

Friday 15 October 2021

INVITATION TO TENDER

You are hereby invited by Scotland Food & Drink (SF&D) to quote for a “call off contract” for the provision of media relations and social media influencer activity.

QUOTE Reference: SFD_PRINFLU21

Call Off Procedure

SF&D wishes to appoint a single Provider for this tender, with specific individual commissions being developed and refined at the point of call off. The successful Provider will be the highest ranked bid identified in the evaluation.

Once the Provider is appointed, the call off process will operate.

The Provider must be able to carry out the work within the timescales agreed at contract award or as demand requires.

In the event of a capacity constraint, conflict of interest or inability to respond to lead time, commissions may not be awarded to the appointed Provider.

Your response must be in accordance with this ITT and include the details and information as specified in the document including your price summary.

Your quotation must be received by **5.00pm Friday 29 October 2021**

SF&D is not bound to accept the lowest price of any quote and shall not be bound to accept the supplier as a sole supplier. Prices quoted shall remain firm for the duration of the contract. Value Added Tax (VAT) should be shown separately.

It is your responsibility to obtain, at your own expense, any additional information necessary for the preparation of your response, and you will be responsible for any expenses incurred by you during the tendering process.

If your response does not accord with all the requirements of this ITT, it may not be considered.

Should a presentation stage be required, we anticipate these will take place on w/c 15 November 2021. Please make provision for these dates. Interviews may be held virtually.

Enquiries should be emailed to ellis@foodanddrink.scot noting the Quote Reference in the subject line.

Tender quotations should be submitted to beverley@foodanddrink.scot.

Scotland Food & Drink

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PART 1 – OVERVIEW

Introduction - About Scotland Food & Drink

Scotland Food & Drink (SF&D) is the industry leadership body tasked with driving responsible, profitable growth of the country's farming, fishing, and food and drink sectors. Working collaboratively with government and industry, we support businesses to thrive and grow. We are a membership organisation with over 400 businesses and organisations at our heart. Our mission is bold yet simple. We want Scotland to be the best place in the world to own or operate a food and drink business.

Background

SF&D seeks to appoint a lead provider to support all our public relations and social media influencer work. This opportunity is for a call off agreement. It is anticipated that the contract will commence November/December 2021 for a period of three years (December 2024). It should be noted that there is no guarantee of any level of work from the tender.

Budget

The total budget for this tender will not exceed £250,000 for the duration of the contract. Scotland Food & Drink is not bound by any minimum purchase requirement.

PART 2 – SPECIFICATION OF REQUIREMENTS

Objective

SF&D is looking for a lead provider to support the development and delivery of our PR and media plans in order to raise the profile and build the reputation of the work of SF&D.

Scope of Services

The Agency shall be able to provide, or arrange the provision of, the following services:

- 1. Media relations management, including all written materials, to include:**
 - a. Pro-active media campaigns and activity that deliver in relation to SF&D's communications objectives
 - b. Reactive media activity and a 24/7 press office function
 - c. Strategic planning, reputation and crisis management
 - d. Media relations support for: SF&D Annual Conference, SF&D Excellence Awards, Scottish Food & Drink Fortnight and trade activities
 - e. Related social media content to support media relations activity
- 2. Media monitoring and listening**
 - a. Have in place a system or tool that can adequately capture the coverage and results obtained from activity
 - b. Timely updates on any issues deemed to be important to the food and drink industry that are gaining media attention
- 3. Stakeholder liaison**
 - a. The creation of resources and toolkits to gain wider support from key stakeholders and businesses, including the SF&D Partnership
- 4. Evaluation and reporting**
 - a. Campaign evaluation and reporting including performance against KPIs, coverage and recommendations
 - b. Quarterly reporting linked to SF&D communications objectives
 - c. Annual, full-year report to cover all activity undertaken that year
- 5. Specific creative specialists, including scoping, briefing and management, such as:**
 - a. Photographers for PR launches, events and other notable activities
 - b. Videographer and editors for production of video content to bring activities to life including case studies, website content and events
 - c. Graphic design for any required social media content such as quote cards or infographics

NOTE: These will be billed separately and will not include Agency mark-up/handling fees.
- 6. Influencer campaigns**
 - a. Planning, development and implementation of campaigns to support Scottish Food & Drink Fortnight
 - b. Influencer outreach and engagement to support UK Market Development activities
- 7. Media training**
 - a. Training for staff that require support to become spokespeople for SF&D, including senior executives and Board members
- 8. Other**
 - a. Assistance with other projects involved with the development of SF&D's business, not necessarily directly related to the provision of PR services.

Target audience

The activities outlined about should support SF&D in reaching their target audiences.

- Scottish food and drink businesses of all sizes, sector and locations both members and non-members.
- Scottish Government policy teams cross food, drink and agriculture, health and trade
- UK Government core departments: Defra, DTI.
- Food and drink buyers (retail – national and convenience, foodservice)
- Scotland Food & Drink Partnership
- Regional Food Groups
- Wider stakeholders such as Food Standard Scotland, Zero Waste Scotland etc
- Consumers (limited to specific activities)

Expected results

- Strong and trusted relationships with core media contacts
- SF&D is first point of call for Scottish media for food and drink information/news/response
- Strong profiles for SF&D CEO and key SF&D management.
- Positive engagement for social media campaigns
- Improved awareness across B2B and key stakeholders of Scottish Food & Drink Fortnight
- Continue to build our reputation and awareness with key stakeholders and membership within the media
- Raise awareness of the Partnership services, including The Knowledge Bank and The Academy, using insights and research to support Op-Eds and Thought leadership activity.

Expected Capabilities

The Agency team will need:

- To demonstrate that they have relevant expertise, knowledge, and solid experience in PR and media relations.
- Have an excellent understanding and experience of working with food and drink companies and relevant organisations in Scotland.
- Have a sound grasp of the challenges and opportunities facing our sector driven by, skills, climate change, health and the rise of digital and ecommerce platforms.
- Provide specialist expertise in corporate affairs.
- Strong knowledge and relationships across both the business sector and food and drink trade titles (retail and foodservice).

Agency Commitment

The Agency should demonstrate any areas where they have contributed to the support and development of the sector – from hosting webinars or providing support during the Pandemic. From membership of industry bodies such as SF&D to contributing to industry conferences.

Climate Change

The Agency should demonstrate a clear commitment to reducing the environmental impact of their work.

PART 3 – TENDER STRUCTURE

Tenderers should structure their response as detailed below. Responses will be scored using the weighting detailed in the tender evaluation.

1. Submission

A single tender submission is required. Your submission should be clearly marked with the name of your organisation and emailed to Scotland Food & Drink as detailed in this ITT.

2. Company information

Please provide the following information:

- Registered company name, number and office address
- Description of main services provided

3. Agency team

The relationship we have with our agency is crucial to a successful outcome. Trust is key. We need to know you are part of our team. Please show how you will make this happen. Provide a diagram showing the delivery team structure, including sub-contractors/associates who will support delivery of the project. Describe their roles and responsibilities and provide a brief CV showing their experience, expertise and qualifications - and how it will be used to deliver the contract. Who will be the day-to-day contact and what experience do they have? How will they be supported by the wider agency?

Please provide details of how the team will work with SF&D. You should provide details on how you will quality assure any sub-contractors/associates.

4. Understanding of requirements

- Demonstrate a clear understanding of the requirements to deliver a credible media and influencer programme for SF&D including the operating of a 24/7 press office, a proactive approach to building awareness of our activities and identifying the opportunities for us to raise our profile both here in Scotland and to key retail and foodservice decision makers throughout the UK.
- Demonstrate the ability to support both at strategic and implementation stages.

5. Outputs and milestones

We are looking for clear reporting and evaluation. Please provide your approach to this plus consider 'what success should look like'.

6. Innovation/approach

Detail any innovative suggestions in your methodology. SF&D welcomes innovative ideas and suggestions to improve our approach to communications and media relations. Detail how you would contribute to the comms planning to support your proposal.

7. Capacity

Detail how you will deploy resources to meet demand including during periods of absence.

8. Interviews

All agencies taken forward to presentation stage will be asked to give a short presentation lasting no more than 30 minutes which will be assessed by an Evaluation Panel. Your presentation will be based upon the work being tendered through this process. Please make sure the people who will be servicing the account deliver the presentation.

Potential selection presentations are anticipated to take place w/c 15 November 2021. If you are required to attend a presentation, we will confirm a timeslot with you at least one week before this date. Presentations may take place virtually.

We would expect that tender responses will not exceed 10 pages; however, most responses will be below this figure.

The expected timeline and key milestones for the procurement/initiation are as follows:

Tender Out	15 October
Tender Close	29 October (5pm)
Interviews	w/c 15 November
Contractor Appointed	w/c 22 November

It should be noted that the above dates are viewed by Scotland Food & Drink as in principle.

Fees and Costs

Tenderers must provide a monthly fee proposal (excl. VAT) to cover core contract activity for services 1 – 4 outlined within Part Two (scope of Services) inclusive of basic travel costs for monthly meetings and key events in Scotland.

All other services outlines will be costed as part of project scoping, and briefs to enable the Agency to cost appropriately will be supplied by SF&D. Where the Agency costs exceed the client budget, SF&D reserve the right to seek support from other agencies if required.

Contract Management

All tender submissions must show how outputs will be profiled for delivery throughout the project and how they will be accurately measured, recorded and reported.

Attendance at monthly project meetings will be required and written performance reports, budget reconciliation and target delivery will be reported monthly.

Costs for providing management support and information and attending meetings, should be factored into the monthly fee.

PART 4 - TENDER EVALUATION

Tender Evaluation Criteria

Price & Quality

All submissions will be scored on both price and quality. The contract will be awarded to the Provider who receives the highest total score. The overall price: quality split for this tender will be 40:60 respectively.

Any mandatory requirements or thresholds identified in the brief must be met before the submission will be evaluated further. You must address each of the evaluation criteria in your submission in order to receive a score.

Please note that submissions will not be considered further if the above requirements are not met.

Price Criteria	Weighting %
Total tender cost ex VAT	30%
Added value	10%
Total	40%

Quality Criteria	Weighting %
Demonstrable track record and experience of delivering PR and Media relations including two previous examples of recent work. Please include contract value, specific activity and clear results	20%
Experience of working with social media influencers including two examples of integrated campaigns that used influencers as part of the strategy	10%
General understanding of the brief and capacity to deliver services as outlined in the specification of requirements , agency commitment to the sector and reducing environmental impact	10%
Experience and expertise of the proposed team	20%
Total	60%

Each of the criteria will be scored using the scale below:

0 – Unacceptable – Nil or inadequate response. Fails to demonstrate an ability to meet requirement

1 – Poor – Partially relevant but generally poor response. Demonstrates some understanding of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be met

2 –Acceptable – Relevant and acceptable response. Demonstrates a broad understanding of the requirement but lacks detail or explanation to demonstrate how the requirement will be met in certain areas

3 – Good – Relevant and good response. Sufficiently detailed to demonstrate a good understanding of the requirement and provides an explanation of how the requirement will be met

4 – Excellent – Completely relevant and excellent overall response. Comprehensive and clear and demonstrates a thorough understanding of the requirement and provides a concise and persuasive explanation of how the requirement will be met in full

It should be noted that we have not specified any word restrictions. Integral within your assessment will be your demonstrated ability to answer the questions in an open clear and concise manner.

Scotland Food & Drink may undertake, if deemed appropriate, meetings with tenderer(s) to clarify / verify their tender submissions.

PART 5 - PRICE SUMMARY

Price

Prices shall be deemed inclusive of all additional expenses howsoever incurred. Whilst it is not a criterion for selection of Providers, SF&D encourages additional expenses not to exceed 10% of the total contract value.

Providers are encouraged to pay the Living Wage to their employees and to promote payment of the living wage throughout their supply chain.

PART 6 – TERMS & CONDITIONS OF CONTRACT

See attached