

Invitation to Tender – No 334 COMMERCIALLY CONFIDENTIAL



Closing date Friday 25 September 2009

Renewables East seeks to appoint a company to provide various marketing materials, copy writing and website maintenance.

1. SUMMARY

The purpose of this Invitation to Tender is not only to promote the work of RE but perhaps more importantly, to highlight the opportunities for businesses within the industry.

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

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.

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.

Other marketing material may include the production off supplements to the newsletters (i.e. special features), Annual Review, branding. Logos, text for adverts in trade publications, website maintenance. 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 to provide the following:

- Quarterly newsletter/Annual Review – 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 needed to provide files suitable for both printing and for emailing in the format of a print ready file. The newsletter consists of 8 - 10 A4 pages (approximately 7,000 – 7,500 words each edition)

- Numerous 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 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.
- Renewables East has its own website which would require an annual maintenance contract and amendments made on an ad hoc basis.
- Costings are required for:

Initial artwork set up and production from start to finish of business cards (include printing for 250 cards)

Production of artwork from start to finish of quarterly newsletter (include printing for 250 newsletters, copywriting, proof reading etc)

Production of artwork from start to finish of Annual Review (include printing for 250 copywriting, proof reading etc)

Production of artwork from start to finish of flyers, branding, logos, pop up banners (include printing)

Annual maintenance of RE website to include 12 additional amendments per year, cost per individual amendment to website. Possible training of Renewables East staff to make amendments to website in house. Amendments could vary from downloading of videos, adding profiles and creating links.

All costs are to show VAT

5. Tender Details

Applicants who wish to submit a tender bid must include a covering letter which is to include the Tender Title, Marketing Materials Tender and ITT No 334, Postal address, contact details, indicate if they are an SME or not, and total number of pages.

The tender submission should be page numbered with the Company/Consultant name on the bottom of each page; the tender criteria should form the page headings for the main body of the tender submission. You should also include your public liability insurance, organisation structure and details of the team that would be working on the project.

Tenders must include a total cost, inclusive of VAT and expenses.

Tenders on average should be no longer than 8 pages.

Responses to this tender should be submitted electronically and must be received by Renewables East no later than **1200hrs on Friday 25 September 2009**. They should be sent via email to:

John Heath

Delivery Manager

Renewables East

johnheath@renewableseast.org.uk

The successful applicant will be notified by Monday 5 October 2009 at the latest and must be in a position to start work immediately upon notification.

6. Tender Process

Applicants are advised to ensure that they are fully conversant with the nature and extent of the obligations to be accepted by them if their Tenders are accepted.

Renewables East reserves the right to extend proposed timescales if extensive Tender clarification is required during evaluation or for any other reason.

Applicants should be aware that queries raised by Applicants that affect the Tender process will be circulated to all Applicants. Responses of a commercially sensitive nature will be confined to the correspondent(s).

Any Applicant who directly or indirectly canvasses any member or officer of Renewables East concerning the award of the Contract for the provision of the Services, or who directly or indirectly obtains or attempts to obtain information from any such member or officer concerning any other Tender or proposed Tender for the Services will be disqualified.

It is the responsibility of Applicants to obtain for themselves and at their own expense all information necessary for the preparation of their Tenders. Information supplied by Renewables East (whether in these Tender Documents or otherwise) is supplied solely for general guidance in the preparation of the Tenders. Applicants must satisfy themselves by their own investigations with regard to the accuracy of any such information and no responsibility is accepted by Renewables East for any inaccurate information obtained by Applicants.

All information supplied by Renewables East in connection with this Invitation to Pre-qualify and Tender shall be regarded as confidential by the Applicant except that such information may be disclosed for the purpose of obtaining sureties and quotations necessary for the preparation of the Tender. Renewables East reserves the right to ask all Applicants to complete a separate Confidentiality Agreement and if deemed necessary this will be forwarded under separate cover for completion and return within a specific timescale no later than the tender return date.

The Tender Documents are and shall remain the property of Renewables East and must be returned upon demand.

No servant or agent of Renewables East has authority to vary or waive any part of the Tender Documents or procedure other than the Authorised Officer nominated by Renewables East who shall only do so in writing.

Renewables East will not consider individual requests for extension of the closing date and the time specified above, but may at its own absolute discretion extend generally the closing date and time.

Renewables East reserves the right to request such further information from Applicants as it deems necessary to assist the clarification of Tender submissions.

Renewables East reserves the right to dismiss those tender applications that do not meet the specific tender details required.

7. Tender Criteria and Weighting

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, examples given of previous contracts of work of a similar nature and references

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

40% - Value for money for delivery of the service, discounting structure and added value

8. Fees

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

9. Further information

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

johnheath@renewableseast.org.uk

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10. Restricted and Commercially Confidential

PLEASE NOTE THAT THE INFORMATION CONTAINED WITHIN THIS TENDER DOCUMENT AND ASSOCIATED DOCUMENTS IS NOT IN THE PUBLIC DOMAIN AND REMAINS COMMERCIALY CONFIDENTIAL. THE INFORMATION IS NOT TO BE USED FOR ANY PURPOSES OTHER THAN TO RESPOND TO THE TENDER.