

Invitation to Tender – No 003 COMMERCIALLY CONFIDENTIAL



Closing date Friday 30 April 2010

To provide a variety of marketing support to the Resource Efficiency East Programme.

1. SUMMARY

Renewables East is funded by the East of England Development Agency (EEDA) and European Regional Development Fund (ERDF) to manage a resource efficiency programme on behalf of EEDA. The Resource Efficiency East (REE) programme will operate until 31 March 2011 and in this period will provide intensive resource efficiency support to in excess of 700 companies assisting them to identify and achieve savings in the use of water, materials and energy

REE's primary objective is to 'increase the productivity and competitiveness of regional SMEs by delivering measurable improvements to their resource efficiency, with the environmental benefits that result also helping to reduce the impact of climate change on the region's economy.' Full details about the programme can be found at www.resourceefficiencyeast.org.uk

Renewables East is now seeking to appoint a framework panel to provide ongoing marketing support to the programme on a call-off basis until 31st March 2011. The support may include, but will not be limited to;

- *Drafting press releases and other articles/editorial and securing relevant media coverage.*
- *Drafting advertising materials for use in printed press, online, etc*
- *Designing/Commissioning other materials (i.e. Business Cards) and producing marketing materials (i.e. banner stands) as required*

Renewables East anticipates appointing no more than two organisations to the framework panel and the indicative value of all work for 2010/11 is expected to be c£25,000-£30,000 though this could be reduced or extended depending on the demand for REE programme services.

More details about the Resource Efficiency East programme can be found online at www.resourceefficiencyeast.org.uk

2. 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 2009/10, RE has been allocated in excess of £2m from various sources including EEDA, ERDF and central government to continue its mission.

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.

Resource Efficiency East is a programme managed by the Renewables East executive with strategic direction and governance provided by an independent Programme Board.

3. Scope of Work

Resource Efficiency East wishes to appoint up to two organisations in a call off contract to provide the following items:

- Press releases – approximately one per month.
- Design of advertising materials for use in the printed press, online and in other media as required
- Access to a network of media contacts for the dissemination of information to businesses in the East of England
- Any other media/marketing requirements as requested by REE

Costings should be provided for the above on the following basis;

- 'All in costs' for the production of press releases
- Daily rates for designing artwork, advertising and other materials

4. Tender Details

Applicants who wish to submit a tender bid must include a covering letter which is to include the Tender Title, REE Marketing Support and ITT No (FAM 003) , 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 **1700hrs on Friday 30 April 2010**. They should be sent via email to:

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

The successful applicant will be notified by Friday 14 May 2010 at the latest and must be in a position to start work immediately upon notification.

5. 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.

6. Tender Criteria and Weighting

The tenders will be assessed against the following criteria:-

1. Value for money and ability to deliver - 25% weighting
 - a. Completeness of response to entire scope of tender, clear and concise proposal
 - b. Overall Cost and discounting structures offered
 - c. Add value beyond the scope of the tender
 - d. Project management, team size/responsibilities and reporting mechanisms evidenced

2. Quality of examples given of relevant previous work – 25% weighting

(You are asked not to submit more than 5 examples of previous work, but these should all be relevant to the scope of the work and the general nature of the work of Renewables East and in particular the Resource Efficiency East programme)

3. Proposed delivery team - a strong track record of delivering marketing support to the environmental sector and to business support programmes- 25% weighting

(A CV should be provided for individuals nominated to contribute to the work highlighting their track record within the environmental sector and their work with business support programmes)

4. Company Experience – evidence of support to resource efficiency business support programmes – 25% weighting

- a. Strong track record of delivering relevant support to publicly funded resource efficiency business support programmes *(examples to be provided highlighting nature of work and role in delivery - should also highlight individuals involved in that delivery)*

7. Fees

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

8. 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

John Heath
Delivery Manager
Renewables East

ZICER Building
School of Environmental Sciences
University of East Anglia
Norwich
NR4 7TJ

9. 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.