

Invitation to Tender – COMMERCIALLY CONFIDENTIAL



The delivery of the Renewables East quarterly newsletter and other copy writing work for renewables East (RE) including PR material.

1. SUMMARY

Over the last year, Renewables East has worked on raising its profile within the renewable energy industry. This has been achieved through the quarterly newsletter and a number of press articles as well as other marketing materials. The purpose of this is not only to promote the work of RE but perhaps more importantly, to highlight the opportunities for businesses within the industry. The newsletters are sent out electronically via email to the company contact list and a small number are printed for use at events and other occasions.

As a publically funded organisation, it is essential that best value for money is achieved and therefore the company is looking to deliver these outputs in a cost effective way and expand the outputs of the marketing work.

2. Background

The East of England is the leading English region for renewable electricity, currently producing 8% of the electricity it uses from renewable sources. It benefits from widescale deployment of bioenergy (for example the world's first chicken litter electricity plant at Thetford, the UK's first bioethanol plant at British Sugar Wissington, and the world's fastest biofuelled car at Lotus in Norfolk) and 2007 saw a record year for deploying on shore renewable energy.

The region's coast is also surrounded by the majority of the UK's offshore wind installations, with a further £10 billion investment anticipated by 2020 as well as further R&D innovation capacity in wave and tidal technologies.

As a result, the region is well on target to meet its 2010 target of 14% electricity from renewable sources.

The newsletter is sent out on an approximately quarterly basis to all company contacts. The timing varies a little to meet specific needs such as industry events. The company contacts are either involved in the renewable energy industry or have an interest in it. Many of the contacts are commercial organisation but others not for profit companies, public sector or NGO's. Around half the contacts are in the East of England region and the rest are national or internationally based.

As a key RE objective is to champion the renewable energy industry and help it develop, our publications must be highly relevant to the industry, providing news and information to readers with a range of background technical knowledge. Other marketing material will include supplements to the newsletters (i.e. special features), text for adverts in trade publications, background information on RE for company profiles for other organisations. When submitting an application for this tender, the company would expect to see evidence of experience in producing similar material.

3. About Renewables East

Renewables East is a private company delivering the services associated with being the renewable energy agency for the East of England. The Company is funded by the East of England Development Agency (EEDA) and officially designated as an EEDA sister organisation. For the year 2007/08, RE has been allocated £1.2m from various sources including EEDA, EMDA, EU, Local Authorities and central government to continue its mission.

The objectives of the Company are:

- a. To enable the East of England to meet its adopted target for the production of energy from renewable resources, within the context of national energy policy and the need to move towards a lower carbon economy; and
- b. To maximise the rate of growth of the renewable energy sector and the economic benefits to the region, especially through stimulating investment and job opportunities, supply chain development and innovation.

Renewables East's primary work areas are Bioenergy (Biomass and Biofuels,) Offshore/Onshore Wind, Planning, Supply Chain Development and the Mass Market Renewables agenda. If you have not already done so, you may find a visit to our web-site useful www.renewableseast.org.uk.

4. Scope of Work

Renewables East (RE) wishes to appoint a company/consultant to provide the following items:

- *Quarterly newsletter – to be written by the company/consultant following agreement on the content with an appointed member of RE staff. This will include sourcing of current news stories and provision of suitable pictures. The contractor will be responsible for pursuing contacts for regarding stories. RE will provide some of the material and suitable industry contacts. The writing will include proof reading and sub editing.*

The work also includes the design and layout work (using an existing template, copies of past newsletters are available) needed to provide files suitable for both printing and for emailing in the format of a print ready file. The newsletter consists of 12 A4 pages (approximately 7,000 – 7,500 words each edition)

- *10 press releases per year in response to changes and developments etc in the industry. RE would expect the successful contractor to provide the lead on at least five of these. These should be approximately 350 words each.*
- *Text for RE posters, flyers and other marketing materials; this would be based on a total number of days per year (not necessarily evenly distributed throughout the year). The contractor would be required to submit the number of days available within the contract cost. We would estimate that this work would take approximately one day per month.*
- *The estimated value of the contract is £12,000 to £15,000 inclusive of VAT.*

5. Tender Details

Responses to this tender must be received by Renewables East no later than 1400hrs on Monday 28 July 2008. They should be sent via email to:

John Heath
Delivery Manager
Renewables East
johnheath@renewablesat.org.uk

Responses should be submitted electronically, and should include your total fees (including the number of people involved, their daily rates, plus any expenses and VAT), outline proposals on the form and type of document you would develop (layout, format and content), your approach to the research requirements and evidence of previous experience. Contractors should also give an indication of the reporting mechanisms they would put in place to ensure the smooth delivery of the outputs.

The successful applicant will be notified by Friday 1 August 2008 at the latest and must be in a position to start work immediately upon notification.

This final document will be the property of Renewables East and will need to be supplied in formats (hard copy and/or electronic) that can be reproduced by us without further project cost.

6. Tender Process and Assessment

Tenders should be no longer than ten pages, including a two page executive summary. Further information can be included in the form of an appendix.

The tenders will be assessed against the following criteria:-

40% - Overall expertise of the individual/company in their respective field, their experience in the renewable energy sector.

10% - Quality of examples given of previous contracts

20% - Evidence of the standing/status and experience in their field of knowledge in journalism and production of similar materials.

10% - Any value added that the applicant can bring to the panel

20% - Value for money for delivery of the service.

Any information provided will be treated with total confidentiality. We may ask for contractors to give a presentation etc.

7. Fees

Payment will be made on satisfactory completion of the work and receipt of invoice, subject to our standard conditions (available on request). Payments are normally made within 30 days.

8. Further information

Copies of past issues of the newsletter are available on request.

Should you require any further information on this brief to complete your tender submission, please contact John Heath by e-mail or post:

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