

Liverpool City Region Combined Authority - Growth Platform

Invitation to Tender

Marketing & Communications Support with Event Management

Background

Growth Platform

Growth Platform is the Liverpool City Region's business support service designed to support business leaders to grow and develop. Through the Local Growth Hub, cluster development as well as programme development & delivery the aim is to simplify the business support landscape across the Liverpool City Region creating a sustainable economy that reflects the needs of our community.

UK Shared Prosperity Fund

Replacing the European Structural and Investment Funds (ESIF) the [UK Shared Prosperity Fund \(UKSPF\)](#) is a central pillar of the UK government's Levelling Up agenda and provides funding for local investment by March 2025. UKSPF funding is split into three investment areas: Communities and Place; Local Business; and People and Skills.

Liverpool City Region aims to harness the opportunities presented by the fund to address economic disparities, uplift communities, and foster sustainable growth throughout the city region.

Through the Local Business strand, several projects have been funded to support local businesses. The projects provide a range of support mechanisms for growing businesses across Liverpool City Region with a focus on leadership and management, innovation, decarbonisation, social economy, export and supply chain. Alongside this specialist support, local business support teams are delivering activity across each local authority area.

The Liverpool City Region UKSPF projects and Lead Partners are:

- Placed Based Business Support – Support for Start Ups and Established businesses delivered by the six City Region Local Authorities
- Innovation Sprint Programme and Leadership for Growth Programme – delivered by Edge Hill University
- Growth Catalyst – delivered by University of Liverpool
- Export – Support for businesses to export delivered by Growth Platform

- Supply Chain – Procurement and supply chain support delivered by Growth Platform
- Inward Investment – Promotion of Liverpool City Region delivered by Growth Platform
- Low Carbon Eco Innovatory – delivered by Liverpool John Moores University
- Kindred – Support for socially trading organisations
- Horizons – Innovation support led by University of Liverpool in collaboration with Edge Hill University and LJMU

Marketing and communications for each project will be delivered by the project Lead Partner as outlined above.

#AmbitiousLCR

Between December 2021 and June 2023 Growth Platform delivered a High Growth Programme offering a range of business support services to High Growth SME business. The #AmbitiousLCR marketing campaign culminated in an event that celebrated the programmes successes and introduced the #AmbitiousLCR List with the first inductees being some of the most successful businesses who accessed support via the High Growth programme. Further details can be found [here](#).

Requirement

We wish to appoint a Liverpool City Region based agency or individual to deliver –

- marketing and communications plan
- 2 stakeholder events

1. Marketing and Communications

We require the successful supplier to create and fully manage an effective marketing and communications plan which will cover the contract period (Mid May 2024 - March 2025) with the key aim of creating awareness of, and generating enquires to, all of the business support programmes funded by UKSPF. We also require content for the continuation of the #AmbitiousLCR campaign.

This should include:

- Write up of each UKSPF programme including case studies
- An overarching campaign to promote the full suite of UKSPF business support programmes across the contract period
- Managing from start to sign off written news articles, thought leadership, blogs and case studies relating to the themes and programmes to help generate awareness and leads, this should be carried out within UKSPF Publicity Rules.
- Integrate into the above plan, a targeted strategy on how to drive traffic and valid enquires to the programmes through planned and coordinated use of marketing channels, including LinkedIn, X, Instagram, and any other recommended platforms.

- Engage with programme partners, to ensure appropriate marketing of their services.
- Sharing success stories from businesses across the Liverpool City Region under the #AmbitiousLCR theme
- Event pre promotion, write ups and blog/social media content

2. Event management and delivery:

Create and deliver 2 events over the contract period (Mid-May 2024 – March 2025), including full event ownership, financing and managing all aspects of the events, such as venue hire, catering and associated costs. Please provide estimated costs for these events in your submission.

- The first event should be a business facing event to showcase the UKSPF business support programmes with a particular focus on leadership and management, innovation, decarbonisation, social economy and the key cluster sectors of Advanced Manufacturing, Health & Life Sciences and Creative & Digital. (circa 150-200 attendees)
- The second event should be for programme delivery partners as listed above to facilitate shared learning

The aim of these events is to raise the profile of UKSPF programme and delivery partners to LCR businesses particularly those from hard-to-reach demographics who may not have previously engaged with business support programmes.

3. Project Management

- Development and maintenance of event attendee contact database in compliance with GDPR regulations (to be provided to Growth Platform on completion of contract)
- Regular performance reviews (frequency to be agreed)
- Maintain detailed budget including monthly expenditure reports.

4. Social Value

As a strategic body for Liverpool City Region, the Combined Authority has an opportunity and responsibility to deliver real benefits for our people and places. To achieve this, we are committed to maximising Social Value at the heart of everything we do.

Social Value considers the social, environmental and economic benefits a project or organisation can provide to the communities it operates in. To maximise our impact, Social Value commitments are considered within our procurement and commissioning activity alongside the more traditional economic measures.

As such bidders are required to outline what social value measures will be created through this contract. Social value proposals will be considered as part of the quality measurement within the quality/price matrix for the contract evaluation.

As part of this contract, the following social value measures are expected to be delivered.

Measure	Requirement
Equality, diversity and inclusion training provided both for staff and supply chain staff	Describe your strategy for delivering equality, diversity and inclusion training to directly employed staff and supply chain on this contract.
Percentage of staff on contract that are paid at least the relevant Real Living wage as specified by Living Wage Foundation	Please specify what Real Living Wage rates you are applying (UK or London rate) to your workforce.

Outputs & Milestones

Outputs & Milestones	Timescales/Due Date
Communications plan/campaign developed	June 2024
Event pre promotion, write ups and blog/social media content	Ongoing throughout contract period
An overarching campaign to promote the full suite of UKSPF business support programmes	Ongoing throughout contract period
Continuation of #AmbitiousLCR campaign	Ongoing throughout contract period
2 events <ul style="list-style-type: none"> Business Facing UKSPF Showcase event Delivery partner event 	Summer 2024 Early 2025
Contract/performance meetings	Monthly
Develop and maintain GDPR compliant attendee contract database	Ongoing throughout contract period
Maintain detailed budgets	Ongoing throughout contract period

Indicative Budget

£24,500, inclusive of all additional expenses howsoever incurred

Liverpool City Region Combined Authority is not bound to accept the lowest price or any quote. Prices submitted shall remain firm for the duration of the contract. VAT should be shown separately and the VAT registered number must be given.

Timescales

The contract is to run from mid May 2024 to 31 March 2025.

Published	23 rd April 2024
Deadline for tenders to lisa.duddridge@liverpoolcityregion-ca.gov.uk	2nd May 2024 @ 5pm
Supplier notified of award of contract	8 th May 2024
Contract Start date	13 th May 2024
Contract end date	31 st March 2025

Proposal format

The successful company/individual should demonstrate they have the ability and resources to deliver the above brief by providing a clear concise response to each of the requirements ensuring each of the outputs and milestones are addressed.

Please provide details of the person responsible for GDPR in your organisation.

Evaluation Criteria

When awarding this contract Growth Platform reserves the right not to accept the lowest Quotations will be assessed and scored on the following criteria:

Quality and Technical Merit Supplier must demonstrate their understanding and capabilities to deliver the requirement and provide their proposed approach and methodology for delivery. Including experience of individuals who will be providing the service.	55%
Cost/Value for Money Does the supplier offer value for money. This will not necessarily be the cheapest quote.	20%
Social Value	5%
Delivery timescale Supplier must provide a full breakdown of timings to demonstrate on time delivery.	20%

Scoring Methodology

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.
1	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.
2	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.
3	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.
4	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.
5	Excellent response. Requirement level fully met. All key issues addressed. Range of examples of good practice, experience, understanding of requirements.

Deadline and submission

Proposals are required by **2nd May 2024 @ 5pm.**

Proposals submitted after this time will not be considered.

Terms and Conditions

By providing us with a quotation you agree to be bound by our **Terms and Conditions of Contract**, which will apply to any contract awarded to you after you have submitted your quotation.

This project is funded/ part funded by the government through the [UK Shared Prosperity Fund](#).