



Request for quotation for OxLEP marketing and communications support

Completed RFQ to be sent to
Richard.byard@oxfordshireLEP.com
no later than 12 noon 29 July

Specification

Background and scope

1. One of 39 LEPs across England the Oxfordshire Local Enterprise Partnership (OxLEP) is responsible for championing and developing the Oxfordshire economy. Now in its fifth year of operation, OxLEP has made considerable progress in strengthening Oxfordshire's economy by establishing robust and effective relationships between businesses, academia and the public sector. This strong partnership is reflected within our board - a voluntary body made up of representatives who are leaders within education, business and local authorities across Oxfordshire. With this support OxLEP can act as an informed, independent advocate for those driving innovation and growth across the county. In addition, we are also able to prioritise the key programmes needed to address priority deficiencies identified in Oxfordshire.

Our Vision for Oxfordshire

By 2030 we will have strengthened Oxfordshire's position as a vibrant, sustainable, inclusive, world leading economy, driven by innovation, enterprise and research excellence.

Our strategic economic plan is aligned across our four strategic themes of;

- Innovative Enterprise - Innovation led growth is at the heart of our strategy, underpinned by the strength of our University research and development capacity, business collaboration and supply chain potential
- Innovative Place - providing both the quality environment and choice of homes needed to support growth whilst capitalising upon the exceptional quality of life, vibrant economy and the dynamic urban and rural communities of our county
- Innovative People - delivering and attracting specialist and flexible skills at all levels, across all sectors, as required by our businesses, with full, inclusive employment and fulfilling jobs
- Innovative Connectivity - allowing people to move freely, connect easily and providing the services, environment and facilities needed by a dynamic, growing and dispersed economy.

2. OxLEP are looking for an outstanding marketing and communications company to manage our marketing and communications activities for an initial period of six months, which may be extended by competitive process depending on the impact delivered by the contractor.
- 3 This work will be overseen by the LEP executive team working closely with LEP Board directors.
- 4 OxLEP are looking for a company with expertise in this area, with an excellent track record and who can advise on how to improve visibility within Oxfordshire and enhance our reputation as an organisation that delivers and achieves; and that engages, listens and consults and delivers outcomes with and to the Oxfordshire business community.
- 5 The commissioning of this work presents an exciting and high profile opportunity for the appointed company to be involved with the LEP as its role and responsibilities are increased in line with Government policy.

Tenderers are invited to tender for the provision of the Service described at below for a term of 26 weeks anticipated to commence on 5 September 2016 where possible but no later than 19 September.

6. Our services

In addition to our strategic leadership role we operate and deliver across a series of co-ordinated and co-branded products and services to business as below;



Most of our teams have their own marketing and communications capacity however the successful tenderer will need to provide additional support as required to meet operational requirements of the services.

7. Our requirements

We have had an internal marketing and communications function since launch; however we now want to explore the support an external agency can provide. We want to appoint a company who can do the following:

- Assist the LEP in delivering its strategy through effective, timely, well targeted and accurate communications
- Develop strong engagement and communication linkages with the business community, identifying opportunities and key concerns and providing feedback to OxLEP
- Maintain and raise awareness of OxLEP, providing communications through multiple channels and for appropriate and relevant audience groups
- Influence stakeholders and audiences on LEP related work within Oxfordshire, liaise with our key contacts in government and other national stakeholders and with other LEPs across the country
- To identify and use opportunities to communicate and promote the LEP across all platforms, including:

Management and monitoring of the LEP and its products twitter accounts and other social media channels so they become a dynamic source of information for businesses

Monthly 'sense checks' of the LEP website and product websites to ensure all messaging is up to date and in a language and tone that is relevant to the business community

Build and manage strong dynamic relations with key influencers, politicians and the media at local and national levels

Ensure that communications are proactive and flexible, allowing swift alignment where necessary including handling of both positive and negative news stories, online, in print and on television

Ensure that any work is joined up with other existing marketing and communications activity across our products, our ESIF and Growth programmes and where possible across external partners to maximise opportunities to pool resources and avoid potential duplication

Brief board and team members as required in advance of meetings with key stakeholders

Coordinate, construct and distribute specific LEP led project communications to stakeholders, the general public and the business community in addition to the regular LEP messaging

Coordinate messaging across OxLEP, our themes, services and successes ensuring consistency of branding across all media

To work closely with partners to ensure there are cohesive messages of the EU Growth Programme from all partners so businesses and stakeholders are up to date with clear and concise information

Provide media monitoring reports to and in line with the LEP board quarterly meeting timeline

7.1 Advise, agree and implement our communications strategy to ensure highest quality communication to the audiences identified by us and the successful company.

7.2 Support agreed 'LEP led campaigns', and how that may be developed with no planned advertising through:

- National dailies and news groups
- Radio / TV
- On-line news groups
- Social media where appropriate
- Business press: e.g. with planned messaging through:
 - Target market, business specific magazines / journals
 - Sector specific magazines / journals

7.3 Organise briefings to ensure political stakeholders (including Members of Parliament, Local Enterprise Partnership, Councillors and Officers) are kept informed of progress, challenges and opportunities.

7.4 Ensure the LEP team and board are prepared in terms of communications and stances when the LEP is at public facing events, to ensure the correct messaging is presented to business community and stakeholders, including politicians.

7.5 Use social media, the LEP website and our product media channels as tools to deliver messaging, to include: bi-monthly Chairman/CEO Blogs, bi-monthly LEP newsletters, and active involvement with regular twitter feeds, videos, podcasts etc. The LEP would like to see an active drive and increase of traffic towards our website and our other communications outlets during the contract period.

- 7.6 Increase engagement with the media, building and creating media opportunities, regular reporting on progress and briefing journalists in order to gain media support and buy in.
- 7.7 Support the team in our presence, alongside other Thames Valley LEPS at the Thames Valley Property Forum (8 Sept) and MIPIM UK in London (19-21 October inc.)
- 7.8 Identify and utilise other existing communications activity that can incorporate LEP messages (including local events, employer networks, e-newsletters, key speakers at local and national events etc.)
- 7.9 Work with our teams to utilise case studies and good practice to share “LEP” messages.

8 Deliverables:

To ensure activity is evaluated most effectively OxLEP would like to see evidence of the agencies work across the broad range of our requirements at section 7 during the contract period. These statistics should be submitted to the LEP exec team on a monthly basis and be included in the LEP board reports.

In addition the successful company will be required to deliver and/or support

- An OxLEP communications and engagement strategy
- Two quarterly OXLEP board media monitoring reports
- Three stakeholder newsletters (every two months)
- Three OxLEP chairman/CEO blogs (every two months)
- Support up to four LEP led campaigns/events to business
- Support our presence at both the Thames Valley Property Forum and MIPIM UK

Website:

- Analysis of the last quarter statistics with recommendations to the LEP exec team for improvements to the site.

Electronic Communications:

- Current followers on Twitter – improve by 15%
- How many tweets per quarter – improve by 15%
- Highlight tweets and their influence/range

Chairman/CEO Blog and LEP newsletter

- Current numbers of people signed up to both
- Opening rate, click rate and bounce rate

REQUEST FOR QUOTATION

To respond to this request for quotation please complete the sections below.

SECTION A COMMERCIAL INFORMATION

COMPANY/ORGANISATION IDENTITY

- A1** Please provide name, address and contact details of the company/organisation in whose name the Bid is being submitted and also the name, contact details and position of the person responsible for completing this RFQ:

LEGAL/ORGANISATIONAL STATUS

- A2** Please state your company/organisation status (e.g. limited company, plc. Sole trader, limited liability partnership, other partnership, other – please specify):

- A3** Company and/or charity registration number:

- A4** Is your company/organisation a subsidiary (as understood by the Inland Revenue) of another company? If 'yes', please provide the name and registered office address of the holding or parent company and the ultimate parent (if applicable):

Yes/No

- A5** Has your organisation or any director or partner or any other person who has powers of representation, decision or control ever been convicted of any of the offences set out in Appendix A? In some circumstances, the Council (OxLEP's accountable body) is required by law to exclude a Bidder from participating further in a procurement process. If you cannot answer 'No' it is very unlikely that your response to this RFQ will be evaluated and you should contact the Council/OxLEP for advice before completing this RFQ.

Yes/No

- A6** Are any of the criteria set out in Appendix B true of your organisation? OxLEP is entitled to exclude a Bidder from consideration (but may decide to allow you to proceed further) if you cannot answer 'No'. In the event that any of the criteria do apply, please set out (in a separate annex) full details of the relevant incident and any remedial action taken subsequently. The information provided will be taken into account by the OxLEP in considering whether or not you will be able to proceed any further in respect of this RFQ.

Yes/No

- A7** In order for the Council to undertake an assessment of your economic and financial standing, please provide **one** of the following (please indicate which one you are providing by ticking the relevant box). You will be contacted by the Council if this assessment identifies that a parent company or other form of guarantee is required. All financial accounts and supporting information should be in English and GBP Sterling.

A copy of your audited accounts for the most recent 2 years.	<input type="checkbox"/>
A statement of your turnover, profit & loss account and cash flow for the most recent full year of trading or where a full year of trading has not been completed the same information for the period applicable.	<input type="checkbox"/>
If you are unable to provide the information requested above, please provide additional information and documentation that will give the Council the assurance that you are capable of carrying out any subsequent awarded contract. For example, a statement of your cash flow forecast for the current year and a letter from your bank outlining the current cash and credit position or other alternative means of demonstrating financial standing.	<input type="checkbox"/>

- A8** The Council's minimum insurance requirements for any contract(s) awarded for the goods and/or services covered by this RFQ are set out below. Evidence in the form of valid certificates of insurance for at least the sums set out below will be required prior to contract award.

<i>Type of Insurance</i>	<i>Required (Yes/No)</i>	<i>Level (£) (minimum) on an each and every claim basis</i>
Professional Indemnity insurance	Yes	Two million (2,000,000)

Please confirm that you will provide valid certificates of insurance to the specified amounts prior to contract award if you are successful.

Yes/No

A9 Please provide details of up to 3 contracts performed during the past 3 years that are relevant to, and demonstrate your experience in providing the Service covered by this RFQ. (Please note that the customer contact should be prepared to confirm the accuracy of the information provided should OxLEP wish to contact them).

	Contract 1	Contract 2	Contract 3
Customer name			
Customer contact name, phone number and email			
Contract start date Contract completion date Contract Value			
Brief description of contract (max 150 words)			

SECTION B METHOD STATEMENT

Please describe how you propose to deliver the service described in the Specification:

METHOD STATEMENT (4 pages maximum)

Please complete this method statement section highlighting how you would deliver the services we requires and what resources would be allocated to ensure successful delivery of all outcomes. In particular please ensure your submission evidences how you meet the criteria set our below.

1. Demonstrate a clear understanding of the requirements in the specification and the products and services we are seeking.
2. Demonstrate experience across the range of services and disciplines we are seeking
3. Demonstrate previous experience of work in the economic development arena including experience of engaging with and working alongside government funded and/or sponsored programmes, work supporting local economies and multi stakeholder contract experience in a relevant field.
4. Demonstrate the ability to communicate complex information in a manner which engages senior level decision makers, such as LEP boards and the private sector
5. Demonstrate delivery of previous, relevant good quality contracts and products, to time and on budget.
6. Demonstrate good project planning and management skills – evidence delivery of successful contracts in a similar environment

SECTION C FINANCE SCHEDULE

COSTS/CHARGES

The maximum contract value for this project is £25000 (exclusive of VAT) and will, subject to the terms of this Agreement, be paid in the following instalments as below;

£5000 on commencement of the Contract;

£5000 for the Contract Period September and October on receipt of agreed deliverables for this Contract Period;

£5000 for the Contract Period November and December on receipt of agreed deliverables for this Contract Period;

£5000 for the Contract Period January – contract end date in March on receipt of agreed deliverables

A final payment of £5000 on delivery, in accordance with the terms of this Contract, of a full OxLEP marketing and communications review document and associated strategy (due by end of January for review prior to presentation at March OxLEP Board)