



## Consortia Integrated Services

### Request for Proposal

### New Website, Digital Marketing & Re Branding Proposition

#### Background

Consortia are an award-winning team of specialist Constructors, Designers, Project Managers and Maintenance Providers for the built environment.

We currently employ 40 people, from our headquarters based in Liverpool, we have 3 divisions operating nationwide.

**Consortia Rail** - delivering construction and refurbishment projects predominantly on railway infrastructure, stations, public concourses, train-care depots & other transport related infrastructure.

**Consortia FM** (Facilities Maintenance) providing reactive and planned maintenance our services include mechanical, electrical, public health, gas, building fabric and compliance services for the commercial sector.

**Consortia Projects** –for commercial/industrial clients we provide construction/refurbishment & fitout projects delivering a design and build end to end solution across all key sectors, Healthcare, Education, Commercial/Office, Industrial, Retail/Leisure and Transportation.

#### Requirement

The company was established in 2009 and has delivered year on year growth mainly through reputation and referrals.

Digital Transformation and Marketing is changing the way companies connect with their clients and has since rapidly advanced because of the current pandemic.

We would like to readdress our brand proposition to ensure greater clarity between the divisions aiming to present distinct yet complementary companies.

Key aspects of the project are as follows:

- Readdress our brand proposition and align this for our future growth & expansion
- Design and develop a new website for the company
- Design and develop case studies and company brochure inserts suitable for inclusion on the website and downloadable to enable a printable version
- Develop a digital marketing roadmap and work with us over the first 12 months across relevant channels to position the brand using news feeds, articles, and a monthly newsletter etc.

- Work with us to introduce and integrate our purpose to being a people led business and embed our key objectives of sustainability, low carbon, and social value into our brand.

Proposals are invited from companies that can deliver on all aspects of the requirements. We will also consider partner bids i.e., from a Digital Marketing/Branding Agency in collaboration with a website developer on the basis they have a longstanding tried and tested solution to meet our criteria.

### **Website General Requirements**

Group Company Home page – with news feed and clear options to enter the chosen division and there onwards to navigate through the heading pages for each division. Typical example headings are shown below for our Projects Division.

- Divisional Home page and news feed
- About
- Our Services
- Our Projects
- Insights & News
- Accreditations
- Contact Us

The site will generally be viewed by clients looking to appoint Consortia for projects, tenders and Framework Bids who will have received our details via expressions of interest, tenders, referrals/recommendations and via our marketing news stories through channels such as Linked In. We therefore consider a strong visual presence of our work and our brand to be a priority rather than ranking and SEO factors. We would also propose a simple user-friendly platform for the site to enable our marketing team to add news features and updates without difficulty.

**Digital Marketing strategy roadmap** – attend meetings, develop articles and monthly newsletters, web, and social media channel updates – the proposal should detail the required time and resource allocation committed to deliver the roadmap to meet our requirements over a 12-month period.

### **Deliverable Timescale**

Website and Brand Launch anticipated by 5<sup>th</sup> April 2021

### **Indicative Budget**

A budget of up to £30k is envisaged



## Evaluation Criteria

Quotations will be assessed and scored on the following criteria:

### **Quality/ Technical Merit (50%)**

Supplier must demonstrate they have the technical and professional capability to deliver the requirement.

### **Delivery Timescale (20%)**

Supplier must demonstrate they can deliver the requirement to timescales above.

### **Cost/Value for money (30%)**

Does supplier offer value for money. This will not necessarily be the cheapest proposal.

## Scoring Methodology

4 Excellent	Proposal meets and in some places, exceeds the required standard
3 Good	Proposal meets required standard
2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

## Proposal Format

Proposals should clearly demonstrate how they meet the requirement set out above.

## Deadline and Submission

Proposals are required by 12pm 10<sup>th</sup> February 2021 electronically to Keith Roberts - keith.roberts@consortiaais.com

## Date Published

27<sup>th</sup> January 2021

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## Conditions of Tender

- Please be aware that due to the relatively low indicative budget for this work (i.e. less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.