

Milton Keynes Development Partnership Invitation to Quote for Marketing and PR Services

About MKDP

Milton Keynes Development Partnership LLP (MKDP), although wholly owned by Milton Keynes Council (MKC), is an independent legal entity set up to facilitate the growth and economic success of MK.

Having achieved a position of financial stability, by promoting a proportion of the 250 acres of development land assets acquired in 2013, MKDP is now embarking on its next phase of growth. We are aiming to strengthen our presence and influence in the property investment and development arena to help Milton Keynes achieve its potential as a thriving 'Destination City', internationally recognised for its prosperity, economic innovation and cultural creativity.

This next phase of growth will be achieved by:

- 1 Continuing to market our land asset base for development
- 2 Continuing to provide strategic advice to MKC on the development of MK
- 3 Using our reserves to buy property assets in and beyond Milton Keynes
Being valued as a beneficial development partner

The Role

We are looking to appoint a talented and dynamic consultancy (or partnership of consultants) who will pro-actively raise the profile of our business so that players in the property investment and development markets know who we are and how we can help achieve our joint ambitions.

This role will be responsible for developing and driving MKDP's marketing and communications strategies and leading its PR relationships with new and existing development and investment audiences.

Key priorities will be to:

- Help us develop a MKDP brand and messaging to make it clearer and more appealing to our many target audiences and partners
- Establish a multichannel communications strategy that promotes this new messaging to raise awareness of MKDP and manage interest so as to generate and nurture business activity
- Support the economic growth and investment ambitions for Central Milton Keynes (in the context of Renaissance:CMK, a MKC initiative supported by MKDP) including inputting to and/or commissioning of marketing collateral
- Devise and implement a marketing communications strategy that supports MKDP in gaining access to senior executives/ fund managers of property investment companies with the aim of securing significant inward investment in Central Milton Keynes
- Develop and apply effective strategies to enable MKDP to valuable relationships with existing landowners, businesses and potential developers
- Proactively identify opportunities to support company initiatives, lead the development of MKDP's website, direct and digital marketing and social media content
- Manage media enquiries

- Measure and evaluate all communications and marketing activities and report on a quarterly basis

Requirements

The successful consultancy is expected to possess significant experience in the following areas:

- Developing a brand and implementing brand guidelines
- Creating and applying marketing and communications strategies that support and enable business growth
- Successful PR track record, generating leads as well as nurturing and managing relations with external contacts including media and 'influencer' stakeholders, ideally within the property investment and development sector
- Developing effective marketing tools and campaigns as well as compelling content (written and video) for delivery across digital and traditional channels and for different audiences
- Crafting thought leadership material, including blogs, white papers, reports, bylined articles and infographics
- Managing and developing company websites including Search Engine Optimization (SEO)
- Establishing social media presence and driving engagement
- Developing and managing a rigorous approach to measuring communications and marketing activities, monitoring and reporting key measures of success to inform decisions and future plans
- Event management and tradeshow PR would be advantageous as well as being located within easy travelling distance to Milton Keynes

Duration of Contract

MKDP anticipates the contract will be for 2-3 years subject to an interim review after one year.

Attendance at MKDP Board meetings (generally occurs every 6 weeks) is essential in order to understand strategy and dynamics as well as to provide regular marketing, PR & comms updates.

Bidding Requirements and Instructions for Submitting Quotes

Submissions should include information relating to the following elements:

1. Proposed methodology that shows the brief has been understood and demonstrates the ability to deliver MKDP's priorities
2. Qualifications and experience of personnel involved in delivering the service and their track record in similar programmes.
3. Examples and/or links to demonstrate that experience and the ability to produce high quality output
4. Project management arrangements for working with the client

5. An annual fee proposal, including a costed resource plan, and proposed payment schedule.
This should identify any special costs that may arise and which would not be covered by the proposed annual fee.
6. Any additional relevant service/advice that you feel will add value to the project.

MKDP reserves the right to extend the scope of any agreement required to facilitate the delivery of the accepted bid. MKDP reserves the right not to accept any bid. All costs incurred in this bidding process are at the tenderer's risk.

Instructions for Submitting Quotes

All quotes are to be submitted by **12:00 PM (Midday) 14 December 2018**

Proposals should be returned electronically to allison.pettifer@mkdp.org.uk

MKDP will want to meet the highest scoring suppliers to help with their evaluation of the submissions. This would likely take place week commencing 7 January 2019 and precise details will be confirmed before Christmas.

Please ensure that the lead consultant who will be working with MKDP will be available during this time.

MKDP aims to make the final decision by 18 January 2019 and all suppliers will be informed of that decision.

Assessment Criteria

Submissions will be evaluated in accordance with the bidding requirements using the scoring matrix detailed below.

Score	Criteria
9 – 10	Excellent Response – meets requirements to an exceptional standard
6 – 8	Good Response – meets requirements to a high standard
4 – 5	Acceptable Response – meets requirements to minimum acceptable standard
1 – 3	Poor Response – response partially meets requirements
0	Unsatisfactory Response – response does not meet requirements

Scores will be weighted as follows:

	Bid Requirements	Weight	Max Score (weighted)
	Approach		
1	Understanding of project and merit of proposed approach	5	50
2	Project management arrangements for working with MKDP	1	10
3	Qualifications and experience of personnel involved in delivering the requirements and their track record in delivering similar outputs	2	20
4	Quality of examples that support stated experience and demonstrate the ability to produce high quality output	2	20
	Price		
5	An annual fee proposal set out in terms of a costed resource plan (including approximate number of hours to be committed by individual team members) and proposed payment schedule.	5	50
	Other		
6	Any additional relevant advice/ comment that you feel will add value to the project	1	10
	References		
7	Details of two organisations for which you have successfully completed similar work, and confirmation they are open to us contacting them.		PASS/ FAIL
	Conflict of Interest		
8	Statement detailing all other consultancy work in Milton Keynes district and extent of involvement of any core team members. Proposal for how any potential conflict of interest will be managed.		PASS/ FAIL