



LONDON BOROUGH OF REDBRIDGE
On Behalf of Local London

INVITATION TO TENDER

Provision of Content Development and Media Relations Support for:

The Thames Estuary Growth Board

2020-2021

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

Bidder to insert their company/organisation name

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The Thames Estuary Growth Board

Provision of Content Development and Media Relations Support 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 Thames Estuary Growth 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.

To facilitate communication, marketing and engagement around The Thames Estuary, we have commissioned brand development, website development, photography and film production.

To support this work, we need a qualified and experienced supplier of copywriting, content production and media relations services.

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 the 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.

2. Background

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

In 2019, The Government announced it was 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.

Its first plan is likely to be published and launched in July 2020.

To prepare for publication, we have commissioned a number of assets and channels to enable communications, marketing, engagement and a long-term The Thames Estuary promotional campaign.

They are:

- Campaign development
- A brand, including 'The Thames Estuary' logo, colour palette, typography and various brand assets (e-newsletter template, PP slide template, letter head etc).
- A website
- An explainer film
- An image library

We are now looking to commission an experienced and qualified content production and media relations agency to our roster.

The content production element is to plan and copywrite various content to appeal to wide-ranging audiences and stakeholders in different styles for print and digital channels. The media relations element is to provide a full reactive and proactive media relations service.

We will need the chosen supplier to really get under the skin of this project and be ultra-creative in helping us tell a story about how we can enable growth in the Thames Estuary.

Given the infancy of this project the supplier will need to make a creative copywriter with flair and imagination available who can interrogate a complex and wide-ranging brief to produce content for a diverse range of audiences, including members of the public, politicians, business leaders, education leaders, the architecture, building and housing professions and others.

We do not have all the answers, so a supplier who has significant and demonstrable experience and knowledge of delivering support to complex, wide-ranging, multi-stakeholder growth projects is essential.

Specific requirements are described below:

3. Timetable

The timetable below applies to this commissioning cycle.

Description	Date
Procurement	
ITT distributed and expressions of interest requested	April 8
Clarification period	April 8 – 19
Proposals received	April 27
Evaluation	April 28 – 29
Decision	April 30
Inception meeting/discussion	May 1
Delivery	
Part 1: Pre-launch content	May 1 – 25
Part 2:	July onwards
Part 3:	July onwards

4. Specification

Content Development Part 1 (April – June)

We require a creative supplier who can research and produce wide-ranging copywriting for digital and print media to appeal to various audiences and stakeholders; specifically:

- Web pages for The Thames Estuary website – as per a content plan produced by the commissioned web developer.
- Summary versions of the Thames Estuary Growth Board Plan which are accessible to various groups, including people with learning disabilities and visual impairment.
- A series of FAQs and bitesize pieces around existing Thames Estuary projects, facts, statistics and key issues to be produced in print and 'add colour' to the website.
- Articles on topics associated with the Thames Estuary Growth Board Plan to be pitched into appropriate media.
- A script for a 3-5-minute explainer film which outlines the ambitions of the Thames Estuary Growth Board and tells a story of the Thames Estuary in 2050.

Content Development Part 2 (July onwards)

The Thames Estuary Growth Board intends to develop a partnership scheme to nurture positive relationships with stakeholders in this region who can champion and advocate for our ambitions.

The supplier will need to produce content to enable promotion and marketing of this programme including:

- Programme pages on the Thames Estuary website
- Case study generation of partners to illustrate how they are supporting our ambitions.

Content Development Part 3 (July onwards)

- The Thames Estuary Envoy in her capacity as the chair of the Thames Estuary Growth Board will be required to make speeches and give presentations. The supplier will be responsible for preparing those works in collaboration with her.
- The supplier will also need to work with us on occasions to prepare consultation responses on an ad hoc basis to ensure that messaging is consistent and our submissions are strong.

Media relations

We require a media relations supplier who can provide the Thames Estuary Envoy and Growth Board with a holistic media relations service. To include:

- A 24-hour reactive media relations service
 - A press release production service
 - A commentary (reactive/proactive) production service
 - A news grid of planned stories and opportunities for the Thames Estuary Envoy and Thames Estuary Growth Board and proactively delivering them.
- Management of the Thames Estuary Envoy social media

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 12 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 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)

Criteria	Required Response	Weighting
Price	Please provide ONE price to deliver all requirements in section 4 (Requirement). The price you quote should not exceed £25,000.	30%
Service specification	Please set out your proposals for delivery of this specification. This should include how you will manage your work; the team of qualified people you will allocate to it; your proposals for delivery of work on tight timescales; and how you will monitor and evaluate your outputs/outcomes.	40%
Suitability to deliver	<p>Please describe your ability, experience and background in relation to satisfying all requirements as set out in this brief.</p> <p>Demonstrable experience of delivering support to a similarly complex, wide-ranging and multi-stakeholder project is essential and should be referenced in your response.</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 30th.</p>	30%
Total		100%

Instructions of Tenders

- Potential providers must complete the Tender Submission Document in full and present the information as requested together with any documentary evidence required.
- Prospective providers should answer all questions as accurately and concisely as possible. Where a question is not relevant to the respondent's organisation, this should be identified, with an explanation.
- 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 test will be scored using this 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 30%

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

The optimal price is **£25,000**.

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

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.