



## **REQUEST FOR QUOTE:**

### **PROFESSIONAL PHOTOGRAPHY SERVICES**

#### **1. Introduction to Advance Northumberland**

Advance Northumberland is a unique economic regeneration company, established by Northumberland County Council with a clear remit to improve prosperity, quality of life and increase business activity throughout the communities of Northumberland.

Advance Northumberland's Economic Growth Team is responsible for the delivery of the Business Northumberland 2019-2022 project.

#### **2. Introduction and Background to Business Northumberland 2019-22**

Business Northumberland is a business support programme aimed at eligible Small and Medium Enterprises (SMEs) based in Northumberland with some support offered across the wider North East Local Enterprise Partnership (NE LEP) area. The project is a continuation of the previously successful Business Northumberland 2016-19 project.

Business Northumberland focuses on supporting businesses with the ability to grow and create employment opportunities in the local economy. There are four main areas of support available under the scope of the programme:

- 1-2-1 support via three Business Northumberland employed Business Growth Adviser's. They will provide initial advice, register businesses on to the programme, perform a diagnostic to develop a bespoke package of activity and account manage the SME's on the programme to ensure they achieve 12 hours of support or more;
- Digital Skills Programme: A number of workshops, seminars and masterclasses. These will be organised in venues across Northumberland focusing on increasing digital skills, and will be offered to eligible SME's registered to the Programme;
- Growth Programme: Access to specialist coaches and mentors to support businesses to increase level of employment. This level of support will only be offered to businesses who are looking to grow their levels of employment; and
- A dedicated website. This is available to anyone at any time. It offers eligible SME's online courses, supporting information such as videos, how to guides, blogs etc. It also provides a route to registering SME's on to the programme and offers a diagnostic service to provide eligible SME's with a bespoke programme of support.



Business Northumberland is part funded by the European Regional Development Fund 2014-2020 (ERDF) and under the terms of this funding, the Business Northumberland Project is required to deliver specific business support outputs and results, particularly with regards to increased productivity and levels of employment.

### **3. Scope**

Business Northumberland wishes to appoint a professional photographer to enter into a contract on a call off basis for the delivery of photography services as required by the Business Northumberland 2019-22 programme

### **4. Tone and Style**

The project requires the successful supplier to develop a portfolio of images which will encapsulate the aims and benefits of the Business Northumberland programme that includes the vibrant and contemporary feel of the Advance Northumberland brand.

Professional, dynamic and interesting imagery is central to Business Northumberland's online and offline presence. High quality photography is required for both online and offline marketing collateral, for promoting Business Northumberland events, to support blog posts, case studies and press releases and for use on the website.

Business Northumberland require the successful photographer to attend events, meet with clients for onsite photo shoots, and liaise with the central Business Northumberland Marketing and PR function to produce exciting, creative images that capture the activity and ethos of Business Northumberland. Business Northumberland would expect a level of post-shoot editing to produce high quality end results.

The successful supplier must develop a portfolio of images which will encapsulate the aims and benefits of the Business Northumberland programme that includes the vibrant and contemporary feel of the Advance Northumberland brand.

The images should be appropriate and attractive to businesses looking for support under one of the following categories:

- New businesses (Established less than 12 months) looking for support in Northumberland and the wider NE LEP region;
- Established businesses based across Northumberland and the wider NE LEP region looking for support (Established more than 12 months);
- Established Northumberland and the wider NE LEP region-based businesses with the potential to increase by a minimum of 2 FTE (growth businesses).



## 5. Project Deliverables

The tenderer should be able to demonstrate sufficient knowledge, experience, skills and resource to fulfil the following objectives and requirements:

- Produce a range of digital images that position Business Northumberland as an exciting and valuable programme to attract SMEs to engage.
- Produce a range of digital images that position Northumberland as a dynamic and viable business location.
- Showcase the objectives and outputs of the programme e.g. events, case studies, workshops.
- Produce a range of digital images that showcase the various sectors and demographics of the Northumberland Business population to help businesses “identify” with the programme.
- All photography will be undertaken in Northumberland.
- All photography will be required on a demand led basis and the successful tender would be expected to cover a minimum of 1 x PR / Case Study and 1 Event (approx. 2 hours) a month across Northumberland.

## 6. Timescales

The support will be required over the lifetime of the project from August 2019 – June 2022.

## 7. Pricing

Business Northumberland seek to understand the rates a photographer would require to deliver the following:

- Hourly Rate for 1 x PR /Case Study including expenses, photography, post production editing and copyright licence fee.
- Hourly rate for 1 x Event including expenses, photography, post production editing and copyright licence fee.
- Hourly Rate for Consultation and meetings, planning and scheduling with Business Northumberland team
- Hourly Rate for Ad-Hoc Extra for photography services related to building imagery bank for Business Northumberland

## 8. Branding and Images

The supplier must at all times comply with the publicity requirements and branding guidelines for ERDF and Business Northumberland which are contained in the ERDF Publicity Requirements at [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/470206/ESIF\\_Publicity\\_Requirements\\_v2\\_221015.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/470206/ESIF_Publicity_Requirements_v2_221015.pdf)



## 9. Timescales

The below timescales are indicative only. Advance Northumberland reserves the right to change these at its discretion.

This is an ERDF funded programme whose activity is due to run until 30th June 2022.

Stage	Date/Time
Deadline for receipt of completed submission	5:00pm Friday 30 <sup>th</sup> August 2019
Evaluation of submissions completed	5:00pm Friday 6 <sup>th</sup> September 2019
Notification of result of evaluation to successful and unsuccessful applicants	5:00pm Friday 13 <sup>th</sup> September 2019

## 10. Evaluation Criteria, Quality and Price Weighting

Please include the following information in your Tender submission.

### 10.1 Covering letter to include:

- Contact name for further correspondence;
- How the tenderer has the capability, knowledge and resource capacity to meet the requirements of the tender brief.
- Confirmation that the tenderer has the resources available to meet the requirements outlined in this brief and its timelines;
- Confirmation that the tenderer accepts all the Terms and Conditions of the Contract attached as an Appendix; and;
- Confirmation that the Tenderer can provide evidence of adequate levels of the following insurances to cover per 12 month period:
  - Public Liability
  - Employers Liability
  - Professional Indemnity

This section will carry a 30% weighting.

**10.2** Provide two relevant project examples of photography that has been developed within the last three years which you consider to demonstrate your suitability for this work.

This section will carry a 30% weighting.

**10.3** Include a completed pricing schedule in the format provided below;



Item	Description	Hourly Rate Excl VAT (£)
A	Photography services for 1 x PR /Case Study including expenses, photography, post production editing and copyright licence fee.	
B	Photography services for 1 x Event including expenses, photography, post production editing and copyright licence fee.	
C	Consultation and meetings, planning and scheduling with Business Northumberland team	
D	Ad-Hoc Extra for photography services related to building imagery bank for Business Northumberland	

This section will carry a 40% weighting.

Quotations will be assessed and scored on the following criteria:

Score	Performance	Judgement
5	Exemplary response. Fully comprehensive and appropriate answer – fully meets the criteria set out in the question. The response clearly demonstrates how they would meet the criteria set out in the question. High level of confidence in bidder’s ability to deliver the essential requirements.	Excellent
4	Response of a high standard. Illustrates a high understanding and approach to the matter in question. Gives reliable substance to validate response. Good level of confidence in bidder’s ability to deliver the essential requirements.	Very Good
3	Response illustrates a good understanding of the question. An appropriate response to the matter in question, but lacking reliable substance and evidence to validate response. Would benefit from further detail. Some confidence in bidder’s ability to deliver the essential requirements.	Good
2	Response illustrates a basic understanding of the matter in question but lacks detail. Gaps in response, not meeting the full criteria set out in the question. Some doubt in the bidders ability to deliver the essential requirements.	Satisfactory



1	Very limited response lacking in any relevant detail. Illustrates a very limited understanding of the matter in question. Does not satisfactorily demonstrate how they would deliver the element in question.	Poor
0	Question not answered, or does not meet any of the criteria set out in the question and/or the provider fails to demonstrate how they would deliver the element in question.	Unacceptable

### **11. Submissions**

Quotes are to be submitted to [business@advancenorthumberland.co.uk](mailto:business@advancenorthumberland.co.uk) prior to the deadline.

Any submissions received after the deadline will not be considered.

The Business Northumberland Business Support Programme is funded by the European Regional Development Fund (ERDF) therefore it is essential that we are open and transparent in the process of procuring all suppliers.