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| **Date:** | 28/8/2020 |
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Dear Sir/Madam

# QUOTATION – Growth Programme magazine advertorial 2020

Cornwall Council would like to invite you to provide a quote for the following services.

Please provide your most competitive price and all other relevant details including commencement dates and quotation validity.

**Background and Context**

The Cornwall and Isles of Scilly Growth Programme is the European economic regeneration programme for the region. It will contribute to the EU ambition to deliver smart, sustainable and inclusive growth.

The programme is made up of two main funds:

* [**European Regional Development Fund (ERDF**](http://www.cornwallislesofscillygrowthprogramme.org.uk/fund/erdf/)**)**

The ERDF focuses its investments on several key priority areas or themes:

* Innovation and research;
* The digital agenda;
* Support for small and medium-sized enterprises (SMEs);
* The low-carbon economy
* [**European Social Fund (ESF)**](http://www.cornwallislesofscillygrowthprogramme.org.uk/fund/esf/)

ESF invests in people, with a focus on improving employment and education opportunities. It also aims to improve the situation of the most vulnerable people at risk of poverty.

## Scope of Services

The Growth Programme communications team would like to procure advertorial space in a magazine covering Cornwall and the Isles of Scilly, in print and online, to highlight Growth Programme projects. Specifically:

* In print, one double page spread per issue for the period October 2020 – Feb 2021 (6 months). Articles to be 600 words plus images.
* The same articles (Oct 2020 to Feb 2021) to be published online
* One four-page feature in the March 2021 issue, to appear in the printed magazine and online.

**Budget**

The maximum budget for this work is £7,000.

**Readership**

The audience for these articles is primarily businesses in Cornwall and the Isles of Scilly. Please provide details of the readership/circulation of your magazine.

**Experience**

Please provide up to two examples of similar campaigns you have run in your publication in the last two years. Each case study should be no more than two side of A4 in length.

**Submission deadlines**

Please include details of submission deadlines for copy and images.

**Evidence of publication**

We require copies of all articles published for audit purposes, showing which magazine they appeared in and when. Please provide details of how this could be provided.

**Invoicing**

We require monthly invoicing for each article published.

**Costs**

Please provide a breakdown of all charges for the above services.

**Evaluation of Bids**

The submissions will be considered by an assessment panel consisting of at least two representatives of Cornwall Council. The bids will be assessed using suitability for our requirements, quality of submission and fee submitted, with the tender that is considered to be the most economically advantageous tender selected. The award criteria shall be based on the principles of the Most Economically Advantageous Tender (MEAT). Formal award decisions shall be in accordance with the Contract Procedure Rules and the Council’s decision-making requirements.

Proposals will be evaluated on the evaluation criteria and weightings below. Please provide your responses to each question in the ‘Supplier response’ column (the table will expand to fit the text you type in).

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| **No.** | **Criteria** | **Percentage of score** | **Supplier response** |
| 1 | Please outline how your proposal meets the requirements of the brief. | 50% |  |
| 2 | Please provide evidence of your experience of providing advertorial space for similar campaigns. You may provide attachments. | 20% |  |
| 3 | The price of the package | 30% |  |

Responses to Q1 and Q2 will be scored from 0-5, following Cornwall Council’s scoring grid below.

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| 5 | Excellent | Exceptional demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required to support the response. |
| 4 | Good | Above average demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Majority evidence provided to support the response. |
| 3 | Acceptable | Demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with some evidence to support the response. |
| 2 | Minor Reservations | Some minor reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response. |
| 1 | Serious Reservations | Considerable reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response. |
| 0 | Unacceptable | Does not comply and/or insufficient information provided to demonstrate that there is the ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response. |

Scoring Q3 - prices will be scored in relation to the lowest price received. The lowest cost will score the maximum of 30%.

**Return Date**

Please respond to this request for quotation by 8/9/20 (5pm)

**Timescales:**

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| Invitation to tender | 28/8/20 |
| Question period | 28/8/20 – 4/9/20 (noon) |
| Submission deadline | 8/9/20 (5pm) |
| Assessment | 9/9/20 |
| Successful supplier informed | 11/9/20 |
| First article published | Oct 2020 (date tbc with supplier) |

There is a short question and answer period, as listed above. Questions and answers will be shared with all suppliers invited to tender.

# Terms and Conditions

In the event that we decide to move forward with your company an order shall be placed with you subject to Cornwall Council’s standard Terms and Conditions of Purchase of Goods and Services (under £50,000).

Kind regards

Growth Programme Communications Team

Economic Growth Service

Cornwall Council