

Title: Business facing campaign
Ref: WBF 2



HM Government



European Union
European Regional
Development Fund

Welcome Back Fund - funded by ERDF

Invitation to quote: business facing campaign – creating content and marketing the content, value £9,500 plus VAT.

Document to be returned to graham.kennedy@allerdale.gov.uk by 12noon, 3 January 2022.

Company	
Name (Print Name):	
Date:	

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For your information, an addition document: “**RfQ – Accompanying Instructions and Information for Suppliers**” is available electronically to accompany this document. This can be found on the procurement page of our website: <https://www.allerdale.gov.uk/en/about-council/procurement/>

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Specification:

Project / Contract Details

- 1.1 Allerdale Borough Council (the Council) is seeking quotations in line with the specification below.
- 1.2 The project / contract is for approximately 3 months. The intended commencement date is 10 January 2022 and will end on 14 March 2022.

Background

1.3 Allerdale Brough Council invites quotations for the provision of a business facing local marketing campaign to encourage those Allerdale businesses who have yet to exploit the opportunities digital channels afford, to do so, to support their recovery and growth following the lifting of Covid regulations.

The brief – our requirements

1.4 We would like you to create content for businesses to encourage them to:

- Create a Google MyBusiness account
- Find out how to sell online
- How to write a digital marketing plan

We like the idea of short videos to impart the information, so we are suggesting the creation of three short videos. However, you are free to suggest alternative solutions.

We have produced a number of business facing videos including this one:
<https://youtu.be/6ju8-OowYq8>

Also describe how you would market the content to businesses so there is good uptake - we have a database of 2,500 Allerdale businesses, as well as a business Facebook group and regular email newsletter which could also be used.

All activity should be branded using the Allerdale logo. The HM Government and EU ERDF logo should also be used together as above and as detailed in the [Welcome Back Fund Guidance](#).

The budget is £9,500 plus VAT where applicable to cover all elements of the campaign including your fees to develop and implement the campaign as well as any paid for advertising. The funding has been provided by the Government through its Welcome Back Fund.

2. **Timetable**

2.1 The proposed timetable for the procurement process is as set out below:

Key Tasks	Date to be completed by
Request to Quote documents published	7 December 2021
Quotation Submission Deadline	12 noon, 3 January 2022
Evaluation of Quotations including clarification meetings (if required)	7 January 2022
Award	7 January 2022
Commencement	10 January 2022

The Council reserves the right to amend the above timetable or extend any time period.

3. **Evaluation Criteria**

3.1 The Contract will be awarded based on the most economically advantageous Quotation to the Council based on the evaluation criteria set out below:

CRITERIA	Sub-Weighting	Weighting
Section 1: Price		50%
Section 2: Quality & previous experience		40%
Section 3: Social Value		10%
TOTAL		100%

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Section 1: Price (50%)

Prices quoted must anticipate all costs in relation to the provision of the project as NO additional costs will be accepted unless approved in writing by the Council.

Please note there is a maximum budget of £9,500 plus VAT for this commission. Bids in excess of this figure will not be considered.

Payment milestones will be agreed with the successful Provider on award.

Price Schedule	
Contract Title:	
Ref:	
Organisation Name:	
Contact Name:	
All prices stated must be exclusive of VAT.	
Prices must include for all costs, expenses and disbursements in connection with the provision of services under the contract as no additional costs will be accepted unless approved in advance in writing by the Council	
Please provide a spreadsheet containing a detailed breakdown of all costs for each element/stage of the project, setting out the team member involved in that element of project delivery and the time allocated.	
Please confirm your total quoted price for the provision of the business facing campaign	£

Section 2: Quality & previous experience(40%)

Questions	
2.1 (40%)	Please outline any similar experience including the results of the activity including any metrics and clients' responses to your work. Please also specify what form of content you would create, the media you would choose to market the content, and how you would evaluate the campaign. You may include examples of similar work.
Response:	

Section 3: Social Value (10%)

SV1.1 (10%)	Social Value			
	Please provide details and evidence against any of the 5 themes within the Social value framework			
	Themes and Outcomes in the Social Value Framework			
	Theme number	Themes	Policy outcome number	Outcomes
	1	COVID- 19 recovery	1	Help local communities to manage and recover from the impact of COVID-19
	2	Tackling economic inequality	2	Create new businesses, jobs and new skills in Cumbria
3			Increase supply chain resilience and capacity In Cumbria	
3	Fighting Climate Change	4	Effective stewardship of the environment	
4	Equal Opportunities	5	Reduce the disability employment gap	

			6	Tackling workforce inequality
	5	Wellbeing	7	Improve health and wellbeing
			8	Improve community integration

Response:

SVQ1.2 (for Info)	Please tick the following as applicable:	
	<p>Foundation Living wage (this question is only appropriate where we are commissioning a service or services*)</p> <p><small>*A service is defined as an intangible process that cannot be weighed or measured, whereas good is a tangible process that has a physical dimension. Service might be carrying out our waste collection, or a cleaning service, goods are actual products such as buying food or stationary</small></p>	
	YES - we currently pay employees the equivalent or higher of the Foundation Living Wage (FLW) currently, set at £8.25 per hour?)	
	NO - we do not currently pay employees the equivalent or higher of the Foundation Living Wage (FLW) currently, set at £8.25 per hour?)	
	YES - we are working towards paying staff the Foundation Living Wage (please provide in comment box below the timescales you are working towards this)	
	Comment:	

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	NO - we are not working towards paying staff the Foundation Living Wage.	
	Zero Hours Contracts	
	YES - we operate Zero Hours Contracts (Please provide details for operating this in the comments box below)	
	Comment:	
	NO - we do not operate Zero Hours Contracts	

Subcontracting

Is it the intention of your company to subcontract

<u>YES</u>	<u>NO</u>

***(please tick what your response is)**

If your answer to the above is yes please state which company you will be subcontracting to, the percentage and description of work you intend to subcontract:

Company: _____

Address: _____

Postcode: _____

Telephone Number: _____

Percentage of Work to be Subcontracted: _____ %

Description of Work to be Subcontracted: _____

Please note any company requesting to subcontract work must obtain written permission from the Procurement Team

Any company found to be subcontracting who has failed to declare this at tender stage may incur the following action:

1. The contract being cancelled
2. All other contracts/frameworks won by your company may be reassessed

PLEASE COMPLETE A NEW FORM FOR EACH SUBCONTRACTOR YOU WILL BE USING. THIS INCLUDES OTHER CONSULTANTS IF THEY ARE TO BE USED.

Declaration

PLEASE READ AND SIGN THE DECLARATION BELOW

I/We apply to be considered for the Provision of

I/We certify that the information supplied is accurate to the best of my/our knowledge and that I/We accept the conditions and undertakings requested in the quotation. I/We understand that false information could result in my/our exclusion from consideration for this or any other contract or framework with the Council.

I/We also understand that it is a criminal offence, punishable by imprisonment, to give or offer any gift or consideration whatsoever as an inducement or reward to any servant of a public body and that any such action will empower the Council to cancel any contract or framework currently in force and will result in my/our exclusion from consideration for this or any other contract with the Council.

I/We confirm that:

- (i) I/We have not communicated and will not communicate to any person, under agreement or arrangement, the amount of this quotation.
- (ii) The amount of this quotation has not been adjusted under any agreement or arrangement with any person.

Signed for and on behalf of the organisation:

Company:	
Signature:	
Full Name (printed):	
Designation:	
Date:	
Telephone:	
Email:	

Anti-Collusion Certificate

The essence of the public procurement process is that the Council shall receive bona fide competitive quotations from all Bidders. In recognition of this principle we hereby certify that this is a bona fide Bid, intended to be competitive, and that we have not fixed or adjusted the amount of the Bid or the rates or prices quoted by or under or in accordance with any agreement or arrangement with any other Bidder (other than a member of our own consortium). We have not and insofar as we are aware neither has any Bidder Party (as defined in the Invitation to Negotiate):

Entered into any agreement with any other person with the aim of preventing Bids being made or as to the fixing or adjusting of the amount of any Bid or the conditions on which any Bid is made; or

Informed any other person, other than the person calling for this Bid, of the amount or the approximate amount of the Bid, except where the disclosure, in confidence, of the amount of the Bid was necessary to obtain quotations necessary for the preparation of the Bid for insurance, for performance bonds and/or Contract or Framework guarantee bonds or for professional advice required for the preparation of the Bid;

or

Caused or induced any person to enter into such an agreement as is mentioned in Paragraph (1) and (2) above or to inform us of the amount or the approximate amount of any rival Bid for the Contract or Framework; or Committed any offence under the Prevention of Corruption Acts 1889 to 1916 nor under Section 117 of the Local Government Act 1972;

or

Offered or agreed to pay or give any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other Bid or proposed Bid for the Works any act or omission;

or

Canvassed any other persons referred to in Paragraph (1) above in connection with the Contract or framework;

or

Contacted any officer of the Council about any aspect of the Contract or Framework including (but without limitation) for the purposes of discussing the possible transfer to the employment of the Bidder of such officer for the purpose of the Contract or Framework or for soliciting information in connection with the Contract or Framework.

We also undertake that we shall not procure the doing of any of the acts mentioned in Paragraphs (1) to (7) above before the hour and date specified for the return of the Bid nor (in the event of the Bid being accepted) shall we do so while the resulting Contract or Framework continues in force between us (or our successors in title) and the Council.

In this certificate

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The word "person" includes any person, body or association, corporate or incorporate and "agreement" includes any arrangement whether formal or informal and whether legally binding or not.

Allerdale Borough Council

Form of Quotation for

Service or Goods required in title

To: Procurement Team
Allerdale House
Allerdale

1. I/We

Carrying on business at

Having read and examined the Invitation to Quote (ITQ) and conditions of contract, and all other supporting documents relating to the provision of the service, I / we do hereby quotation and undertake to provide the service in accordance with the ITQ documents and other documents referred to therein pursuant to our Quote for the duration of the contract at the prices specified in the pricing schedule in our Quote.

2. I/We agree that the insertion by me/us of any conditions qualifying this Quote or any alteration to any of the invitation to quote documents shall not have any effect and shall cause the Quote to be rejected.
3. I/We agree that this quotation shall be submitted on the basis that the offer in it shall remain in force and open for acceptance for a minimum of 3 months from the date fixed for the submission of Quotes in the ITQ.
4. Unless and until a formal agreement is prepared and executed, this Quote together with your acceptance thereof in writing, shall constitute a binding agreement between us.
5. I/We certify that the details of this Quote have not been communicated to any other person or adjusted in accordance with any agreement or arrangement with any other person.
6. I/We hereby certify that I/we have not canvassed or solicited any member, officer or employee of ABC in connection with the award or proposed award of this Quote or any other quote and that to the best of my/our knowledge and belief no person employed by me/us or acting on my/our behalf has done any such act.

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7. I/We further hereby undertake that I/we will not in the future canvas or solicit any member, officer or employee of ABC in connection with this Quote or proposed Quote for the provision of the service and that no person employed by me/us or acting on my/our behalf will do any such act.
8. I/We understand that you are not bound to accept the lowest or any Quote you may receive.
9. I/We certify that this is a bona fide Quote.

I warrant that I have all requisite authority to sign this Quote and confirm that I have complied with all requirements of the ITQ.

Signed for and on behalf of the organisation:

Company:	
Signature:	
Full Name (printed):	
Designation:	
Date:	
Telephone:	
Email:	