



Digital Catapult North East Tees Valley

Marketing Tender – June 2023

Tender Overview

You are invited to submit a proposal to undertake marketing activity for the North of Tyne Digital Ecosystem Programme (“known as Digital Business Pipeline”). The successful organisation or consultant will work with Digital Catapult North East Tees Valley (NETV) to achieve the outcomes requested in this specification.

The overall aim is to effectively promote the Digital Business Pipeline to target beneficiaries, raising overall programme awareness and an increase in eligible individuals and organisations accessing support (structured one-to-ones, and/or tailored events, accelerator participation).

The timescale for this work is ongoing between July 2023 and September 2024.

Background

Digital Business Pipeline aims to increase the pipeline of new digital businesses across Newcastle, North Tyneside, and Northumberland. The programme is delivered in partnership by Digital Catapult North East Tees Valley, Ignite, the International Centre for Connected Construction (IC3) at Northumbria University, and TEDCO. The programme is funded by the North Tyne Combined Authority (NTCA), as part of the North of Tyne Digital Growth and Innovation Programme. Each of the Digital Business Pipeline delivery partners bring specific expertise, businesses or individuals seeking support from the programme are guided to the partner who can provide them with the most appropriate support for their need.

What do we need?

- Creative ideas that engage eligible SMEs and residents from disadvantaged community groups across North of Tyne;
- A diverse marketing plan for the next fifteen months of the programme, which includes timescales, milestones and predicted outputs. The plan should include a combination of ideas for marketing, communication and business development. Suggestions should include ideas for reaching individuals not currently engaged with the programme, some of whom may rarely use social media;
- Ideas to link partner activity to support an overall programme narrative that includes case studies from all partners and an impact brochure.

The aim is to:

- Increase the number of eligible organisations and individuals accessing Digital Business Pipeline support (structured one-to-ones, and/or tailored events, accelerator participation).
- Increase brand awareness of the Digital Business Pipeline to SMEs and residents within the North of Tyne area;
- Effectively promote the benefits of the programme to target beneficiaries.

Target Audience 1 (Business)

- Digital SMEs with a trading base in the North of Tyne Combined Authority Region who have just started (<1 year trading).
- Established digital SMEs with a trading base in the North of Tyne Combined Authority Region.

Target Audience 2 (Resident)

- Those residing in the North of Tyne Combined Authority Region who are interested in digital business creation, or who have never thought of, or actively avoided, digital business creation. With a particular focus on those that are from one of the following groups:
 - Economically inactive
 - Over 50 years old
 - Unemployed
 - Under 25 years old.
 - With a disability.

Delivery Period

Once the contract is awarded, it is anticipated that work will commence in July 2023 and will continue to September 2024.

The successful organisation or consultant will work closely with the Digital Business Pipeline project team. This will include regular meetings, as well as access to existing content and materials that may be incorporated in any planned activity.

Next Steps

Your proposal should include, in no more than 8 sides of A4 (+ CVs in appendix):

- A brief description of your organisation;
- A description of how you will approach the requirements for this work, including how you will reach the target audience and what you expect we can achieve as a result of your activity;
- A short description of the expertise that would be applied to this work (including CVs in appendix);
- A maximum of 2 examples of relevant, previous work. Who was the audience? What was the aim of the project? What were the outcomes of the work you delivered?
- A quote for this work, including VAT and expenses.

Work carried out during tender response development is at the discretion of the individual organisation and no reimbursement is available for said work.

Quotations shall remain valid for a period of 90 days.

Digital Catapult NETV does not bind itself to accept the lowest or any quotation and reserves the right to accept a portion of any quotation unless the supplier expressly stipulates otherwise in their quotation.

Digital Catapult NETV does reserve the right to cancel said agreement by giving one calendar months' notice.

Selection & Indicative Milestone Process

	Date
Deadline for Receipt of Proposals	Friday 16th June 2023 (5pm)
Review of proposals	19th June 2023
Presentation by shortlisted organisations	Monday 26th June 2023
Contract awarded	Friday 30th June 2023

The following scoring criteria will be used to evaluate bids:

Criteria	Weighting %
Understanding of project requirements	25%
Relevant experience of staff to be involved in the project	20%
Proposed Approach and Predicted Outcomes	40%
Value for money	15%

Costs

The maximum cost for the work is up to £25,000 (ex VAT) as a total spend across the selected supplier. Digital Catapult NETV reserves the right to choose multiple suppliers for this contract.

Please send an electronic version to **Stephen Fenwick** (Stephen.Fenwick@sunderlandsoftwarecity.com) No later than 5pm (BST) on **Friday 16th June 2023**.

Any queries on the tender should be directed to **Stephen Fenwick, Enterprise & Digital Manager** at stephen.fenwick@sunderlandsoftwarecity.com.