



**LONDON BOROUGH OF REDBRIDGE  
On Behalf of Local London**

## **INVITATION TO TENDER**

**Commission of a supplier to deliver Communications Services**

**for:**

**The Thames Estuary Growth Board  
2020-2021**

**Bids submitted after the stated closing date and time will not be considered.**

<b>Bidder to insert their company/organisation name</b>

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## **The Thames Estuary Growth Board**

### **Commission of a supplier to deliver Communications Services for The Thames Estuary**

#### **1. Introduction**

**The Thames Estuary** has been called Britain's next big growth opportunity potentially worth billions of pounds to the UK economy.

An exciting and ambitious vision has been developed for the area, which includes parts of London, Essex and Kent. A dedicated board, led by a Government-appointed Envoy, will deliver this vision.

This project is regarded alongside the Northern Powerhouse and Midlands Engine as integral to the future of the UK economy. It will have a world-class reputation once it begins to communicate its work.

The Thames Estuary Growth Board is expected to launch its plan later this year. A date has not been set for the launch yet because of the coronavirus emergency, however the Envoy and Board are keen to develop communication assets in preparation for the launch.

To reflect the national and international significance of the Thames Estuary project, we need a dynamic and exciting brand for **The Thames Estuary** to support mixed-media campaigning, engagement and place marketing.

In addition to this world-class brand, we will require:

**Campaign development** – A campaign to launch alongside The Thames Estuary Growth Board plan which supports, promotes and amplifies its objectives.

**A website** – Designed, prototyped, tested and built in a recognised, user-friendly content management system like Wordpress. See Appendix A for other technical requirements.

**An explainer film** – A short (circa 3 minutes) animated narrated film explaining the Thames Estuary project to be positioned on the homepage of the website.

**An image library** – An image library to be used in digital and print communications around the Thames Estuary Project.

#### **2. Background**

In June 2018, the Thames Estuary 2050 Growth Commission published an ambitious vision for growth in Local London, Essex and Kent to unleash its potential.

The Government is supporting and enabling this vision by funding a dedicated Thames Estuary Growth Board to deliver an ambitious programme of work led by Kate Willard, who has been appointed Thames Estuary Envoy by the Government's Cities and Growth Unit.

The Thames Estuary Growth Board will deliver and support existing projects for the Thames Estuary which will lead to thousands of new jobs; hundreds of new houses; new transport and digital infrastructure and contribute billions to the economy by 2050.

Those plans are likely to be published and launched in the summer of 2020.

These are exciting times for the Thames Estuary and it needs a world-class brand to reflect that.

To communicate and engage with local people and other key stakeholders around this wide-ranging work, we need a strong, recognisable and vibrant visual identity for the **Thames Estuary**.

The brand should include a logo, colour palette, typography, clear usage guidelines and set of assets for partners to use in print and digital.

To support storytelling and engagement around The Thames Estuary, we need an interactive website that enables us to keep people updated with news, events and developments. The centrepiece of the website should be a short explainer film setting out how the vision for the Thames Estuary will be delivered. Other key functionality will be integration with an e-newsletter system like MailChimp and social media platforms, including Twitter and LinkedIn.

The Thames Estuary Envoy and Growth Board are keen to develop a campaign that will support/promote/engage and amplify the objectives of their plan for this Region. The supplier will be required to work with the Envoy to develop a campaign that delivers this. A copy of the draft Thames Estuary Growth Plan will be available to suppliers who take part in this exercise and the Thames Estuary Envoy, Kate Willard, is available for conversations with suppliers who would like to ask clarification questions about the plan.

In addition to this specification, we are concurrently commissioning a supplier to provide copywriting and media support services. The supplier appointed to deliver this commission would need to work alongside our commissioned copywriter – who will be responsible for producing content for the website and explainer film.

### 3. Timetable

	<b>Campaign, Brand, Website, Film and Photography</b>
<b>Procurement</b>	
Invitations to Tender Distributed to relevant Suppliers on GCS Framework	April 8
Clarification	April 8-19
Deadline for receipt of proposals	April 27
Evaluation	April 28-29
Decisions communicated	April 30
Inception call/meeting/s	May 1
<b>Delivery – (subject to interdependencies)</b>	
Content/copy development	
Brand developed/ delivered	May 1 – May 25 (4 weeks)
Website developed/ delivered	May 1 – June 30
Explainer film developed/ delivered	May 1 – May 25
Photo library shot/ delivered	May 1 – June 30

### 4. Specification

This specification outlines a requirement for a supplier to deliver a variety of communications services for The Thames Estuary project; specifically:

1. Campaign development
2. A brand and various brand assets
3. A website
4. An explainer film
5. An image library

Ideally, one supplier will demonstrate the ability, experience, resources and capacity to deliver everything outlined in this specification however consortium bids led by one supplier – who will act and work with us on behalf of the consortium - will be accepted.

This opportunity is being managed by Local London – a sub-regional partnership of eight boroughs in east and north east London – on behalf of Thames Estuary Growth Board. Thurrock Council – as the accountable body for the Thames Estuary Growth Board – will be responsible for payments to the appointed supplier.

The requirement in full is:

Campaign Development	<ul style="list-style-type: none"> <li>• Working with the Thames Estuary Envoy and Growth Board to identify and develop a campaign that supports the aims and objectives of the Thames Estuary Growth Plan.</li> </ul>
Brand development and assets	<ul style="list-style-type: none"> <li>• Logo: “Thames Estuary”</li> <li>• Colour palette (3-5 colours)</li> <li>• Headed-letter template</li> <li>• Powerpoint slide template</li> <li>• Mailchimp e-newsletter template</li> <li>• Agenda front sheet</li> <li>• Report front sheet</li> <li>• All assets designed/compatible for use in print and digital</li> </ul>
Website	<ul style="list-style-type: none"> <li>• Designed, prototyped, tested and built in a common, user-friendly content management system like Wordpress.</li> <li>• Website to be mapped on commission however key functions would be an explainer film embedded as its centrepiece.</li> <li>• Functionality for people to sign up to receive an electronic newsletter via a well-known system like MailChimp.</li> <li>• A form that allows people to contact us with any questions, complaints or observations.</li> <li>• Training on use of the CMS chosen to develop the website.</li> <li>• Other requirements set out in appendix A covering security, accessibility and other technical aspects.</li> <li>• Hosting and Technical support until the end of the financial year 2020-21.</li> </ul>
Explainer Film	<ul style="list-style-type: none"> <li>• 3 minutes explainer film setting out a vision for the Thames Estuary based upon the Thames Growth Board plan.</li> <li>• To include all elements of production, including narration and subtitling.</li> <li>• The script will be provided to the supplier so should not form part of the cost.</li> </ul>
Image library	<p>To include:</p> <ul style="list-style-type: none"> <li>• People, places and symbols of the Estuary from the ground, on river and aerial.</li> <li>• To be used liberally across the website and to be provided in a library format for use on print and digital formats.</li> </ul>

## 5. Submission instructions

### General

- The Authority will reject Bids submitted after the date and time specified as the deadline.
- The Authority reserves the right, at its discretion, to request clarifications in writing or further relevant information from any Bidder after the submission of Bids.
- All responses must be submitted electronically through the Procurement Portal. Bids which are, e-mailed, posted, hand-delivered or faxed to the Authority **will not** be considered.
- It is your responsibility to ensure that your Bid is submitted prior to the closing date/time.
- You should ensure that you leave enough time to upload and submit your Bid.

### Return of Bid Documentation

- The Authority is using a secure (hosted) electronic bidding system (i.e. the Procurement Portal).
- User guides are available from the Help menu throughout the Procurement Portal. Bidders are advised to make themselves familiar with the content of the user guides prior to uploading Bids by using the topics within the 'Help' menu located on the header bar of all pages.
- Bidders interested in this opportunity should express their interest by clicking on the 'Register interest in this opportunity' within the Business Opportunity Advert.
- Once Bidders have expressed their interest they can access the Procurement Documentation/Bid documentation from 'My Activities' on the home page or on the header bar.
- Please indicate via the Procurement Portal whether or not you intend to submit a Bid in response to this invitation by selecting "Register intent to respond" or "No longer wish to respond" under the Response Controls.
- In order to complete your electronic Bid it must be downloaded to your system, completed and uploaded to the correct area of the Procurement Portal in accordance with the return instructions and the stated deadline for submission of responses. Bidders should be aware that the Authority is unable to open any Bid submissions until after the specified closing date and time for the receipt of Bids. Until this time, Bids are stored in an e-vault and cannot be accessed in any manner by any the Authority staff.
- The full Bid must be completed and returned in the published format (i.e. Microsoft Word). Failure to comply with this instruction may result in your Bid submission being discounted. Your Bid must be submitted through the Procurement Portal (this may be submitted at any time prior to the closing time and date). Submission of electronic Bids should not be left to the last moment as it may take some time to upload your completed Bid. The server timestamps (GMT) Bids when they are submitted. Bids

submitted after the stated closing date and time **will not** be considered. Bids may be rejected if they are not properly completed.

- Where Appendices to this ITT and/or forms submitted by Bidders during the Procurement Process require signing either by the Bidders or a third party (e.g. a bank authority or insurance certificate), electronically completed versions are acceptable for bidding purposes. Therefore, the Authority will accept scanned copies of original signed forms and the Authority will also accept either scanned copies of original signed Appendices or copies of the Appendices with typed signatures. Fully signed hard copies of any forms will be required from Bidder(s) prior to the award of the Contract.
- All responses should be in English, text submitted in A4, with a font size of no less than 10 and any financial references should be in Pounds Sterling.
- Where additional information has been requested (e.g. a company structure chart), this information should be clearly named so as to identify the file's contents and should be uploaded with your Bid response.

### Attachments

- Attachments that have not been requested as part of the Bid submission will be ignored and will not be taken into consideration as part of the evaluation process.

### 6. Evaluation (70% Quality 30% Price)

Please provide responses to the following questions.

Criteria	Required Response	Weighting
<b>Price</b>	<p>Please provide ONE price to deliver all requirements in section 4 (Requirement). The price you quote should not exceed £50,000</p> <p>In your Price submission, please provide an explanation/breakdown of your cost for each of the 5 projects described in section 4 and any other costs.</p>	30%
<b>Project Delivery</b>	<p>Please set out your proposals for delivering this project on time and budget including:</p> <ul style="list-style-type: none"> <li>• Research and development</li> <li>• Creative process</li> <li>• Client involvement, engagement and sign-off</li> <li>• Risk and mitigation</li> <li>• Roles and responsibilities</li> </ul>	40%

	<ul style="list-style-type: none"> <li>• Delivery plan to meet prescribed deadline</li> <li>• Evaluation regime</li> </ul>	
<b>Project team</b>	<p>Please outline the project team you will allocate to this project. Describe their:</p> <ul style="list-style-type: none"> <li>• Role on the project</li> <li>• Relevant credentials, experience and qualifications</li> <li>• Provide a client testimony to vouch for their track record and/or other evidence of competence.</li> </ul> <p>Provide <b>ONE</b> case study for your agency setting out how you have delivered a similarly mixed-media project/campaign. Describe your approach and how you achieved the objectives set by your client.</p> <p>In light of the coronavirus emergency – please be clear about the mechanisms you will use to ensure this project is delivered by June 30<sup>th</sup>.</p>	<b>30%</b>
<b>Total</b>		<b>100%</b>

### Instructions of Tenders

Prospective providers should answer all questions as accurately and concisely as possible. Questions should be answered in English.

All questions and queries about the procurement procedure must be submitted by e-mail to Paul Morris at Paul.Morris@redbridge.gov.uk.

Only written questions and queries will be accepted. The final date for any questions and queries is 19 April 2020.

Tenders submitted after the deadline will not be accepted

Delivery staff must be qualified with nationally recognised qualifications.

The project must be delivered within the specified budget

The test will be scored using the following matrix.

Mark	Comment
0	Failed to provide confidence that the proposal will meet the requirements. An unacceptable response with serious reservations.

25	A poor response with reservations. The response lacks convincing detail with risk that the proposal will not be successful in meeting all the requirements.
50	Meets the requirements – the response generally meets the requirements, but lacks sufficient detail to warrant a higher mark.
75	A good response that meets the requirements with good supporting evidence. Demonstrates good understanding.
100	An excellent comprehensive response that meets the requirements. Indicates an excellent response with detailed supporting evidence and no weaknesses resulting in a high level of confidence.

## Price

Please include **ONE** price to account for all deliverables in this specification, including day rates and capabilities.

The optimal price is **£50,000**.

For information, please provide a breakdown of how your budget would be spent in a table.

The following formula will be used to calculate a score for this category.

**Lowest Priced Compliant Tender (Low Price/Tender Price x 100 - 100) / (High Price - Low Price) x (Tender price – Low price) + 100**

## 7. Clarifications

If you have any questions around this commission, please contact Paul Morris at Local London on 07888852492 or by email [paul.morris@redbridge.gov.uk](mailto:paul.morris@redbridge.gov.uk)

After the clarification period has elapsed, we will provide a document of responses to all suppliers who have expressed an interest in this work.

## 8. References

[Thames Estuary Commission Report](#)

[The Government Response](#)

[The appointment of Kate Willard as Thames Estuary Envoy](#)

## 9. Contract

The supplier appointed will receive a one-year contract with potential to expand to a second year.

## **Appendix A: Other website requirements**

### **1. Other General requirements**

#### Accessibility and Usability

The website must be user-friendly and accessible. This includes being accessible to those with limited literacy, visual impairments, learning difficulties and those with a preference for (TBD) information in other languages other than English. This may include but will not be limited to the following:

1. The ability to change text size;
2. Uses standard UK Government Access Keys Systems and meet GDS accessibility requirements
3. Is a mobile first responsive web design that can operate across a range of devices and can operate on (but not limited to) iOS, Windows phone and Android.
4. Is compatible with any browser including but not limited to Microsoft Edge, Microsoft Internet Explorer v 11 or later, Google Chrome and Firefox.
5. Embeds multilingual translator into the website with English as the default language (TBD)
6. Adheres to Nielsen's Usability heuristics
7. Adheres to national NHS website/public sector quality standards around design, accessibility and hosting.

#### **Policies and Customer Feedback**

The developed website should:

- Assure and inform users of their privacy, confidentiality and how their data is shared and transferred.
- Have a clear cookie policy.
- Include easily identifiable social share buttons and/or plugins on the landing pages

#### **Protection of Data**

The supplier shall put in place suitably robust technological solutions to ensure that Personal Data is kept secure and that the Supplier complies with the General Data Protection Regulations. The Supplier shall implement and maintain data security and confidentiality.

#### **Branding**

The Thames Estuary brand must be accurately reflected in the design and build of the website.

#### **ICT Service Management and Maintenance**

The Supplier shall ensure that the entire supplier system:

- Has pre-arranged downtime for system upgrades, security checks etc. and any work should occur off peak with the online Digital User Interface presenting a holding page whilst maintenance occurs;
- Complies with security standards at all times and should be registered with the Information Commissioners' Office (ICO);
- Follows best practice in ICT service management and ensures that the policies, processes and supporting procedures are in place to plan, design, deliver, operate and control the services to meet User needs and allows for continual service improvement.

#### **Supplier Availability**

The Supplier shall ensure that their named lead or appointed deputy is, as a minimum, available during business operating hours 9am-5pm (GMT) Monday to Friday.