



LISKEARD COUNCIL
WORKING FOR YOU

Invitation to Tender

Liskeard Cattle Market Makers Project Brand Design and Website Development & Maintenance

1. About the Cattle Market Makers Project

The Cattle Market Makers project (CMM) will provide small workshops and shared space in a new creative hub based in the old cattle market in Liskeard. There will be business and other support for craftspeople and makers and opportunities to try new crafts for those just starting out. The aim is to provide a major boost to creative businesses locally and help build a community of makers.

The creative hub will be a small-scale modular development based on shipping containers, which will include small workshops for rent, shared making and training spaces and an office for the project staff. One of the shared spaces will house a digital fabrication lab linked to Plymouth College of Art's Fab Lab, providing ways to learn, experiment and create with digital technology. There will also be space for makers to exhibit their work. As far as possible, we will find creative ways to reuse and recycle materials in the project.

A project manager and assistant will manage the space, organise training and events and provide business support.

We will be working with three main groups:

1. Established makers, who can rent workshop space, benefit from tailored business support and work as trainers and technicians.
2. People wanting to grow a hobby into a job, who need space for making, and support in setting up a business and reaching customers.
3. People who have not worked for some time, who can take part in creative and craft activities to boost their skills and confidence as steps towards education, job search or self-employment.

Due to the funding conditions, the project is mainly aimed at people who live or work in central parts of Liskeard, where there are high levels of deprivation. That will include anyone renting workshop space and we will also be able to include some others.

It will also provide business support, events and networking opportunities for other existing businesses in the town.

The project is led by Liskeard Town Council, who are managing the staff. It has been developed working in partnership with other organisations. Cornwall Council are providing the match funding and delivering the creative hub as well as advice and support. Plymouth College of Art have contributed their specialist knowledge to develop the project and will help with practical workshops, events and access to their facilities. Liskeard Town Council have also talked to a wide range of local organisations about how they can be involved.



Liskeard Town Council has received European funding for the project. This is from the Community Led Local Development (CLLD) fund, which brings together EU funding which supports business with funds to help people who are economically inactive.

The website needs to comply with the ESIF branding and publicity requirements.

The project is currently setting up, the Project Manager has been appointed and activities will start in November.

2. Tender objectives

Liskeard Town Council is seeking to commission services for brand design, and a new Cattle Market Makers website which:

- Provides design and branding reflective of the ethos and responsive to the perspectives of the project, its participants and the town
- Will drive potential applicants and other interested parties to the CMM programme
- Uses attractive design and a logic within the website to guide potential applicants to the right information in the fewest steps
- Is responsive and mobile optimized.
- Includes a repository for applicant materials
- Has a content management system useable by the CMM team and makers for updating
- Encourages and maximises interactions via social media
- Provides search engine optimisation and optimized internal site navigation
- Is hosted and maintained with ongoing support service provided over the lifetime of the contract.

3. Tender requirements

Audiences for the website

1. Local artists and makers at various stages of development who may want to be involved in the project as tenants, tutors, exhibitors and people in need of business support.
2. People not in education or employment who are interested in art and crafts and wanting to take steps towards becoming more active.
3. People interested in buying locally made artwork and crafts.
4. Local schools, colleges and other organisations wanting to engage with the project.
5. Local businesses interested in networking and wider business support.
6. Regional and national media organisations who may be interested in giving coverage to (and sourcing content materials relating to) the project
7. Ongoing and prospective sponsors and partners
8. Prospective and actual visitors to the area interested in local arts and crafts cultures.

The website therefore needs to appeal to people with a strong visual sense and also to appear friendly and accessible to people who may be lacking in confidence. It is essential that it is easy to navigate and accessible for people with disabilities or poor literacy.

3.1 Delivery of a new Cattle Market Makers Project website

Liskeard Town Council (LTC) is looking to procure the development, hosting and maintenance of a website for the Cattle Market Makers (CMM) project.

This will be a new site completely separate from the current LTC website.

The new site requirements are:

Functionality

Provide the following functionality

- Encourage potential interested applicants to contact the CMM Team as the primary call to action?
- Accessible navigation must ensure that the browser takes a cohesive journey throughout the website
- Distinct sections for each of the five areas: for workshop rental, business support, courses, events, Meet Our Makers
- Enables CMM's Facebook, Twitter and Instagram social media channels to be seamlessly integrated into the website
- Is fully GDPR/Data Protection compliant
- Has a Google Analytics portal established for the site
- Provide an initial enquiry form which is automatically sent securely to the CMM generic e-mail inbox cmm.admin@liskeard.gov.uk
- Encourage visitors to the site to register for updates e.g. via MailChimp
- Include 'meet our makers' pages which would belong to individual makers and would give them the ability to sell items. They would need to be able to put materials on their pages.

Design

The project does not currently have branding and this will need to be created as part of the website design. We are looking for concepts, colour schemes and fonts which will be also used more widely, including on social media. This should include the provision of assets such as logo lockup in various formats, brand guidelines etc

We need a design that:

- Provides an overall look and feel that reflects the overarching objectives of



CMM

- Is both broadly inclusive and at the same time reflective of the specificities and character of the project and its stakeholders; both welcoming and professional; consistent with offline, print and social media branding and design.
- To be designed and developed using WordPress or a similar content management system allowing ease of updating and content management by the CMM Team
- Includes a 'drag & drop' page builder to maximize flexibility of in-house updating and creation of new pages
- Allows seamless integration of visual content (imagery, video, animation and infographics– this content will be developed outside of this tender) throughout to achieve a look that is modern and attractive
- Design mechanisms to ensure CMM's messaging is clear. The tenderer must demonstrate that they are able to develop compelling, eye catching and user-friendly visuals for the website working with the project specific input, knowledge and expertise of the CMM delivery team and a copywriter if applicable.
- To be compliant with the ESIF Branding and Publicity guidelines

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005 ESIF Branding and Publicity Requirements v7.docx](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005_ESIF_Branding_and_Publicity_Requirements_v7.docx)

Technical

To meet the following technical specifications:

- To easily embed videos from Video hosting sites such as YouTube and Vimeo with the Content Management System
- Meet the Web Content Accessibility Guidelines (WCAG) 2.1 and include a website accessibility statement
- The site must be securely hosted within an ISO 27001 accredited datacentre located in the EU
- Minimum compatibility with the following browsers: Firefox v 35 upwards, IE at least 9-10, Safari at least v 8-9, Chrome v 40
- The website should be entirely manageable by a web interface with an integrated spell checker within the WYSIWYG editor and offer a Page Preview Facility. Users shall see the entire page in the context of editing, displaying all multimedia, images and links as if the page was live
- Capable of adding/deleting new pages and menu items
- To include an SEO plug-in as part of the site construction
- To include the supply and installation of an SSL certificate to secure connections and provide website users with increased confidence whilst browsing the CMM website.

Implementation



Enabling Business
Inspiring People



European Union
European Structural
and Investment Funds

- To provide advice and be available for consultation at any point during the implementation of the new website
- To complete a full handover of all digital assets that are developed for CMM during the project as well as administrative access to all aspects of the website
- Provide details of your Service Level Agreement

3.2 Hosting, Maintenance and Support requirements

- We require the provision of a hosting, back up, maintenance and ongoing support service. The budget includes the costs for hosting, maintenance, and support throughout the lifetime of the contract (current end date 31st December 2022 but this may be subject to review.)

These requirements are:

- A service package covering the lifetime of the contract that includes
 - Hosting of the website
 - On-going maintenance
 - Regular backups of both the website and database(s)
 - Development, maintenance, advice, and support to call upon
 - A detailed budget breakdown of the items in the service package
 - To provide advice and be available for consultation at any point during the implementation of the new website and content management system.
 - Provide a cost per hour for any works and/or maintenance outside of the agreed service package.

4. Total budget

Budget	Detail
£10,500 (Max)	<p>This sum would cover all the activities and expenses incurred with:</p> <ul style="list-style-type: none"> • Delivery of the new website including design, content, build and implementation (see below for timescale and payment schedule) • Develop the website, reviewing all existing content to ensure maximum optimisation opportunities and best quality user experience. • Provide a hosting, maintenance and ongoing support service for the website over the lifetime of the contract. • Collaboration and liaison with CMM’s delivery team

5. Tender submission requirements

Please include the following information in your Tender submission.

A. Covering letter to include:

- Organisation and Contact Details
 - Full name and address of organisation or consultant
 - Name/job title of the project lead for contact purposes
 - Email address and telephone number
 - Organisational status of the supplier (Company Registration Number, VAT number as appropriate)
- Confirmation that the tenderer has the resources available to meet the requirements outlined in this brief and its timelines
- Confirmation that the tenderer will be able to meet the Corporate Requirements (see Section 13) to include confirmation that Equality and Diversity and Environmental policies are in place and, if successful, supporting documentation will be provided as evidence
- Confirmation that the tenderer holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as evidence
- Conflict of interest statement
- Please provide two references

B. The CV for the proposed project lead

C. A brief overview of the way in which the tenderer intends to approach each of the elements of the work detailed, including lead in times, overall project timelines with a breakdown of key milestones. Give details of the communication processes and project team you propose to use to ensure efficient and timely deliverance within the contract completion date. Please clearly state if any options or alternative offer(s) have been made.

D. Two relevant examples including live website links where the tenderer has undertaken a similar website development for a client.

E. A sample wireframe for the homepage (max 200 words explanation if required)

F. One example of where the tenderer has delivered a website hosting, maintenance and support service for a client. (max 500 words)

G. A clear breakdown of the costs of providing 4.1 Delivery of a new Cattle Market Makers website and a separate cost breakdown for 4.2 Hosting, Maintenance and Support requirements

In evaluating the tender returns, note that the cost assessment will be based on the overall total cost. All expenses are to be included within the tender prices. Additional

expenses will not be paid. Costs exclude VAT. Quotations should remain open for an initial acceptance for a minimum of 90 calendar days, although the Council may ask you to extend the period of validity. All pricing is to remain fixed for the duration of the contract unless otherwise agreed. Tenders in excess of £10,500 will not be considered.

Suppliers must be financially sound. We may use an external credit reference agency and, in addition, may seek copies of accounts and annual reports for larger contracts. We expect suppliers to have been trading long enough to have published accounts and developed a client base.

The Council's standard payment method is by BACS. The Council standard terms of payment are Nett 30 days from receipt of acceptable invoice after successful completion of work as agreed. Please advise any discount available for early payment i.e. 7 or 14 days.

Staff should be paid no less than the Living Wage.

This tender is being issued through an Open Tender process. The selection process will be carried out via assessment of the tender submission in accordance with the tender evaluation methodology set out below.

6. Tender evaluation methodology

Proposals will be scored against the following criteria. A total score will be derived according to the weightings. **For more detail on each 'Requirement' please see Section 7.**

Ref	Requirement	Score
A	Cover lettering including confirmation of the requirements outlined in Section 7	Pass /Fail
B	Experience of proposed project lead	10
C	A brief overview of the way in which the tenderer intends to approach each of the elements of the work	30
D	Two examples of similar website development	20
E	One sample homepage wireframe	10
F	One example of a hosting, maintenance and support service contract.	5
G	Value for Money	25

7. Tender timetable

Please submit the Tender document by email or post or in person by **12 noon Monday 25th October 2021.**

If submitting electronically, please send by email to office1@liskeard.gov.uk with the following wording in the subject box: "Tender CMM Website"

Tenderers are advised to request an acknowledgement of receipt when submitting by email.

If submitting by post or in person, the Tender must be enclosed in a sealed envelope, only marked as follows:

"Cattle Market Makers Project: Tender for Website"

Yvette Hayward
Deputy Town Clerk
Liskeard Town Council
3-5 West Street
Liskeard
Cornwall PL14 6BW

The envelope should not give any indication to the tenderer's identity. Marking by the carrier will not disqualify the tender.

8. Tender assessment

Each Tender will be checked for completeness and compliance with all requirements.

During the tender assessment period, LTC reserves the right to seek clarification by email from the tenderers, to assist it in its consideration of the tender. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria weightings detailed in the criteria table above.

LTC is not bound to accept the lowest price or any tender. LTC will not reimburse any expense incurred in preparing tender responses. Any contract award will be conditional on the Contract being approved in accordance with LTC's internal procedures and LTC being able to proceed.

The reviewer will award the marks depending upon their assessment of the applicant's tender submission using the following scoring to assess the response:



9. Tender clarifications

Any clarification queries arising from this Invitation to Tender which may have a bearing on the offer should be raised by email to: office1@liskeard.gov.uk by the **18th October 2021** and strictly in accordance with the Tender & Commission Timetable below.

Responses to clarifications will be anonymised and uploaded by LTC to the Tenders section of the LTC website and will be viewable to all tenderers.

No representation by way of explanation or otherwise to persons or corporations tendering or desirous of tendering as to the meaning of the tender, contract or other tender documents or as to any other matter or thing to be done under the proposed contract shall bind LTC unless such representation is in writing and duly signed by a Director/Partner of the tenderer. All such correspondence shall be returned with the Tender Documents and shall form part of the contract.

10. Point of contact

Tenderers must provide a single point of contact in their organisation for all contact between the tenderer and LTC during the tender selection process.

11. Tender and commission timetable

The anticipated timetable for submission of the Tender, completion of the project and interim tendering/contract process milestones, are set out below.

Milestone	Date
Publication of ITT and Tender Documents on the LTC website	11/10/2021
Final date for submission of clarifications on LTC website	18/10/2021
Final date for response to clarifications published on LTC website	19/10/2021
Deadline to return the Tender to LTC	25/10/2021 [12 noon]
Evaluation of Tender by LTC	29/10/2021
Successful and unsuccessful tenderers notified	12/11/2021
Project start up meeting	17 or 18/11/2021

Delivery of website	04/01/2022
End of project funding and current end of hosting/support contract.	31/12/2022

12. Corporate requirements

LTC wishes to ensure that its contractors, suppliers and advisers comply with its corporate requirements when facilitating the delivery of its services. It is therefore necessary to ensure that the contractor can evidence their ability to meet these requirements when providing the services under this commission.

All Tender returns must include evidence of the following as pre-requisite if the Tender return is to be considered.

Equality and Diversity

LTC is committed to providing services in a way that promotes equality of opportunity. It is expected that the successful tenderer will be equally committed to equality and diversity in its service provision and will ensure compliance with all anti-discrimination legislation. The tenderer will be required to provide a copy of their Equality and Diversity Policies/Practices if successful in securing this contract.

Environmental Policy

LTC is committed to sustainable development and the promotion of good environmental management. It is expected that the successful tenderer will be committed to a process of improvement with regard to environmental issues. The tenderer will be required to provide a copy of their Environmental Policies/Practices if successful in securing this contract.

Insurance

The contractor must effect and maintain with reputable insurers such policy or policies of insurance as may be necessary to cover the contractor's obligations and liabilities under this contract, including but not limited to:

- Public liability insurance with a limit of liability of not less than £2 million;
- Employers liability insurance with a limit of liability of not less than £2 million

All insurances shall cover for any one occurrence or series of occurrences arising out of any one event during the performance of this contract.

The tenderer will be required to provide a copy of their insurance policies if successful in securing this contract.

In addition, the contract will be subject to the following legislation.

Freedom of Information Legislation

LTC may be obliged to disclose information provided by bidders in response to this tender under the Freedom of Information Act 2000 and all subordinate legislation made under this Act and the Environmental Information Regulations 2004 (Freedom of Information Legislation). Tenderers should therefore be aware that the information they provide could be disclosed in response to a request under the Freedom of Information Legislation. LTC will proceed on the basis of disclosure unless an appropriate exemption applies.

Tenderers should be aware that despite the availability of some exemptions, information may still be disclosed if it is in the public interest.

Prevention of Bribery

Tenderers are hereby notified that LTC is subject to the regulations of the Bribery Act 2010 and therefore has a duty to ensure that all tenderers will comply with applicable laws, regulations, codes and sanctions relating to anti-bribery and anti-corruption including, but not limited to, this legislation.

Health and Safety

The Consultant must at all times comply with the requirements of the Health and Safety at Work Act 1974, the Management of Health and Safety at Work Regulations 1992 and all other statutory and regulatory requirements.

Exclusion

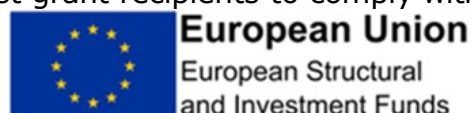
LTC shall exclude the tenderer from participation in this procurement procedure where they have established or are otherwise aware that the organisation, to include administrative, management or supervisory staff that have powers of representation, decision or control of the applicant's company, has been the subject of a conviction by final judgment of one of the following reasons:

1. Participation in a criminal organisation
2. Corruption
3. Fraud
4. Terrorist offences or offences linked to terrorist activities
5. Money laundering or terrorist financing
6. Child labour and other forms of trafficking in human beings

Publicity

In order to comply with the necessary publicity regulations that accompany ESIF funds all promotional material, meeting invites, questionnaires and reports must at all times comply with the latest guidelines.

The Secretary of State has published the National European Structural and Investment Fund Publicity Guidance to assist grant recipients to comply with the



Regulations referred to in the paragraph above. The chosen contractor will be required to agree all project paperwork design with the project manager at the start of the contract to ensure that the necessary conditions have been met.

The appointed contractor must comply with the publicity requirements in all activities, events, and literature developed as part of this contract. The link to the ESIF

Publicity requirements is

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005 ESIF Branding and Publicity Requirements v7.docx](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005_ESIF_Branding_and_Publicity_Requirements_v7.docx)

Sub-contracting

Tenderers should note that a consortia can submit a tender but the sub-contracting of aspects of this commission after appointment will not be allowed.

Content ownership

By submitting a tender application, the tenderer acknowledges that the copyright to all material produced during the project will be the property of LTC.

Document Retention

All documentation (electronic and hard copy) produced as part of this contract will need to be returned to LTC at the end of the contract so that we can retain them for future reference/audit. The contractor will not be expected to store these documents for future reference.

Conflicts of Interest

Tenderers must provide a clear statement with regard to potential conflicts of interests. Therefore, **please confirm within your tender submission** whether, to the best of your knowledge, there is any conflict of interest between your organisation and LTC or its project team that is likely to influence the outcome of this procurement either directly or indirectly through financial, economic or other personal interest which might be perceived to compromise the impartiality and independence of any party in the context of this procurement procedure.

Receipt of this statement will permit LTC to ensure that, in the event of a conflict of interest being notified or noticed, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

Customer Service and Complaint Procedure

Should there be insufficient resources, how will your organisation prioritise customers? Please provide an overview of your complaint procedure and how problems are escalated through the organisation to ensure fast resolution.

13. Disclaimer

The issue of this documentation does not commit LTC to award any contract pursuant to the tender process or enter into a contractual relationship with any provider of the service. Nothing in the documentation or in any other communications made between LTC or its agents and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between LTC and any other party (save for a formal award of contract made in writing by or on behalf of LTC).

Tenderers must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their tender responses. Information supplied to the tenderers by LTC or any information contained in LTC's publications is supplied only for general guidance in the preparation of the tender response. Tenderers must satisfy themselves by their own investigations as to the accuracy of any such information and no responsibility is accepted by LTC for any loss or damage of whatever kind and howsoever caused arising from the use by tenderers of such information.

LTC reserves the right to vary or change all or any part of the basis of the procedures for the procurement process at any time or not to proceed with the proposed procurement at all.

Cancellation of the procurement process (at any time) under any circumstances will not render LTC liable for any costs or expenses incurred by tenderers during the procurement process.