

Invitation to Tender

Provision of Graphic Design Services

1. Background

Since its foundation in 1847, Belfast Harbour Commissioners has been at the forefront of innovation, establishing Belfast as a world leading maritime Port. As a Trust Port, Belfast Harbour operates, maintains, and develops the port and estate, and re-invests its profits for the long-term benefit of its customers and stakeholders.

As a primary gateway for trade, handling more than two thirds of Northern Ireland's imports and exports, Belfast Harbour is a major contributor to the region's prosperity and is essential to the smooth running of day-to-day life here.

Belfast Harbour is one of the region's most significant infrastructure developers. Its current 5-year investment programme of £254 million of strategic investments in its port and wider estate is generating jobs and stimulating social and economic growth. This includes transformational investments that are creating an iconic waterfront district for all communities to enjoy and developing a key economic hub for the region.

As we continue to transform and develop our 2,000-acre Estate as a gateway to opportunity for all, our strategic vision is generating significant social and economic value. As a socially responsible Port, Belfast Harbour works closely with our local communities as we develop an iconic waterfront for the city, and in the delivery of our ambitious investment programmes, we are committed to utilising leading-edge technology and sustainable energy solutions.

Many global multi-national companies call Belfast Harbour 'home' and our wider estate also houses high-quality commercial and residential real estate, with a diverse community of more than 760 businesses, in sectors such as financial and IT services, R&D, film production, engineering, and aerospace manufacturing based here.

2. Tender details

Belfast Harbour is seeking to appoint experienced graphic design agencies to provide brand design and publication solutions for a wide range of print, digital and related marketing materials.

The successful applicants will be appointed to a supplier framework list for three years, with Belfast Harbour retaining the option of extending for a further one-year period.

This tender has been publicly advertised and will be open for submissions until **midday 31st October 2023**.

3. Tender specification

Belfast Harbour is inviting quotations for the provision of innovative and impactful graphic design and digital marketing services to assist Belfast Harbour in the delivery of its strategic goals.

Individual contracts will be awarded on a 'call-off' basis from the approved framework list, with projects allocated to suppliers at Belfast Harbour's discretion. Belfast Harbour reserves flexibility to select suppliers from the framework list, without obligation as to the number, value or scale of projects allocated to individual companies.

The delivery of brand design and marketing requirements in support of Belfast Harbour's diverse operating portfolio requires suppliers to be responsive and agile, and to demonstrate high levels of creativity.

In addition to the continued roll-out and implementation of Belfast Harbour's recently updated brand identity across the Harbour Estate, graphic design projects are likely to include the production of a range of high-quality creative solutions for marketing, communication of corporate messages and digital assets that support Belfast Harbour's 'Port for Everyone' strategy.

With fast moving and evolving requirements, the summary list below is indicative of some of Belfast Harbour's potential annual requirements.

- **Stakeholder Engagement materials:** for example, annual reports and strategic plans
- **Operational publications:** for example, tide tables and Belfast Harbour Marina materials
- **Corporate Stationery:** for example, letterhead templates, business cards and presentation templates and slides.
- **Event marketing materials:** for example, design and print of marketing materials for Belfast Harbour stakeholder events.
- **Digital Engagement collateral:** for example, development of collateral and support in delivering social and digital media strategies.
- **Community Engagement:** for example, Belfast Harbour Community Awards promotional materials

Belfast Harbour will provide photography from its image library, however there may be a requirement to source additional photography.

4. Evaluation of tender submission

A tender evaluation panel will consider the quality and experience of the organisation and named team, the creativity and innovation of the bidders' example case studies, contract management procedures, together with costs and value for money offered.

All submitted quotations will be assessed against the following criteria:

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| • Creativity and innovation: | 25% |
| • Project management and team experience | 25% |
| • Quality of service: | 25% |
| • Value for Money: | 25% |

Please detail your company's experience to demonstrate its ability to meet the criteria by providing:

- Two case studies of previous and relevant graphic design commissions or projects.
- An indicative outline design concept in relation to brand marketing for Belfast Harbour's new City Quays Gardens.
- Pen profiles of all individuals proposed to work on the account team. Daily/hourly rates for named staff, according to job title/grade should also be included.
- Approach to contract management by named team that ensures the highest quality and consistency of service delivery, effective client liaison and management of third-party suppliers.
- Outline of the company's value for money proposition and proposed cost structure, to include any percentage mark up or additional costs that may apply (please state if not applicable).

The costings submitted in this tender will form the basis of service provision, with budgets agreed on a project-by-project basis.

5. Selection

All tenders will be evaluated against the criteria as set out above and based on the tender submission provided. Belfast Harbour may contact a bidder in relation to further clarification should it be required.

6. Response format

Please limit your response to a maximum of a maximum of twenty sides of A4, including any cover sheets and appendices.

Responses should be emailed to tendersfc@belfast-harbour.co.uk with the subject line stating '**Tender for Graphic Design Services**'.

Please contact p.mckay@belfast-harbour.co.uk if you have any queries in relation to this tender.

This tender has been publicly advertised and will be open for submissions until **midday 31st October 2023**.

Late responses will NOT be accepted.

7. Conflict of Interest

Bidders should declare any potential conflicts of interest relating to providing graphic design services for Belfast Harbour.

8. Terms and Conditions

Suppliers appointed to the framework list will be engaged under standard Belfast Harbour terms and conditions, which will be circulated to successful applicants as appropriate.