

## **Growth Platform Invitation to Tender**

### **Liverpool City Region SIF Destination Marketing Project**

#### **Project: Liverpool City Region Visitor Welcome and Information**

**Date: November 20, 23**

### **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.

### **Background**

A collaboration of LCR businesses and public partners are working together to promote LCR as a complete destination with the aim of attracting more visitors, increasing duration of stay and dispersing them across the region. The project, which has several interwoven and mutually supporting workstreams, aims to boost tourist numbers to the region and ensure that they, and their wealth are dispersed across all of the city region's products. The workstreams are:

- Destination Marketing to Business & Leisure Markets – Led by Marketing Liverpool. This is a strategic approach to destination marketing across the city region with individual public and private partners plugged into an overarching campaign strategy
- Route Development – Led by LJLA. Developing inbound routes and relationships with airlines to support the increase in international visitors.
- Digital Development – Led by Growth Platform. The development of 3 destination websites (Liverpool, Southport & Wirral).
- Destination Welcome – Led by LJLA (see below)
- Research & Evaluation – Led by Growth Platform.

### **Destination Welcome Workstream**

The destination welcome workstream consists of several complimentary strands focussed around the welcome our visitors receive including information sharing, travel and the welcome by customer facing staff. The ambition for the activity is to:

- Enhance visitor information at main arrival and key interchange points in the region to support visitor dispersal including enhancing the visibility of travel products within destination campaign activity as well as within mapping products.
- Enhance travel information and products across the region so it is simplified and normalised.
- Developing the welcome offer delivered at key attractions and front of house personnel. This training will:
  - Enhance the visitor perception of place and encourage word of mouth recommendations
  - Communication of knowledge of the region and its attractions will encourage dispersal, longer stays and return visits
  - Provide a memorable experience of first rate customer service for visitors

The welcome visitors receive is critical to their experience and trip satisfaction. It influences recommendations and reviews made by tourists and is a key part of the region's identity.

### **Tender Opportunity**

The ambition is to work alongside a contractor to create a memorable and iconic gateway welcome for visitors at LJLA. We want to improve the visitor experience by creating a unique welcoming environment that will connect visitors to the region and provide a sense of arrival and an excellent and exciting first impression of Liverpool City Region. The design will incorporate information services and provide clearer, more attractive and useful tourism information. Accessible information regarding tourism products, ongoing events and activities, live transport information, offers and promotions, ticketing. Information announcements are key for our visitors to get the right first impression when they arrive at the airport, as well as providing a sense of arrival through an iconic design.

### **Requirements**

The requirement is to develop a gateway design set which can incorporate a digital information display solution. This will be a statement piece, visitors to Liverpool will be greeted with a unique, individually crafted welcome feature which will create a striking and lasting impression on visitors to Liverpool City Region. We would like to incorporate digital information within this design to deliver key tourism information, linked or reflective of the [Visitliverpool.com](http://Visitliverpool.com) website. Visitors should be able to interact with, find information about tourism products, obtain real time transport information, journey planning, attraction ticketing and information to enable them to move easily across the region and seek to explore partner sub-regions beyond the city centre.

We are particularly interested in digital solutions which include the following:

- Reflect the character and ambition of LCR
- Contemporary, eye-catching design
- E-ink technology
- Interactive displays – mapping, journey planning, local area information
- Integrated CCTV capabilities
- Digital way finding
- Accessibility
- Emergency and service disruption messaging
- Advertising and marketing messaging
- Opportunities for ROI

The bidding contractors will be required to articulate the design, integrated product size, infrastructure and interoperability. The work will need to be approached through close partnership working and the end product is delivered seamlessly. They will also be required to demonstrate the proposed design concepts and digital products to a selection panel and highlight how it could be incorporated. The location for this design will be indoors, in the arrival hall of Liverpool John Lennon airport. It is anticipated that this design feature would house as a minimum of 2 interactive displays but we welcome suggestions and options from suppliers.

### **Display Requirements**

The display would need to be:

- capable of supporting Ultra High brightness(2500 nits) LED, LCD, interactive and static displays with transfective properties with automatic brightness sensor to adapt screen brightness to ambient environment.
- Back to back screens (potentially)
- Incorporate QR Coding and NFC to enable viewers with smartphones to access web adverts.
- Integrated PC for LAN connection and processing of digital content
- Be able to be powered by an intuitive CMS to facilitate simple content management ranging from videos through to data feed management. The CMS also provides access to an advertising platform capable of displaying full rich media, with full control over the timings, output and locations of advertising themes.
- Integrations into databases to utilise the information to prevent double entry of data
- Promote user interaction with an intuitive interface
- Capture user interaction data

- Journey Builder application
- Multilingual support
- Accessibility features
- The look and feel need to be in keeping with other regional assets such as websites
- Sensitive touch screen interface
- Built in cameras, microphones and speakers
- Be wrapable
- Be floor or wall mounted
- Be available in a custom colour
- Display screen(s) of approximately 65 inches
- Laminated, thermally tempered, sacrificial safety glass screen with anti-reflective and anti-scratch coatings
- Have vandal sensors
- CMS to have ACL
  - Different roles to be assigned to users depending upon their roles
  - Limit users to not being able to published content
- Ability to post events
- Ability to show announcements
- Ability to post the events & announcements into categories for easy navigation and filtering
- Ability to post the weather
- Ability to navigate PDFs on screen
- Ability for users to take Selfies
- Outdoor Wayfinding with searchable Points Of Interest
  - Direction can be taken away by scanning a QR Code
  - Directions are available as walking, driving and public transport.
- LED Lighting which will match the brand colour
- Ability to post advertisements through the platform
- Advertisements obtain proof of play
- Monetisation of advertisements
- Advertisements to be automated when the kiosk is not in use
- We are interested in hearing from contractors that provide facial recognition software so the display can interact with customers and store information about their reactions to adverts/information so analysis can be completed at a later date.
- Be deployable into useable networks where information can be uploaded centrally
- Display screens resolution must enable the reading of the screens from a close range and also from a distance.

- Remote control of content on all kiosks allowing each to have own feel and design as desired

### Service Requirements

The winning contractor will also need to conduct site surveys, structural calculations risk assessments and method statements for physical installation. They will need to coordinate electrical, software and communication and design elements seamlessly into one build.

- Manufactured to required safety standards
- In the event any failures due to software or hardware, there should be an automatic alert to support services which is available 24/7 365 days a year
- Display failure detection
- If the display cannot be repaired/reactivated remotely then an engineer will need to be dispatched within 4 hours.
- Be able to access the displays remotely and resolve issues swiftly.
- Be capable of withstanding temperatures from -5 to + 40 °C
- Be resilient to overheating
- Remote hardware management incorporating safety features
  - Control and monitor the hardware outside of the OS level tools
  - Restart the kiosk
  - Monitor individual components
  - Restart components
  - Safety data from sensors with automatic safe guards

### ROI opportunities

It is important that the display presents opportunities for revenue generation. Innovative ideas to enable this would be welcomed from bidders.

The project is led by the LCR Growth Platform as the accountable body for the project and 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 of training agency	February 4, 2024
Meeting with Growth Platform and LJLA to outline requirements with consultant/agency	W/C February 4, 2024

Completion of contract	July 19, 2024*
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\* Although the stated completion date is July 19, 2024 we would welcome your estimated time to deliver the contract

### Procurement Timeline

Published	November 20, 2023
Deadline for supplier questions	December 8, 2023
Deadline for Growth Platform response to supplier questions	December 15, 2023
<b>Deadline for tenders to <a href="mailto:natasha.mealor@growthplatform.org">natasha.mealor@growthplatform.org</a></b>	<b>January 8, 2023</b>
Contract Award	February 5, 2024
Contract Start Date	February 5, 2024
Contract End Date	July 19, 2024

### Budget

Maximum £55,000 (inclusive of VAT), however the board would be open to innovative proposals above the budget threshold.

### Supplier questions

Any questions should be directed to [natasha.mealor@growthplatform.org](mailto:natasha.mealor@growthplatform.org) on or before the 'Questions Deadline' date stated in the above timeline. Please title the email '**LCR digital visitor information 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 no more than 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.	A one-page overview of your brief to develop a digital information display solution. Please provide details on how you and your team would approach the brief and ideas to deliver this.	45%
2.	Price (Lowest bid price /your bid price) x 35%	35%
3.	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.	10%
4.	Timeline for delivery	10%

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.
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.

Score	Meaning
10	Excellent response. Requirement level fully met. All key issues addressed. Range of examples of good practice and understanding of requirements.

### **Deadline and Submission**

Proposals are required by **January 8, 2024, 5pm** electronically to [natasha.mealor@growthplatform.org](mailto:natasha.mealor@growthplatform.org) - please title your email '**LCR digital visitor information submission**'

### **Date Published**

November 20, 2023

### **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.