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Request for Quotation (RFQ) for marketing consultancy

Issue Date: 9 November 2018

Return Date: 12 noon, 20 November 2018

1. PREAMBLE

GENERAL REQUIREMENTS

Quotations are invited for the provision of marketing consultancy. Warwick District Council's detailed requirements are defined in the Specification.

INTRODUCTION

Warwick District Council (WDC) is looking to procure a fixed term piece of consultancy to:

- Assist the Council to implement and deliver a robust marketing strategy, across all forms of media to inform the public and local businesses about the alternative parking that will be available while the Covent Garden car park is being replaced.

Pending successful completion of this piece of work, there may be the potential to commission further consultation for the implementation of the strategy, as long as the total contract does not exceed £25,000.

BACKGROUND

The Covent Garden surface and multi-storey car parks (MSCP) will close at the end of January 2019. They currently provide 468 spaces (2 storeys of the MSCP are currently closed as the car park has irreparable 'concrete cancer'). A 617 space replacement car park will be built on the site, alongside WDC's new HQ building and 44 new apartments. The car park will be available after a c18 month build period. A car park displacement strategy to replace the 468 spaces at Covent Garden, currently used by a combination of permit holders, long term parking by commuters and short term parking by visitors has been devised. This utilises spare capacity at alternative town centre and peripheral car parks and

the creation of new car parking provision (with one site subject to planning approval in December).

The displacement strategy has been discussed with the BID Leamington and Leamington Chamber of Trade, representing the business community and they have raised the considerable concern around the anticipated economic impact on businesses as a result of closing the large car park at the north of the town and displacing the parking primarily to the south. WDC are committed to ensuring that during the development period for the new car park there is an effective marketing strategy that engages with various target audiences. These include:

- Local residents
- Commuters
- Tourists and visitors to the town
- Town centre businesses and their employees
- Businesses in the north of the town centre

Current project timescales

- 3 January 2019– final Council decision on progressing to car park closures
- 31 January 2019 – Covent Garden car parks close
- 6 February 2019 – Demolition of multi-storey car park commences
- May 2020 – current anticipated date for new car park re-opening (assumes the above dates are fixed and no slippage on build programme)

PROCUREMENT TIMETABLE

This procurement process is intended to follow the time-line below:

1 .Request for Quotation Issued	9 November 2018
2. Deadline for Questions	12noon, Friday 16 November 2018
3. Deadline for Quotation Responses	12noon, Tuesday 20 November 2018
5. Contract Awarded	On or around 23 November 2018
6. Contract Strategy/Delivery Meeting	TBA

Please note Warwick District Council reserves the right to amend this timetable.

QUESTIONS

Please note that the deadline for questions is 12noon, 16 November 2018

SUBMISSION OF QUOTATION

Quotations, which should be received no later than 12noon, Tuesday 20 November 2018 should be submitted via email to **nicki.curwood@warwickdc.gov.uk**

EVALUATION OF QUOTATIONS

As part of the evaluation process, Warwick District Council will check your organisation's financial stability. Your organisation must have an (Equifax/Creditsafe/NAFN) **rating of 50 or higher** which will be verified internally against your audited accounts by our finance team where necessary.

Based on the information provided by Tenderers, each submission will be evaluated based on the following combination of price and quality:

Quality:	80%
Price and costs:	20%
Total	100%

2. SPECIFICATION

Phase 1

1. Review the current outline WDC Communications plan (along with supporting documents)
2. Provide a critical review of this plan, provide commentary and suggestions to facilitate the completion of a robust and final marketing strategy
3. Review existing literature and reference documents on existing Leamington 'brand' and work undertaken to date to understand the full context for the strategy.
4. Analyse the concerns of stakeholders
5. Assess proposed plans/strategy against best practice
6. Provide recommendations for discussion with WDC
7. Recommend a marketing strategy
8. Recommend ongoing implementation of the strategy in terms of proposed actions, resource and budget requirements.

Completion of phase 1: 12 noon, 21 December 2018.

Phase 2

In undertaking items 7 and 8, we would welcome you providing us an indication of how much external resource we may need for this and provide a quotation for this work. Please be advised however, that in view of the council's procurement regulations this further work may have to be subject to a separate procurement and we're not at this time seeking to commission you to undertake this work.

The delivery of this strategy has a budget of circa £100k allocated to it and, as such, we'd welcome commentary on the most effective ways in using that existing budget. The budget would need to cover all costs required to arrive at the final Marketing & Communications Strategy, including any design and branding work.

Your ability to complete this piece of work within a short timescale is essential and preferably it will need to be completed within four weeks of contract award

The current marketing strategy identifies four key strands of work:

Brand development – We have an existing brand 'Developing our District' and we are developing the "A Thriving Royal Leamington Spa" and "Leamington Spa is open for business" brands

Car Parking – dates/timescales, car parking improvements and initiatives

Dynamic support – how do we help those who arrive into Leamington to find a parking space?

Reputational management – of misinformation, negative feedback

Documents to be reviewed

1. Car Park Displacement Strategy
2. Marketing & Communications Strategy
3. Executive Reports
4. Thriving Leamington Strategy

3. Method Statement – Contract Specific Questions

(THIS SECTION IS WORTH 80 %)

Tenderers should provide information which demonstrates and supports their understanding of, and ability to meet the specification(s).

This is your opportunity to present your proposal in a convincing and evidenced manner relevant to the requirements of the service. Please refer to the Service Specification and the award criteria set out below.

You must answer all questions in full, if you wish your tender to be considered.

Your Method Statement answers will be marked using the following 0 – 5 scale:

5	Superior	Exceptional demonstration of the relevant ability, understanding, experience, skills, resources & quality measures required to meet the projects aims or requirement. Response highly relevant with comparable contract value.
4	Good	A comprehensive response submitted in terms of detail and relevance and clearly meets most of the project aims or requirement with no negative indications or inconsistencies.
3	Adequate	Reasonable achievement of the requirements specified in the tender offer & presentation for that criterion. Some errors, risks, weaknesses or omissions, which can be corrected/overcome with minimum effort.
2	Below Expectations	Minimal achievement of the requirements specified in the tender offer & presentation for that criterion. Several errors, risks, weaknesses or omissions, which are possible, but difficult to correct/overcome and make acceptable.
1	Poor to deficient	Limited response provided, or a response that is inadequate, substantially irrelevant, inaccurate or misleading
0	Unacceptable	Totally deficient and non-compliant for that criterion.

MAXIMUM 500 WORDS PER QUESTION

1. Confirm availability to complete this piece of consultancy within the deadline or, if not possible, please confirm your proposed completion date.

Weighting: 25%

Your Answer:

2. Please outline your methodology for completing your appraisal of this communications strategy and how you would propose its delivery in terms of:

- Raising public awareness of the initial town centre parking situation in advance of the proposed closure
- Ongoing marketing activity to support the economic vitality of the town centre during the period of development
- Budget allocation
- Timescales
- Strands of work

Please also identify the number of days that you will provide for Phase 1.

Weighting: 35%

Your Answer:

3. Give an example of your experience in delivering a strategy for a major project which you think is relevant to this commission, and how this example will support your ability to fulfil this contract.

Weighting: 20%

Your Answer:

4. PRICING SCHEDULE

(THIS SECTION IS WORTH 20%)

ALL PRICES MUST EXCLUDE VAT

Phase 1 Total cost to complete all proposed work within question 2 of the method statement	£
Phase 2 Day rate	£
Total cost (Phase 1 + 2)	£

Evaluation will be undertaken on the 'Total cost' provided.