

Marketing Cheshire

Invitation to Quote

Visitor Pass Feasibility Study

September 2024

1. INTRODUCTION AND PURPOSE OF THE COMMISSION

Marketing Cheshire is seeking to appoint a consultant or consultants to conduct a feasibility study into the creation of an attraction visitor pass, to encourage more people to visit and stay longer in Cheshire, explore more of our attractions and increase spend across the wider visitor, leisure and hospitality economy.

The visitor economy in Cheshire is valued at £3.41bn, with over 50 million tourists visiting Cheshire in 2022, supporting 35,000 jobs.

Our role at Marketing Cheshire is to promote this incredible destination as one of the best places to visit, invest, work and live. Working with our attractions, leisure and hospitality businesses, we create and execute campaigns and multimedia activity to inspire visitors and residents about Cheshire and Warrington and develop new products to give visitors the best possible experience.

We believe the creation of a visitor pass will encourage a higher number of visitors, increased spend and a more integrated network of attractions at a more affordable price point for the consumer.

Developing a 'visitor pass' would help meet our regional tourism strategy objectives to

- To market Cheshire and Warrington as a great place to visit, invest, work and live
- To **inspire** visitors and residents about our destination brands.
- To provide **insights and intelligence**.
- To **advocate** for the visitor economy in Cheshire and Warrington.
- To focus on where we **create impact and add value**, where we have **knowledge and expertise** and celebrate the **Best of Cheshire** in all we do.

The feasibility study will engage with local partners and stakeholders, as well as reaching out to DMO's in other destinations to explore opportunities for collaboration, and provide a report, options and recommendations on the optimal approach in Cheshire and Warrington.

It is anticipated that if feasible the pass will be launched in the current financial year.

2. REQUIREMENT

The feasibility study, and final report, will include the following elements:

- An economic assessment of the costings and viability of the pass
- Analysis and best practice examples of visitor passes in other destinations (UK and potentially Europe)

- Analysis and audit of which visitor pass/tour platform would be most appropriate and what model would be best
- Timescales and staffing required for launch and implementation of the visitor pass
- Technology required to integrate the pass within our new website
- Market research and price points
- Stakeholder engagement in which we have already had initial discussions
- Consideration around geography and analysis of Visit Cheshire website data
- One to one interviews and surveys with both attractions and consumers
- Consideration of point of sale, to include VIC's, accommodation providers and third parties.
- Progress reports required on a monthly basis to provide regular updates on project progress, including evidence of outputs and outcomes.

2. TIMESCALES

Activity	Date
Issue brief for procurement	20 th September 2024
Deadline for submissions	4 th October 2024
Appointment of successful provider	9 th October 2024
Inception meeting	Week commencing 14th October
Completion of work	31st January 2025

3. SUBMISSION REQUIREMENTS

Bidders are required to submit tenders in an electronic format (i.e. MS Word/PDF) setting out the following:

- Introduction
- Project Appreciation
- Approach and methodology of the commission
- Demonstration of experience of providing similar services
- CVs of key personnel to be attached to the account (one A4 page summary per person)
- Financial proposal

All prices must be fixed and firm, quoted in pounds sterling and exclusive of VAT. Tenders should detail any ancillary costs and expenses included in the price.

4. EVALUATION OF TENDERS

Each proposal will be scored against the following evaluation criteria, weighted as follows:

Evaluation question	Score
Proposed methodology and approach to the commission	25
Experience of delivering similar assignments	25
Knowledge and expertise of staff	25
Price	25
Total	100

Each evaluation question will be scored using the following scoring criteria:

Scoring criteria	Score
Failure to respond or irrelevant information which fails to meet the requirement	0
Response is inadequate, significantly failing to meet the requirements	1
Response is unsatisfactory partially meets the requirement	2
Response is acceptable and meets the minimum requirement	3
Response is good - better than merely acceptable	4
Response is excellent, exceeds the requirement and gives added value	5

5. FINANCIAL ARRANGEMENTS

Payments for services covered by this invitation to quote will be on submission of appropriate invoices, subject to MC standard payment terms. Invoicing arrangements will be agreed with the successful provider following the award of the contract.

6. CONTRACT

A contract will be awarded to the tenderer whose proposal is deemed to be the most economically advantageous subject to agreement on conditions of that contract. Please note that MC reserves the right to cancel the tender process at any time prior to a contract being entered into. MC is not bound to accept the lowest price or any tender submitted.

7. FURTHER INFORMATION, QUERIES AND SUBMISSIONS

If you require any clarifications relating to the information contained within this invitation to quote, please contact Ashley Shacklady at ashley.shacklady@cheshireandwarrington.com before 12:00 noon on Monday 27th September. Responses to requests for clarification may not materially change any of the elements of the tenders submitted. Any additional information provided by ECW as a result of requests for clarification will be made available to all potential bidders.

Tender contact:

Ashley Shacklady

Head of Sales

ashley.shacklady@cheshireandwarrington.com

Submissions should be sent via email, stating in the email subject which tender the submission relates to. Completed submissions should be sent to the tender contact stated above only and must be submitted by the deadline for submissions. Submissions sent by other means may not be accepted at the discretion of MC.

8. TENDER PROPRIETY

Confidentiality and Disclaimer

- 10.1 This invitation to quote is not an offer capable of acceptance but represents a definition of specific requirements and an invitation to submit a response addressing such requirements.
- 10.2 Neither the issue of the invitation to quote to you, your preparation and submission of a tender, or the subsequent receipt and evaluation of your tender by Marketing Cheshire commits Marketing Cheshire to award a contract to you or any other bidder, even if all requirements stated in the invitation to quote are met. Marketing Cheshire is not responsible directly or indirectly for any costs incurred by your firm in responding to this invitation to quote and participating in Marketing Cheshire's procurement process.
- 10.3 All firms shall keep strictly confidential all information contained in this invitation to quote, and other information or documents made available to it by or on behalf of Marketing Cheshire in connection with this invitation to quote. The firms shall not disclose, nor allow any such information to be disclosed. Submission of a formal response to this invitation to quote will confirm your agreement to observe these confidentiality requirements.
- 10.4 Contact by the firms with Marketing Cheshire during the bidding process should only be with the individuals named as the Marketing Cheshire tender contact. Respondents shall not offer or give any consideration of any kind to any employee or representative of Marketing Cheshire as an inducement or reward for doing, or refraining from doing, any act in relation to the obtaining or execution of this or any other contract with Marketing Cheshire.

Material Misrepresentation

- 10.5 Marketing Cheshire shall rely on the information provided by the bidder in relation to its offer. In providing the services as specified in the invitation to quote documents the successful bidder/tenderer shall comply with the contents of its offer as failure in this respect may constitute a material breach of contract.

Collusive Bidding

- 10.6 Collusive bidding is unacceptable to Marketing Cheshire. Any tenderer that is caught by Marketing Cheshire to be circumventing rules or the law during this tender process will automatically be disqualified from the tender process.

This applies to any bidder who:

- a). Fixes or adjusts the amount of his bid by or in accordance with any agreement or arrangement with any other person, or
- b). Communicates to any person other than Marketing Cheshire the amount or approximate amount of his proposal (except where such disclosure is made in confidence to obtain quotations necessary for the preparation of the tender for instance) or,
- c). Enters into any agreement or arrangement with any other person* that he shall refrain from bidding or as to the amount of any bid to be submitted, or
- d). Offers or agrees to pay or give, or does pay or gives any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done, or causing or having caused to be done in relation to any Offer or proposed Offer for the Services or any act or omission will be disqualified (without prejudice to any other civil remedies available to Marketing Cheshire and without prejudice to any criminal liability which such conduct by a bidder may attract).

*NB Sub-contracting is permissible where the bidder believes that this will enhance their proposal, however this must be clearly stated.

Bribery

- 10.7 Bribery means any offence under the Bribery Act 2010 or related Laws creating offences in relation to offering, promising or giving a bribe or requesting, agreeing to receive or receiving a bribe
- 10.8 The Contractor agrees with the Client that this Contract will operate on the basis of zero tolerance being shown towards any Fraud and/or Bribery. The Contractor shall take all reasonable steps, in accordance with Good Industry Practice, to prevent Fraud and Bribery by Staff and the Contractor (including its shareholders, members, directors) in connection with the receipt of monies from the Client and with the operation of this Contract.