Marketing, Publicity and Website services RFQ

for

“Business Ready” Business Support Programme

For

The University of Warwick Science Park (uwsp)

July 16 – Dec2018

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# Background

The University of Warwick Science Park (UWSP) will shortly be delivering the Business Ready programme to businesses based in Coventry and Warwickshire (see Appendix A for background information).

Business Ready is an innovative new business growth support package for innovation-led and knowledge intensive businesses based in Coventry and Warwickshire. The programme aims to support micro and small enterprises with the characteristics and ambition for growth. *This programme forms part of the Coventry & Warwickshire Business Support Programme, is part funded by the European Regional Development Fund (ERDF).*

All publicity must recognise the contribution of each partner and all 3 branding guidelines can be provided on request. Consideration should also be given to other UWSP brands: Ignite, Techmark and Minerva.

Digital designs and assets will be provided when required.

Contract award is dependent on UWSP receiving ERDF funding.

# USWP Business Ready Programme Requirements

In order to promote the service in the Coventry and Warwickshire area, UWSP request quotes from providers for the following lots:

## Lot 1 Creative design, marketing collateral and digital assets (max. budget £5200+vat)

* **Develop “look and feel”** for the Business Ready marketing collateral which is sensitive to and follows branding guidelines for all programme partners. The materials are targeted at SME’s but also for engagement with key stakeholders
* **Create designs** for:
  + A3 Posters
  + Pop-up banner stands
  + Single page flyers
  + A4 presentation folders
  + A6 post-it notes or similar
* **Create digital assets for:**
  + Email/HTML template
  + Website
  + Social media backgrounds (Twitter)
  + Word and Powerpoint templates
* **Word, Powerpoint and Email template design**

The design of letterhead and an email marketing template that can be used for sending out regular communications by the team as well as a Powerpoint template to be used at events and presentations to disseminate information about the programme to business audiences

* **Flyer design and 2 print runs X 500**

The design of an appealing single sheet flyer for potential clients, stakeholders and referrers. It provides a high level overview of Business Ready and the benefits of engaging with us.

* **A3 poster design and 50 prints**

An A3 poster following ERDF guidelines which can be used to put in places that are frequented by businesses and where Business Ready is delivered

* **Pop up banner stand (X5)**  to be used at exhibitions and presentations. It needs to have the same look and feel as the other marketing collateral. The pop up stand will feature a main message, high level information of the programme and a call to action.
* **A4 presentation folders (200 folders – 5mm gutter, cut out for business card)** to hold client literature and workshop/event materials (~25 sheets of paper)
* **A6 post-it pads (400 notepads of ~ 20 sheets)** for client notes at events/workshops
* **1 X Tablecloth** for exhibitions and other events

It is desirable for a single supplier to design all the above marketing collateral to ensure uniformity of the marketing material. If this isn’t possible, the chosen designers are expected to coordinate the different design activities to ensure uniformity at no extra cost.

The designers will be expected to liaise with the website developers to supply digital assets and ensure continuity and consistency between physical and digital assets.

The proposal should include information that will correspond with the evaluation criteria as follows:

**Lot 1 Evaluation criteria:**

|  |  |
| --- | --- |
|  | Weighting |
| Demonstrable understanding of the Business Ready proposition and UWSP | 15 |
| Price showing full budget breakdown; the “Look and Feel”, itemised design and individual collateral items | 20 |
| Details and credentials (skills / experience) of individuals who would work on the account | 20 |
| Evidence of successful work in a similar field | 35 |
| Timescales for development and delivery | 20 |

## Lot 2 Publicity services (max. budget £10,500 +vat)

* Writing of articles to :
  + Promote the programme to potential applicants
  + Encourage attendance at promotional events/workshops
  + Promote success of clients progressing through the programme
  + Promote success for ERDF funded programme with support from WCC and UWSP
  + Publish on the Business Ready website, media circulation and social media
* Distribution of articles to relevant media publications (at least 2 articles per quarter)
* Interviewing clients and writing at least 15 client case studies
* Writing, compilation and production of a final programme “Success” publication incorporating at least 15 case studies, overview and impact information (by October 2018)
* Proactively maximise any opportunities to promote the success of the programme for national or international coverage
* Providing Photography to accompany articles, case studies and success publication
* Quarterly summaries of press/media coverage to Programme Manager
* Quarterly planning/progress discussions with the Programme Manager

The proposal should include information that will correspond with the evaluation criteria as follows:

**Lot 2 Evaluation criteria:**

|  |  |
| --- | --- |
|  | Weighting |
| Demonstrable understanding of the Business Ready proposition and UWSP | 15 |
| Price showing full budget breakdown including; writing of articles, photography, writing of the “Success” publication | 20 |
| Details and credentials (skills / experience) of who would work on the account | 30 |
| Evidence of successful work in a similar field | 25 |
| Proposed calendar of writing and publication dates | 10 |

## Lot 3 Website development and maintenance to Dec 2018 (max budget £7500 +vat)

The current UWSP website uses Wordpress. The UWSP website will be tendered for re-development later in 2016 to incorporate the new UWSP branding, become responsive, and mobile friendly. The design and structure is not yet known, but the look and feel of a predominantly property website will be maintained.

The Business Ready programme will deliver business support aspects of the Science Park offering and will ideally integrate seamlessly with the re-developed UWSP website. The domain name [www.business-ready.co.uk](http://www.business-ready.co.uk) has been registered and hosting will be with our existing providers.

1. Design and development of a Business Ready Website utilising Wordpress (or other leading CMS) is anticipated to incorporate:

* Home Page
* About us – wider team
* Service description
* Case studies
* News/features page
* Events and workshops
* Eligibility criteria & registration form (export registration data to Evolutive CRM and UWSP Microsoft CRM
* Social feed (Twitter)
* Contact Us
* Links to UWSP website and to multiple other business support sites

1. **Maintenance;** Ongoing management of the website. Ownership of edits and enhancements which the UWSP team does not have the capability to administer in-house. For example structural amends, design and development of new web page templates.
2. **Training** for UWSP team in use of Wordpress or relevant CMS.

The proposal should include information that will correspond with the evaluation criteria as follows:

**Lot 3 Evaluation criteria:**

|  |  |
| --- | --- |
|  | Weighting |
| Demonstrable understanding of the Business Ready proposition, potential scope of the ongoing hosting | 15 |
| Price showing full budget breakdown; website development and maintenance, training/handover | 20 |
| Number of hours the applicant proposes would be covered by the maintenance fees | 10 |
| Details and credentials (skills / experience) of who would work on the account | 30 |
| Evidence of successful work in a similar field | 25 |

# Pricing

The lowest cost bid will be given the maximum percentage weighting for the cost element (20). All other bids will then be compared against the lowest cost bid on a pro-rata basis. The formula that will be used to do the comparison is: -

price 20 x (lowest price/bid price)

This fee element shall include the cost of all labour, equipment, materials and travel.

All Prices submitted must be **exclusive of VAT**

# **Application Process and guidelines**

Tenderers should note this contract is subject to receipt of European project funding.

UWSP retains the right to assess all submissions and possibly amalgamate and change scopes of supply to achieve best value for money. For example, additional or different quantities of printed collateral may be requested during discussion stages.

You may quote for 1,2 or 3 lots. Each lot will be assessed independently.

Please only quote for each lot where you feel you have sufficient experience and expertise to deliver. Ensure that your proposal covers at least each of the areas covered in the evaluation criteria for each lot.

Failure to provide the required information or supply documentation referred to in responses, within the specified timescale, may mean that applications will not be considered.

Tenderers should also note that in the event that a bid is considered to be fundamentally unacceptable on a key issue, regardless of its other merits, that bid may be rejected.

Submissions will be assessed by the panel.

Tenderers may be contacted for further information or invited to a clarification meeting prior to award.

It is intended that applicants will be notified of the outcome by 30th August.

Please provide for **each lot** for which you wish to quote:

* a full proposal describing how you will deliver and likely timescales
* a quotation with budget breakdown (exclusive of vat, if applicable)
* Examples of work delivered for 3 clients along with reference contact details (phone and email). Please notify them that UWSP may wish to contact them.
* Completed documents should be submitted by 3rd October at 5.00pm to Pauline Brooks on [businessready@uwsp.co.uk](mailto:businessready@uwsp.co.uk)

# Indicative Timetable

|  |  |
| --- | --- |
| Advertise on UWSP website | 20th September 2016 |
| Closing date for submissions of quotes | 3rd October 5.00 pm |
| Applicants informed of outcome | 5th October 2016 |
| Project meetings to commence | 10th October 2016 |
| Deadline for delivery of Lot1 | 2nd November 2016 |
| Deadline for delivery of Lot2 | 28th November 2016 |

# Evaluation Scoring

**Evaluation scoring criteria will consider:**

|  |  |  |
| --- | --- | --- |
| **Scoring criteria** | | |
| 4 | | Provision of a high level of detail and key information which has allowed a thorough and extensive assessment;  All information is specific and relevant and very well thought out;  The responses exceed all of UWSP’s requirements;  High level of evidence that applicant can exceed requirements with detailed explanations/evidence in support.  UWSP has no concerns and has a high level of confidence in the applicant’s proposals; | |
| 3 | | Provision of a good level of detail or key information which has allowed a thorough assessment;  Responses give a detailed, relevant and well thought out ;  All of the issues have been considered and addressed to a good degree;  The responses satisfy all and exceed some of the UWSP’s requirements  Appropriate level of evidence provided to indicate that the applicant can satisfy the requirement.  UWSP has no concerns and has a good level of confidence in the applicant’s proposals | |
| 2 | | Provision of a sufficient level of detail or key information which has allowed assessment;  Information is generally specific to the tender;  Responses answer the questions to an acceptable degree;  All of the issues raised by UWSP have been considered or addressed to a satisfactory degree;  The responses satisfy all of UWSP’s requirements;  There is evidence that the applicant can satisfy the requirement with minor reservations about ability to provide the service.  UWSP has some minor concerns and has confidence in the applicant’s proposals; | |
| 1 | | Very little information provided or key information omitted;  Responses do not properly provide responses to the requirements;  Very few of the issues raised by UWSP have been considered or addressed, or they have been poorly considered/addressed;  The responses only satisfy a few of UWSP’s requirements;  There is some evidence that the applicant can meet some of the requirement, but limited information and/or significant weaknesses  UWSP has little confidence in the applicant’s proposals. | |
| 0 | | No information provided and/or fundamentally unacceptable;  Responses do not answer the questions;  Responses do not consider/address the issues raised by UWSP;  The responses do not satisfy any of the requirements;  Non-Compliant – there is no evidence that the applicant can meet the stated requirements.  UWSP has no confidence in the applicant’s proposal; | |
|  | | | |  |
|  | | | |  |

# Appendix A – Programme Background information

Business Ready is an innovative business readiness support package primarily for start-up and micro enterprises with the characteristics and ambition for growth.

The programme assists those with potential and those failing to reach their potential to overcome barriers and achieve scalability.

It supports tech based businesses from Coventry and Warwickshire and businesses that are innovation led and/or knowledge based.

Support is subject to SME checks, de-minimis funding rules as well as growth potential of the business.

**Business Ready – The Service**

The programme is designed to assist those with the potential for growth and those who are failing to meet their potential to overcome the barriers and achieve scalability, providing:

 A2I - An Incubation Service for early stage/start-up companies (currently branded Ignite)

A2F – Access to finance with assistance in identifying funding routes and developing investment readiness (currently branded Minerva)

A2M – An access to markets service including market assessment, competitor analysis and viability evaluation (currently branded Techmark)

A2K – hands on help to connect companies to Universities and their related specialist knowledge resources

**The offer**

The Business Ready programme will deliver long term, focussed and regular support to help companies grow, identify opportunities and overcome obstacles.

Assistance will be driven by need/demand at both previously agreed milestones and gateways, or in response to changing opportunities or threats to client company growth.

Our team will develop deeper relationships with companies and an understanding of their growth needs, improving their projects, advising and adapting their action plans and the range of support (National/Local) accordingly; enabling the company the flexibility to achieve significant and sustainable long term growth.

**Access to Incubation**

* (A2I) An Incubation Service for early stage/start-up companies –

Providing physical space combined with dedicated support and mentoring accessible as required to support the enterprises development.

This support will be co-located with a dedicated incubator

Also supports virtual incubation at third party sites.

Inclusive - The Business Ready programme design also seeks to extend reach further by connecting to existing WCC partners in a number of new physical locations throughout Warwickshire. This will enable and encourage support to be remotely accessed in rural areas where a significant number of enterprises with high growth potential are established and location and sector has been identified as a barrier to accessing mainstream support

**Access to Finance**

* (A2F) Access to Finance funding routes and investment readiness

A specialist service assisting companies to overcome the most common barrier to growth and sustainability by successfully accessing sources of funding. This will be achieved by ensuring they are Business Ready for an investment by the appropriate financial instrument, whether debt, grant or equity.

UWSP have a unique capability to deliver this wide range of help as a result of 20+ years of supporting access to finance for SMEs including operating the regions only Business Angel network.

**Access to Markets**

* (A2M) Access to Markets – Market Assessment, competitor analysis and viability evaluation

A technical marketing service designed to support innovation-led and knowledge based businesses

Undertaking market viability reviews to assist and identify access to UK and overseas markets in support of their business proposition, allowing the team to make a qualified referral to UKTI.

Qualify and quantify market opportunities to prevent a disconnect between the product/service development and actual market requirements.

**Access to Knowledge**

* (A2K) Access to Knowledge – Universities and their related specialist knowledge resources

As a Science Park, UWSP is able to connect businesses to the region’s extensive range of powerful assets from its Universities in addition to facilities such as the Manufacturing Technology and the Advanced Propulsion Centres part of the National catapult programme, Warwick Manufacturing Group, Health Design and Technology and Serious Games Institute.

Gateway for companies into the University – Matchmaking

**HOW - The key DELIVERY elements**

A dedicated business mentor

A discovery and assessment (DnA) exercise which will establish the business readiness of the applicant - identifying both the growth opportunity and the quanta of support required/available.

The DnA will also generate a Support Plan containing the priority actions, agreed deliverables, gates and periodic reviews to ensure the company is investing alongside the support being given, maximising the growth opportunity.

An intervention for as varied, long and at the intensity required to accommodate the enterprises capabilities while delivering the agreed support plan (this is a major differentiator to the existing provision allowing help over a longer and more flexible period).

Access to available physical incubation space

**HOW - The key DELIVERY elements**

* Pre Assessment.  
  We will confirm basic eligibility criteria e.g. located in the eligible area and gather baseline company information to identify sector and whether the client is start-up / early stage / established. An expression of the growth intention will also be required to assess their quanta of ambition. The information will be collected via an online web presence as part of the programmes general web promotion activity. Once the information has been collected one of three outcomes are possible:-
* Basic eligibility criteria met – proceed to next stage
* Basic eligibility criteria CANNOT be met - ineligible for support by the programme due to funding eligibility problems such as business location / sector / not an SME - Referred to other support where appropriate
* Basic eligibility criteria not met – review and consider the most appropriate outcome, re-evaluation or signposting.

**HOW - The key DELIVERY elements**

* Discovery & Assessment (DnA)  
  This process is dependent upon a number of factors around the quality of information available including trading history, the quality of existing business planning, experience of business management. In most cases it will require two face to face meetings.
* Initial Discovery meeting to better understand the alignment of the client’s ambition and potential with the opportunity and resources available now.
* Companies will be encouraged to prepare beforehand or provide a business plan or outline plan wherever possible. The key objective will be to have established some degree of clarity and detail in relation to their expectations of:-  
  + Business growth and scalability
  + Timelines
  + Milestones
  + Known Resources
  + Gaps
  + Finance

**How much?**

Up to 10 days of support from an (a number of) experienced business mentor(s). There is no fee to the client, but they are expected to sign-up to engaging appropriately with the support provided.

**Growth capacity building**This is at the core of the program of support – some elements will run sequentially and others in parallel; the process will be driven from the DnA to maximise the scaling up and growth opportunity for the specific business.  
  
Experience from previous programmes indicate that in most cases this will often be a mix of “tap on and tap off” interventions typically over at least six months in duration for start-up and early stage companies. Established companies may well have more resource to dedicate to accelerating the process.  
  
The Gateway review process will be the same for each of the three categories of business expected to be handled. The review will generally be specific but will typically assess:-

Progress to agreed milestones

Identify shortfalls/delays

Resource requirements

Technology /New Product overview

Confirm market viability

Business Activity

A Periodic review will generally be less specific but would be expected to cover aspects of A2M, A2F, A2K and A2I such as:-

* Business Plan to target
* Management development and skills
* Market and opportunity review
* Financial forecasts
* Business Resource Planning
* Additional support needed e.g. Business Growth Service, other sources of support
* Agree Action Plan

The objective of the review process is to recognise that a proactive and flexible approach can adapt the support plan early enough to maximise emerging opportunities and minimise the threats to the planned growth and therefore maximise the delivery of the support plan goals.