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| --- | --- |
| Project | Marketing, Brand awareness and production of a new Website |
| Company name | Tandom Metallurgical Group Ltd |
| Date of Issue | 10.09.21 |
| Reference Code | [Insert a reference code if required] |
| Email for Return of Complete Responses | rclark@tandom.co.uk |
| Submission Deadline | 24.09.21 17:00 hours |

## REQUEST FOR QUOTATION

## SPECIFICATION

Any questions about the procurement should be submitted by e-mail to the email address indicated at the front of this document**.**

# bACKGROUND TO Cheshire & Warrington Access to Finance & Grant Programme

The project outlined in this Request for Quotation will be part funded by the Access to Finance & Grant Programme Application Form

The grant programme is designed to support businesses in identifying and achieving their growth potential through the provision of up to 32% contribution towards the cost of projects across a wide spectrum of business disciplines.

The specification below relates to a project which may be part funded by Cheshire West & Chester Council, Warrington & Co and the European Regional Development fund. However, this will have no impact on the contractual relationship between the business letting this contract and the successful supplier.

Please note, response to this submission is at the sole cost of the supplier and is not an offer of employment.

Further information can be found at [www.blueorchid.co.uk/a2fgrant](http://www.blueorchid.co.uk/a2fgrant)

**PLEASE NOTE: ALL CORESPONDENCE REGARDING THIS PROCUREMENT SHOULD BE DIRECTED TOWARDS THE CONTRACTING BUSINESS.**

# Background TO oRGANISATION & requirements of the brief

**Company Background**

Tandom Metallurgical Group Ltd are a diverse business providing recycling services, predominately to the aluminium industry and specialise in the production of aluminium master alloy ingots.

The company was formed in 2008 taking over the premises of FE Mottram Ltd and has grown rapidly year on year thereafter. Between our two UK sites we employ over 100 staff and forecast further growth in the years to come.

There is big emphasis in the aluminium industry to be sustainable, reduce carbon footprint, and the need to create a circular economy. Tandom’s business is centred around all three of these points by processing and remelting various forms of end-of-life metals, which includes a unique partnership with Nespresso.

A large proportion of our products are supplied directly into the automotive, food packaging and aerospace industries and are exported around the World. Our Congleton site focusses on aluminium production, recycling of UBC (used beverage cans), dross toll-conversion and aerospace grade revert segregation and processing. Our Midlands facility handles a wide variety of materials from aerospace grade aluminium to household cable. They export thousands of tonnes of tested and processed material across the world.

**Requirements of the Brief**

We require a new website along with marketing strategy & material to reflect the important part Tandom play in creating a more sustainable, greener world. The automotive industry is changing rapidly with the uptake in electric powered vehicles, and food packaging companies are under increasing pressure to show their packaging is recyclable. These changes provide Tandom with challenges but also opportunity. As we head into this new era, we wish to showcase our strengths and capabilities to the right audience, with the belief that this will safeguard our business, continue to create new opportunities, and aid our ambition of year-on-year growth.

In summary the project will need to deliver:

* Consultancy to focus and decide what are our overall aims and objectives are
  + The facilitation of focus group sessions to help focus our short, medium and long term goals from this project
  + KPI’s and milestones in order to achieve the goals
* A review of our current branding with conclusions being drawn upon:
  + Is our current branding effective, where could it be improved, and how would the re-branding contribute to our overall aims and objectives
* Prepare a marketing strategy that:
  + Is clearly defined with KPI’s and milestone dates
  + Increase the number of quality, long term customers we work with
  + Generate interest in our ability to offer recycling solutions for a diverse range of products and industries
  + Generate quality leads
* New website design and build

We are looking for a company that can review our existing, then design and build a bespoke new website in line with our branding and ethos. The website should be unique, clear and user friendly.

The website should:

* + Increase our brand awareness
  + Differentiate Tandom from our competition
  + Tell our story and the impressive growth over recent years
  + Emphasise the important role Tandom play in creating a greener world
  + Generate leads and enquiries
  + Be responsive and clear
  + Be mobile and tablet friendly
  + Have social media integration
  + Be coded with search engine optimisation
  + Include an easy-to-use Content Management System to ensure we can keep the site updated
  + An engagement tool that will form an additional data capture opportunity
  + Have a home page which intrigues viewers to read more
  + Have a products and services page which explains our capabilities without exhaustive reading
  + Provide contact details for the relevant Commercial staff
  + Ensure from a search engines perspective that our company has exposure worldwide
  + Small order payment system. The majority of our transactions take place with companies who have a registered account but we have the some customers who only buy small lots and this could be an easy mechanism for credit card payments.
  + An area where our standard documentation regularly required by our customers is hosted and can be downloaded
* Social media strategy

We are looking for the creation of content and identification of suitable social media platforms. This project should:

* Raise the profile of the business
* Increase our audience reach
* Drive traffic to our website
* Create new opportunities for the business
* Showcase our capabilities
* Emphasise the important role Tandom play in creating a greener world
* Measure our success

We are looking for a company to provide marketing material in line with our branding and ethos. The marketing material should consist of:

* Development of a template for a company brochure to be used when physical meetings take place at Trade Fairs and potential customer visits. Digital brochures to be used for emailing potential new customers and suppliers.
* The creation of content to be used in adverts which will be placed in industry editorials

The project should deliver:

* Increased awareness of Tandom’s capabilities
* Capture the important role we play in creating a greener world
* Be clear and “clean”
* Create new opportunities
* Drive traffic to our website
* Email marketing campaigns, pushing out content to our GDPR compliant list
* Content marketing – developing compelling and relevant content for the audience

**Budget** £32,000

**Expected Start Date** 01.10.21

**Expected End Date** 30.04.22

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| --- | --- |
| **I certify that this is a true copy of the original document.** | |
| Name | **Rob Clark** |
| Signed |  |
| Position | Commercial |
| Date | 10.09.21 |

**IMPORTANT**

NOTE TO SUPPLIERS

This tender includes services which will be part funded by Public Funding as such strict procurement rules apply.

In responding to this tender the following requirements apply;

* Complete the Tender Response form below. Failure to complete the form below will result in your tender being rejected.
* When completing the Tender Response Form include complete and accurate responses to the questions. Whilst supporting material may be included scoring will be conducted on the information within the form therefore responses which simply refer or link to other material may score low.
* Supporting materials e.g. CV’s must be provided as an attached or embedded file not a link to a website. Links to published online case studies are acceptable.
* All tenders must be received by the deadline in a form which cannot then be altered, as such linking to a cloud or website hosted tender response will result in your tender being rejected.
* The ERDF grant associated with this tender has a number of restrictions on its use e.g. ongoing business costs such as maintenance contracts; outsourced services; registration or certification fees. Please ensure that pricing information allows assessors to identify what costs/services are included.
* Whilst we understand that you may wish to speak to the commissioning business to discuss elements of the tender the grant application process requires that tender scoring be clearly based on written material provided within the tender response, as such we will instruct the tendering business that information provided within any calls cannot form part of their scoring decision.

SUpplier REsponse Section

**Information Only**

|  |  |
| --- | --- |
| Company Name |  |
| Contact Name |  |
| Company Registration Number |  |
| VAT Number |  |
| Contact Telephone Number |  |
| E-mail address: |  |
| Web Address |  |
| List any attachments that you have included with your tender e.g. Curriculum Vitae, Organisational Background and Case Studies to support proposal. |  |
| References  *If possible, please include the contact details of two previous clients who would be willing to act as a reference to the quality of your work.* | **Reference 1.** |
| **Reference 2.** |

**Scored Response – Quality**

|  |  |  |  |
| --- | --- | --- | --- |
| *This is a minimum threshold Question – See Evaluation Criteria in Appendix I* | | | |
| Please outline your experience in delivering the services described in the in the section titled ‘Requirements of the Brief’  **Available Marks: 10** | | | |
| INSERT NARRATIVE to clearly demonstrate how you meet the requirements of brief as set out above. (Max 3,000 words). | | | |
| Please outline your delivery plan including your approach to delivering the services described in the in the section titled ‘Requirements of the Brief’ | | | |
| INSERT NARRATIVE to clearly demonstrate how your approach will meet the requirements of brief as set out above. (Max 3,000 words). | | | |
| **Project Milestone** | **Time Required** | **Expected Completion Date** | **Total Cost for this activity** |
| 1. |  | *No of Days* |  |
| 2. |  |  |  |

**ADD MORE ROWS IF REQUIRED**

|  |  |  |
| --- | --- | --- |
| **Cost** | Please provide your cost exc VAT | |
|  | Where the services being tendered include a number of separate elements, for example a Sales Project which includes a Sales & Marketing Strategy and development of an E-commerce website, please provide separate costs for each element below. | |
|  | **Type of Service,**  e*.g. Consultancy, Software, Branding, etc.* | **Cost** |
| **Element 1** |  | £ |
| **Element 2** |  | £ |
| **Element 3** |  | £ |
| **Total Cost** | | £ |

**ADD MORE ROWS IF REQUIRED**

**Payment Terms**

Please insert your preferred payment terms using the following table as guidance.

|  |  |  |
| --- | --- | --- |
| **Payment** | **When** | **Amount** |
| 1. | *On completion of INSERT TEXT* | £ |
| 2. | *On completion of INSERT TEXT* | £ |

Please note:

* All prices quoted shall be exclusive of Value Added Tax (VAT).
* All prices quoted shall be fixed and firm and shall apply for the full duration of the contract.
* Following that period, any requests for price changes must be accompanied by a written summary and supported by evidence to justify the proposed price change.
* No quantity or continuity of work is guaranteed to successful suppliers and this should be taken into account when completing the Pricing Schedule.
* Any daily rate indicated in the Schedule of Rates is for an 8 hour working day, during a normal working week (Monday to Friday). A half day is therefore considered as 4hrs.
* All costs are deemed to include expenses and any other on-cost.

Appendix I

# Instructions for Completion

Completed questionnaires should be submitted in electronic format and emailed to the email address given at the front of this document by the due date as outlined in Deadline for Response in the Timescales section.

Any application received after the Deadline for Response shall not be opened or considered. We may, however, in our own absolute discretion extend the Deadline and in such circumstances we will notify all applicants of any change.

You should answer all questions as accurately and concisely as possible.

Where a question is not relevant to your organisation, please state N/A (not applicable) and include a brief explanation if required. Questions must be answered in English and submitted either in Microsoft Word readable format or Adobe Acrobat PDF.

Responses will be evaluated in accordance with the criteria set out in Appendix 1. In the event that none of the responses are deemed satisfactory, wereserve the right to consider alternative procurement options.

Failure to provide the required information, make a satisfactory response to any question, or supply documentation referred to in responses, within the specified timescale, may mean that you will be excluded from further participation in the procurement.

# No Contract

No information contained in this specification or in any communication made between ourselves and any supplier in connection with this specification shall be relied upon as constituting a contract, agreement or representation that any contract shall be offered in accordance with this specification. We reserve the right, subject to the appropriate procurement regulations, to change without notice the basis of, or the procedures for, the competitive tendering process. We reserve the right to terminate the process at any time. Under no circumstances shall ourselves incur any liability in respect of this specification or any supporting documentation.

# Supplier Selection

The overall evaluation process will be conducted in a fair and equitable manner, so that we are able to consider the value for money of each proposal. This means that we may seek clarification of an application from any and all applicants; different clarification/information may be sought from different applicants.

Once we have reached a decision in respect of an award, we will notify all applicants of our decision. As this is below the OJEU financial threshold for light touch regime procurements, we do not intend to provide for a standstill period before entering into the contract.

Any attempt by applicants to influence the contract award process in any way may result in the applicant being disqualified. Specifically, applicants shall not directly or indirectly at any time:

* Devise or amend the content of their application in accordance with any agreement or arrangement with any other person (other than in good faith with a person who is a proposed partner, supplier, consortium member or provider of finance.)
* Enter into any agreement or arrangement with any other person as to the form or content of any other application, or offer to pay any sum of money or valuable consideration to any person to effect changes to the form or content of any other application.
* Enter into any agreement or arrangement with any other person that has the effect of prohibiting or excluding that person from submitting an application.
* Canvass us or any of employees or agents in relation to this tender.
* Attempt to obtain information from any of our employees, agents or our advisors concerning another application.

# Queries about the procurement

Any questions about the procurement should be submitted by e-mail to the email address indicated at the front of this document**.**

If we consider any question or request for clarification to be of such significance that all potential suppliers who have responded should be made aware of it, both the query and the response will be communicated to them, in a suitably anonymous form either by email or on the website/publication on which the tender was advertised.

All responses received and any communication from service providers will be treated in confidence.

Evaluation Criteria

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| --- | --- |
| Proposal significantly exceeds requirements and offers value added and additional services that will enhance significantly the service | 10 marks |
| Proposal exceeds requirement. Demonstrated by clear, detailed information and unequivocal evidence | 7.5 Marks |
| Proposal meets the minimum requirements. Evidence is fairly clear and convincing; minor reservations in one or more key areas | 5.0 Marks |
| Proposal significantly fails to meet the requirements. In virtually all areas there is a lack of convincing evidence which casts serious doubt about the ability to meet requirements. | 2.5 Marks |
| Responses scoring 0 will be deemed to have failed to demonstrate the minimum level of quality and will be disqualified. | 0 Marks |

Prior to evaluating Tenders, we will carry out an initial review of each Tender to confirm completeness and compliance with the Tender Requirements and may, at its discretion, reject a Tender which is incomplete and / or non-compliant. The following pre-evaluation process will be undertaken:

* **Compliance Check Stage:** to confirm completeness and compliance with the Tender Requirements. We may, at our discretion, reject a Tender which is incomplete or non-compliant. Please note the word count and any text above the word count will not be assessed.
* **Quality Assessment Score:** The quality assessment section will be assessed against the criteria set out below and each tender will be awarded a score based on their ability to demonstrate their ability to meet the tender requirements.

Responses scoring below 5 in the quality assessment will be deemed to have failed to demonstrate the minimum level of quality and will be disqualified.

* **Tender Price Score:** This is calculated using the formula shown below and a score will be awarded which reflects the cost quoted relative to the other tenders received.
* **Evaluation Stage:** We will then determine the winning tender by comparing the total scores for both the quality assessment and pricing sections.

### PRICE

In evaluating the price of tenders, the lowest price will be awarded full marks and each other proposal will be awarded a score based on the percentage difference from the lowest price, according the formula below;

See worked example below.

If the price seems abnormally low, further explanation as to the low price may be sought and evaluation of whether the quote is considered economically viable will be made.