

## **Invite to Tender - Visit Herefordshire PR**

### **Contents**

- **Section 1 Introduction**
- **Section 2 Governance & Structures**
- **Section 3 Specification of services required**
- **Section 4 Conditions of Tender**
- **Section 5 Intellectual Property**
- **Section 6 The Budget**
- **Section 7 Tender evaluation and Award Criteria**
- **Section 8 Scoring Criteria for each question**
- **Section 9 Format & Content of Submission**
- **Section 10 Submission Timeline**
- **Appendices**
  - Supplier Information Questionnaire - The bidder's basic information

### **Section 1 - Introduction**

Herefordshire County BID Ltd (HCBID) is seeking to engage the services of a specialist agency with proven expertise in the strategic delivery of PR in the visitor economy.

### **Section 2 – Governance & Structures**

HCBID is a private, not-for-profit company established following a successful BID ballot in 2021. It is governed by businesses within the HCBID area, with a Board of Directors composed of representatives from levy-paying businesses. HCBID operates under a five-year mandate from 2022 to 2026, after which it must seek a further five-year term through a new ballot scheduled for October 2026. In April 2024,

### **Section 3 – Specification of services required**

HCBID is seeking proposals from qualified and experienced businesses to provide creative PR campaigns to support the promotion of Herefordshire as a premier destination for tourism and leisure. This tender invites agencies or individuals with a proven track record in destination PR to submit detailed proposals.

**The successful applicant will be responsible for:**

### **Deliverables**

- A comprehensive PR strategy for 1 January 2026 until 31 December 2026.
- Regular performance reports sent to the HCBID CEO
- The appointed supplier will be required to demonstrate how it proposes to work closely with other HCBID appointed professionals and the HCBID marketing team to deliver results.

- To take part in regular marketing meetings with HCBID team and other professional advisers
- The appointed supplier will be required to report to HCBID Board.

## **Outcomes**

- Enhanced brand recognition of Herefordshire as a destination for tourism, your submission should tell us which outputs you will expect to influence and by how much.

## **Section 4 – Conditions of Tender**

- 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 exercise. This applies whether your organisation is successful or not.
- HCBID Ltd.'s Procurement Policy will be used to govern procurement and contract management. These arrangements will be confirmed on completion of the tender process. Please note that HCBID Ltd does not negotiate these standard terms as they are considered to be fair and reasonable.
- The price - a maximum budget is stated within this document. The total price submitted in the bidder's response must not exceed this amount. Tenders over this amount will be rejected.

## **Section 5 – Intellectual Property**

All content, creative assets, and materials produced as part of this contract shall be the exclusive property of Herefordshire County BID Ltd. The appointed supplier agrees that all intellectual property rights in any content created, including but not limited to written, visual, audio, and digital materials, will vest in and be owned by Herefordshire County BID Ltd upon creation. The supplier shall assign (or procure the assignment of) all such rights to Herefordshire County BID Ltd and shall not use or reproduce any of the materials for any other purpose without prior written consent.

## **Section 6 – Budget**

### **1 January 2026 until 31 December 2026 – 12-month budget**

A maximum of £60,000 has been allocated to PR and weekly Reel creation (exclusive of VAT).

Please indicate what portion of your budget you expect to spend on paying for each element of the project (exclusive of VAT).

**Section 7 – Tender evaluation and Award Criteria** - Sets out the criteria that Herefordshire County BID will use to evaluate and award the tender

Proposals must demonstrate the following:

- Evidence of a clear understanding of the task.
- Evidence of a clear methodology outlining how you will approach the task, key milestones; timelines including dates for draft PR report.
- Evidence of the skills and experience of the team delivering the project. The supplier should provide a dedicated points of contact to oversee the project, with overall responsibility for any issues.
- Examples of similar work.

- Evidence to show that proposed delivery will be within the budget and the stated timescales.

Tenders will be evaluated by assessing:

- The Supplier Information Questionnaire HCBID Ltd will evaluate the tender using the following 3 criteria - quality, cost and social value. This helps to ensure that evaluations are as effective and fair as possible. Contracts awarded to tenders will be based on those offers that are the most advantageous to HCBID Ltd, based upon the following criteria:
  - Quality 50%
  - Cost 30%
  - Social Value 20%

### **Quality Criteria 50%**

The quality criteria will be assessed against a written submission outlining the process you would adopt for delivering the project brief set out above. The assessment criteria for the quality submission will be assessed against your responses to the following questions: -

- Company Profile - Please provide a brief overview of your organisation, including your core services, years of experience, and relevant clients.
- Team – Please provide an organisational chart - Who will be the main points of contact for this contract? Provide a summary of the team members who will be involved, including their roles and relevant experience.
- Experience - Describe your experience in destination PR and Reel creation. Include links or attachments to case studies or portfolio examples.
- Methodology and Approach - Outline your proposed approach to delivering the specification. How will you ensure alignment with the Visit Herefordshire brand and tourism strategy? How will you manage the PR and deliver seasonal campaigns?
- Accessibility - What is your approach to accessibility and inclusivity in digital content?
- PR Campaigns - Provide examples of successful PR campaigns you have delivered.
- How do you measure and report on campaign performance?

### **Cost Criteria 30%**

The budget criteria will be assessed against a written submission outlining the process you would adopt for delivering the project brief within the budget identified. The assessment criteria for the budget part of the submission will be assessed against your responses to the following questions: -

- Risk Management and Contingency Planning - What risks do you foresee in delivering this contract, and how will you mitigate them?
- How will you ensure continuity of service in the event of staff absence or technical issues?
- Budget and Value for Money - Provide a detailed breakdown of your proposed costs, including day rates, deliverables, and any third-party expenses.
- How will you ensure value for money throughout the contract period?

- Declarations and Compliance - Confirm that your organisation complies with all relevant data protection, accessibility, and procurement regulations. Declare any conflicts of interest or previous contract terminations.
- Confirm Public Liability and Professional Indemnity insurances

### **Social Value Criteria 20%**

The social value criteria will be assessed against a written submission outlining how you would deliver social value. Herefordshire County BID Ltd defines social value as: “The positive impact on local people, communities, local economy, and the environment by the way we spend Levy to buy goods and services.” In this context, it is the additional benefit to the community from a commissioning/procurement process over and above the direct purchasing of goods, services and contractual outcomes.

### **Section 8 – Scoring Criteria for each question**

| The scoring mechanism for scored questions will be detailed as follows unless stated otherwise. | Meaning                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 0                                                                                               | Unacceptable response. Requirement level is not met. Many important issues are completely un-addressed or response wholly inadequate or inappropriate. Concerns are serious and risk levels unacceptable for many areas.              |
| 1                                                                                               | Poor response. Requirement levels are adequate for only some important issues. Some important issues are largely incomplete. Concerns are serious and risk levels unacceptable for some areas.                                        |
| 2                                                                                               | Adequate response. Requirement level is partially met. Overall, the proposals are satisfactory, but some issues are weak. Risk levels apply but Bidder has demonstrated understanding of how they will meet all minimum requirements. |
| 4                                                                                               | Good response. Requirement level is partially met; competence is demonstrated in all areas but there is scope for more detail and more depth in some areas.                                                                           |
| 7                                                                                               | Very good response. Requirement level is met with only a few minor weaknesses or queries. Competent bid demonstrating overall understanding of requirements and experience in all areas.                                              |
| 10                                                                                              | Excellent response. Requirement level fully met. All key issues addressed. Range of examples of good practice, experience, understanding of requirements.                                                                             |

## Section 9 – Format & Content of Submission

Guidance for the submission of tenders is as follows: -

- Submissions should be in MS Word or PDF formats and not exceed 10 sides of A4 or be smaller than font size 11.
- It is expected that submissions will set out how the requirements will be met, in terms of providing the desired services and within budget.
- Submissions should also provide a clear indication of how resources will be deployed and apportioned, including the necessary supporting systems and tools needed to fulfil the brief, factored into the overarching cost schedule.
- Brief overview of key personnel and their relevant professional experience and qualifications should be included.
- Measures and approach to managing/mitigating project risks should also be outlined.

## Section 10 – Submission Timeline

**Expressions of Interest** - If you are considering applying for this tender, please register your expression of interest to Diane Mansell, CEO of Herefordshire County BID Ltd, at [diane@herefordshirecountybid.co.uk](mailto:diane@herefordshirecountybid.co.uk)

**Questions or clarifications** - must be submitted to Diane Mansell, CEO of Herefordshire County BID Ltd, at [diane@herefordshirecountybid.co.uk](mailto:diane@herefordshirecountybid.co.uk) no later than **31 October 2025 11.59pm**.

**Deadline** - All tenders must be submitted electronically to Diane Mansell, CEO of Herefordshire County BID Ltd, at [diane@herefordshirecountybid.co.uk](mailto:diane@herefordshirecountybid.co.uk) no later than **14 November 2025 11.59pm**.