

REQUEST FOR QUOTATION (RFQ)

Title:	Sector Trade Proposition Campaign
Scope:	To develop a stock of new collateral including brochures, imagery, infographics and videos which are designed to showcase the Midlands region capabilities to potential overseas buyers and to raise greater awareness of DIT service and support to exporting businesses across the West and East Midlands (Midlands Engine).
Date of Release:	25/02/2019
Estimated date of purchase:	08/03/2019

Registered Office:

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Introduction

West Midlands International Trade LLP

West Midlands International Trade LLP (WMIT) is a wholly-owned subsidiary of West Midlands Chambers of Commerce LLP. WMIT is a joint initiative led by the Chambers of Commerce in the West Midlands including: Greater Birmingham, Black Country, Coventry & Warwickshire, Herefordshire & Worcestershire, Shropshire and Staffordshire.

In the West Midlands region, the Department for International Trade (DIT) has contracted with WMIT to deliver International Trade services. DIT is the Government organisation that provides integrated support services for UK companies engaged in overseas trade and foreign businesses focused on the UK as an inward investment location (<https://www.gov.uk/government/organisations/department-for-international-trade>).

WMIT working through its partner Chambers of Commerce, employs 34 international trade advisers and a core team of 14 at its Edgbaston Offices. Teams working on behalf of DIT are closely linked to DIT teams in London and to staff in the British Embassies, Consulates and High Commissions throughout the world.

RFQ Specification

WMIT has secured additional funding via the DIT Midlands Engine to develop a stock of new collateral including brochures, imagery, infographics and videos. These are designed to showcase the Midlands regional capabilities to potential overseas buyers and to raise greater awareness of DIT service and support to exporting businesses across the West and East Midlands (Midlands Engine). Our focus is on the below sectors:

1. Advanced Manufacturing (inc. aerospace)
2. Automotive (inc. automotive technologies)
3. Rail
4. Food & Drink
5. Defence & Security (Inc. Cyber Security)
6. Life science: Healthcare
7. Life science: Medical Technologies & Devices
8. Business & Professional Services
9. Education
10. ICT (Inc. apps development, gaming and future technologies)
11. Energy (Inc. Renewables and environmental)
12. Construction

Key requirements and outputs:

Phase 1

Sector proposition brochures

To develop and produce a series of brochures which are designed to showcase the Midlands regional capabilities surrounding the following sectors:

1. Advanced Manufacturing (inc. aerospace)
2. Automotive (inc. automotive technologies)
3. Rail

4. Food & Drink
5. Defence & Security (Inc. Cyber Security)
6. Life science: Healthcare
7. Life science: Medical Technologies & Devices
8. Business & Professional Services
9. Education
10. ICT (Inc. apps development, gaming and future technologies)
11. Energy (Inc. Renewables and environmental)
12. Construction

Infographics and imagery

To develop and produce a stock of infographics and imagery for each of the above sectors.

Videos

To develop and create videos for each of the above sectors which provide:

- An introduction to the Midlands Engine region
- A snapshot of key facts and description of regional capabilities per sector
- Brief company case-study from key player(s) within the region designed to validate and endorse our regional strength

Phase 2

Translation of videos and brochures into a minimum of the following language:

Chinese (Mandarin)

Working Arrangements

Any successful parties will be required to identify one named account manager through whom all contact with the supplier can be filtered.

Period of Contract

WMIT LLP wishes to identify partner/s to deliver during the period:

From: 08/03/2019

To: 30/04/2019

Pricing and Budget

We will select an RFQ response that offers the best possible solution which closely matches the specification and demonstrates affordability and value for money.

Pricing guidance:

- Please note - maximum budget £30,000 + VAT
- Responses should include a pricing breakdown for phase 1 and 2

Evaluation of RFQ

RFQ responses will be evaluated by a minimum of three staff from WMIT LLP, who will select the applicant that provides the most suitable and economically advantageous bid.

Applicants are asked to submit within their submissions, information that will correspond to the key areas of the evaluation, as follows:

Section		Weight (A)	Score (B)	Weighted Score (A x B) Max 70
1	<p>UNDERSTANDING OF THE TENDER REQUIREMENTS</p> <p>A demonstrable understanding of the potential scope of the project and those issues that will be critical to the implementation, development and sustainability of the project.</p> <p>The applicant will need to demonstrate that they have the appropriate technical support to successfully deliver the requirement.</p>	3		
2	<p>REQUIREMENT SPECIFIC</p> <p>The applicant is requested to provide:</p> <ul style="list-style-type: none"> • Background – highlighting strengths, knowledge, and experience relevant to the proposal • Detail proposal – relevant to the proposed project, • Case study or examples similar to this RFQ for comparison 	5		
3	<p>PRICING</p> <p>The applicant is required to provide a clear and detailed breakdown of the pricing structure of the proposal for the total duration of the contract period, showing all elements of expenditure relating to the contract.</p>	5		
4	<p>EQUAL OPPORTUNITIES, ENVIRONMENTAL & QUALITY MANAGEMENT POLICIES</p> <p>The RFQ response is required to provide confirmation of their Health & Safety, Equal Opportunities, Environmental and Quality Management policies, relevant to the Scope of Supply tendered for</p> <p>Care will be taken not to discriminate against small organisations and start-up businesses. If the applicant has responded with an acceptable statement as to why they have no policies then the tender will be scored appropriately</p>	1		

5	THIS SECTION WILL ONLY BE USED IF THE APPLICANT HAS PRESENTED TO THE EVALUATION TEAM Applicants may be required to carry out a presentation in front of a panel established by WMIT.	2		
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Please refer to **Appendix 1** for a copy of the RFQ Evaluation Scoring Matrix.

Legal, Financial and Technical Requirements

A checklist of information to be submitted as part of your RFQ proposal is detailed below;

- Provide details of company size, legal status, management structure, current operating location, level of staff resources assigned to the project (if ongoing supply is intended) and an indication of their project management structure and capability;
- Provide names, experience and professional qualifications of the key personnel who will be responsible for the contract;
- Provide experience of previous work relevant to the contract (including client details, approximate scale of work, and dates / confirmation of delivery);
- Provide the names and contact details of two referees to whom you have provided a similar service in the last two years, along with a summary of the services provided.

Instruction to Tenderers

Your RFQ response should be sent electronically to:
 patrick.mccarron@mobile.trade.gov.uk

Bids should be entitled

RFQ response to: Provision of Sector Trade Proposition campaign

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

Bids submitted after the stipulated time and date advised will be rejected.

If you require further information regarding the RFQ process, or the nature of the proposed contract, in the first instance please contact:

Contact Name: Patrick McCarron
 Position: Business Development Manager
 Email Address: patrick.mccarron@mobile.trade.gov.uk
 Phone Number: 0121 607 1757

Conditions of RFQ Representations

Applicants may contact officers of WMIT, by email, to obtain further information about the requirements of the contract or the RFQ procedures if these are not evident or clear from the documents supplied. All such requests must be received by no later than:

04/03/2019 Queries received after this date will
not be provided with a response.

No questions that may provide a competitive advantage to any party applying will be answered.

Should questions arise during the RFQ period, which in our judgement are of material significance, we will publish the aforementioned questions, together with appropriate answers, on West Midlands Chambers of Commerce Website: www.wmchambers.co.uk/about-us/tender-opportunities/

It is the responsibility of the applicant to ensure they check this website site regularly during the RFQ process. Applicants should take the stated answers into consideration when preparing their own bids, we will evaluate bids on the assumption that they have done so.

Specification

For the avoidance of doubt, the RFQ specification document shall include all requirements explicit or implied within the RFQ.

It must be recognised that WMIT LLP reserve the right to withdraw this RFQ document and all funding contained within it without notice.

RFQ Exclusions

No bid will be considered for acceptance if the applicant has indulged or attempted to indulge in any corrupt practice or canvassed the RFQ with an officer of WMIT. If an applicant has indulged or attempted to indulge in such practices and the bid is accepted, then grounds shall exist for the termination of the contract and the claiming of damages from the successful applicant.

It is unlikely that any bid will be accepted which (a) is incomplete or inaccurately or inadequately completed, or which purports to impose conditions other than those provided in the contract documents and (b) is delivered out of time or in a manner other than specified in this RFQ specification.

Collusive Bidding

In submitting a bid against this RFQ, the applicant confirms that he/she has not fixed or adjusted the amount of the bid by or under or in accordance with any agreement or arrangement with any other person.

The applicant also certifies that at no time, before or following the submission of a bid, has the applicant carried out any of the following acts:

- (i) communicating to a person other than the person calling for the RFQ, the amount or approximate amount of the proposed bid, except where such disclosure is required for the purpose of obtaining insurance;
- (ii) entering in to any agreement or arrangement with any person that he/she shall refrain from bidding or as to the amount of any bid to be submitted;
- (iii) offering or paying or giving or agreeing to give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other bid or proposed bidder for the said work or any act or thing of the sort described above. In the context of this clause, the word 'person' includes any persons and anybody or association, corporate or incorporated; and 'any agreement or arrangement' includes any such transaction, formal or informal, and whether legally binding or not.

Freedom of Information

Information in relation to this RFQ may be made available on demand, in accordance with the requirements of the Freedom of Information Act 2000.

Applicants should state if any of the information supplied by them is confidential or commercially sensitive or should not be disclosed in response to a request for information under the Act. Applicants should state why they consider the information to be confidential or commercially sensitive. This will not guarantee that the information will not be disclosed but will be examined in the light of the exemptions provided in the Act.

It is important to note that information may be commercially sensitive for a time (eg during a tender process) but afterwards it may not be. The timing of any request for information may be extremely important in determining whether or not information is exempt. However, applicants should note that no information is likely to be regarded as exempt forever.

Timetable

Date	Activity
25/2/2019	RFQ issued

04/03/2019	RFQ question deadline
06/03/2019	RFQ submission deadline
07/03/2019	Panel bid review
08/03/2019	Decision on appointed supplier and notification to unsuccessful applicants

Appendix 1 – RFQ Evaluation Scoring Matrix

Company:	Assessor:	Date:		
RFQ Reference Number:				
Criteria from Model Bid Document	Comments / Evidence	Weight (A) 1-4	Score (B) 0-5	Weighted Score (A x B) Max 70
<p>Section 1 – UNDERSTANDING OF THE REQUIREMENTS</p> <p>This section establishes that a supplier has a full understanding of the scope of the RFQ specification</p> <p>A demonstrable understanding of the potential scope of the project and those issues that will be critical to the implementation, development and sustainability of the project.</p> <p>The applicant should have provided a detailed synopsis of the requirements of the RFQ. They should provide clear evidence of understanding the scope if supply.</p>		3		
<p><u>To score this section</u></p> <p>0 Points – Unsatisfactory response</p> <p>1 Point – Less than satisfactory response</p> <p>2 Points – Satisfactory response</p> <p>3 Points – Above satisfactory response</p> <p>4 Points – Very good response</p> <p>5 Points – Response exceeded expectations</p>				

<p>Section 2 – REQUIREMENT SPECIFIC</p> <p>This should include a full proposal for the delivery of the RFQ specification document. Evidence of the background, including experience, strengths, knowledge and experience should be provided – along with case studies and references.</p> <p>A detailed proposal of the approach being suggested should; be provided</p>		5		
<p><u>To score this section</u></p> <p>0 Points – Unsatisfactory response 1 Point – Less than satisfactory response 2 Points – Satisfactory response 3 Points – Above satisfactory response 4 Points – Very good response 5 Points – Response exceeded expectations</p>				
<p>Section 3 – PRICING</p> <p>The applicant should provide a clear and detailed breakdown of the pricing structure of the proposal showing all elements of expenditure relating to the contract.</p> <p>Is the price quoted commensurate with the overall level of service being offered (value for money).</p>		5		
<p><u>To score this section</u></p> <p>0 Points – Unsatisfactory response 1 Point – Less than satisfactory response 2 Points – Satisfactory response 3 Points – Above satisfactory response 4 Points – Very good response 5 Points – Response exceeded expectations</p>				
<p>Section 4 – EQUAL OPPORTUNITIES, ENVIRONMENTAL & QUALITY MANAGEMENT POLICIES</p> <p>Does the applicant have satisfactory Equal Opportunities, Environmental & Quality</p>		1		

<p>Management policies relevant to the Scope of Supply tendered for.</p> <p>Care must be taken not to discriminate against small organisations and start-up businesses. If the applicant has responded with an acceptable statement as to why they have no policies then score appropriately.</p>				
<p><u>To score this section</u></p> <p>0 Points – Unsatisfactory response 1 Point – Less than satisfactory response 2 Points – Satisfactory response 3 Points – Above satisfactory response 4 Points – Very good response 5 Points – Response exceeded expectations</p>				
<p>Section 5 – PRESENTATION DO NOT SCORE THIS SECTION UNLESS APPLICANT HAS PRESENTED TO THE EVALUATION TEAM.</p> <p>Has the applicant provided a good overview of their offer detailing all the major points required. A poor presentation may lead to overall doubts about the ability of the applicant to carry out the project.</p>		2		
<p><u>To score this section</u></p> <p>0 Points – Unsatisfactory response 1 Point – Less than satisfactory response 2 Points – Satisfactory response 3 Points – Above satisfactory response 4 Points – Very good response 5 Points – Response exceeded expectations</p>				
<p>Totals</p> <p>Provide details of overall score and total after calculation with weightings applied.</p> <p>WMIT will provide to applicant on request bid summary comments on an RFQ Summary Form.</p>				TOTAL

