local Authority under a well defined licence agreement.

We are looking for a marketing team to help position and develop a marketing strategy for this product including

- Creating material and case studies on the outcomes of the project and sharing the benefits of our product through channels such as the Digital Urban web site, and social media
- Supporting the creation of a webinar explaining the product produced by the project



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European Union
European Regional
Development Fund



Deliverable Timescale

February – end April 2023

Indicative Budget

£15,000

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 you will meet the requirement set out above.

Your CV and at least 2 relevant case studies are required along with your day rate.

Deadline and Submission

Electronic proposals are required by 28th January 2023 either electronically to simon.mabey@digitalurban.place and to sharon.dempsey@digitalurban.place

Date Published

18th January 2023

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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.