



## **Invitation to Tender**

### **Torpoint Visitor Website**

This project is funded by the Town Accelerator Fund - Cornwall Council, for developing a Vision for Torpoint (adopted in March 2016), as well as the Economic plan for Torpoint and the Rame Peninsula.



## **1. About the organisation**

1.1 The organisation responsible for the creation and issue of this invitation to tender is:

Torpoint Town Council  
1-3 Buller Road  
Torpoint  
Cornwall

PL11 2LD Tel: 01752 814165, [clerk@torpointtowncouncil.gov.uk](mailto:clerk@torpointtowncouncil.gov.uk)

1.2 Torpoint is a friendly community that has risen in popularity over the past 20 years. It developed at the turn of the 18<sup>th</sup> century around the growing service across the River Tamar and has therefore become the gateway to the picturesque peninsula of South East Cornwall.

1.3 The history of Torpoint goes back some 270 years - not very long in comparison with many other local town's and villages. One of the first mentions of Torpoint is an old print of the Hamoaze dated 1734. It shows two men leaning against a millstone which has the words 'Tarr Point' carved on it. There is also a mention in Antony Church records dated 1745.

1.4 Torpoint ferries have been operating since 1791 with the first chain ferry in 1834. There have been several modernisations since then and Torpoint can now boast the world's largest chain ferries.

1.5 St John's Lake is part of the tidal estuary of the River Tamar. It is an outstanding wintering spot for the waders and wildfowl as well as being a stopover for migrating gulls and terns.

1.6 Torpoint's proximity to St John's Lake and Plymouth Sound has encouraged the development of its thriving sailing community. The open tidal waters provide the challenging conditions enjoyed by sailors and windsurfers alike.

1.7 HMS Raleigh, situated on the outskirts of Torpoint, is a Royal Navy training establishment for all ratings, it also is the home of the Band of Her Majesty's Royal Marines (Plymouth). HMS Raleigh has figured prominently in the community since it was originally commissioned in 1940.

1.8 The twin villages of Kingsand and Cawsand lie on the Cornish side of Plymouth Sound with Maker and Rame close by. Mount Edgcumbe House and Park are also in the same vicinity. Torpoint's neighbour and old rival Millbrook nestles at the head of Millbrook Creek and was a centre of industry for a considerable number of years.

## **2. Background and Context**

2.1 Torpoint is the principal urban area (population of 7.5K) for the Rame Peninsula, providing the area's main convenience retail offer, some comparison shopping, a local food and drink offer and minor community and leisure facilities. There are key visitor attractions on the peninsula including Mount Edgcumbe House and Park, Antony House and Gardens and the villages of Cawsand and Kingsand. There are some excellent pubs, restaurants, villages, beaches, walks and cycle routes which lead to exceptional locations.

2.2 Torpoint is one of four key arrival/departure points for visitors to Cornwall. This development site represents the first/last impression of visitors to Cornwall through this gateway. This gateway also represents the entrance to the Rame Peninsula, an Area of Outstanding Natural Beauty hidden away from the normal Cornish tourist towns. The town wishes to develop itself into a destination with the aim of attracting more tourism and visitors to the area, to increase economic activity and thus provide more opportunities for its residents' throughout the year. The change is important to underpin regeneration throughout the wider town and the peninsula creating links across the many groups and activities available to visitors and locals. This approach is explained within 'A Vision for Torpoint' (Enclosure 1), which was published in March 2016 and is the basis for the Economic plan.

2.3 Torpoint and the Rame Peninsula has not been mentioned in the Visit Cornwall information and as such is only really known by visitors who may stumble on the area or have previously/currently lived or worked here. This work will create a location for information to be focused to enable potential visitors to be more informed or for locals to understand what is available to them in what is a geographically dislocated area. A small amount of grant funding is currently available to support the creation and the first two years of general management of the website. The intent is that the creation / upload and content management will be achieved using the Torpoint Town Council team and volunteers who will need training in how to achieve their content management over time.

2.4 Torpoint Town Council have worked with Plymouth University Travel and Tourism students' from around the world to create content and understand the strengths and weaknesses of the market. By doing this they are now able to work towards creating a destination which will take time. This will require them to work with volunteers and numerous other agents to enable this content and the approach to be generated. They may also need access to the website at some point. The creation of this website will also require coordination and de-confliction with other websites e.g. the removal of the events element of the Torpoint Town Council website, which is not currently used in full.

2.5 It is likely that at some time in the future the website will need to be able to host connections to ticketing sites to enable management of sales etc. e.g. Event bright.

2.6 The website will need to conform to all relevant security and community requirements and will clearly fall under GDPR regulations. It is not intended that this site will become a payment location.

2.7 The focus must be on the ability to deliver a simple easily managed site that is not complex to navigate and is fit for purpose. Clearly branding is important for the town and the focus of the website will be on Torpoint and the immediate adjoining areas.

**2.8 IMPORTANT NOTE: We will assess tenders received on a Most Economically Advantageous Tender. It is highly anticipated that the Town Team Project Board and also Torpoint Town Council will resolve to consider the individual scores and results of the tender process with the public and press excluded, due to the commercial sensitivity of this information. This is pursuant to *Section 1(2) of the Public Bodies (Admission to meetings) Act 1960.***

### **3. Tender requirements**

3.1 The provision and creation of all the content of a fully completed website, built to the required standards to support visitor experience in specifically Torpoint and immediately adjoining areas at this time, but that is able to expand at a later date. The fully completed website should include local images and drone footage.

3.2 The tenderer is also to supply:

- i) All associated licences and domain names etc. under the ownership of Torpoint Town Council.
- ii) Training in its management and the uploading of information to the Torpoint Town Council staff.
- iii) A programme of expected and planned maintenance over the next two years', following the website launching.

3.3 The tender should contain Cost Breakdown for delivery.

3.4 The tender should provide materials suitable to be displayed to the public as part of any consultation Torpoint Town Council might wish to undertake. Allowance should be made to attend all meetings with the client to build the website and associated content. Allowance should also be made to demonstrate and brief the Torpoint Town Project board on the completed site.

### **4. Budget**

4.1 The total maximum budget available for this commission is £13,740.00 (exc VAT), but inclusive of all expenses.

**Tenders that exceed the total budget will not be considered.**

The budget will be reviewed as part of the tender evaluation detailed in Section 10 and will reflect the degree to which there is a saving on the maximum budget.

### **5. Tender and commission timetable**

The timescale of the programme is from the date of signing the contract until the 30th June 2025. The timetable for submission of the tender, completion of the programme is set out below:

<b>Milestone</b>	<b>Date</b>
Date Invitation to Tender (ITT) made available to appropriate tenderers and published on the town council website	11 <sup>th</sup> April 2025
Last date for raising queries	1700 22 <sup>nd</sup> April 2025
Last date for responses to clarifications to queries	1700 24 <sup>th</sup> April 2025
Deadline to return ITT	1200 1 <sup>st</sup> May 2025
Evaluation of ITT	PM 1 <sup>st</sup> May 2025
Evaluations reviewed by Town Team Project Board and recommendation made to Torpoint Town Council	12 <sup>th</sup> May 2025
Evaluation by Torpoint Town Council	15 <sup>th</sup> May 2025
Award of Contract	16 <sup>th</sup> May 2025
Start Meeting week commencing	19 <sup>th</sup> May 2025
Access to website for review	6 <sup>th</sup> June 2025
Review Meeting	11 <sup>th</sup> June 2025
End of project /website completed & training completed	30 <sup>th</sup> June 2025

## **6. Tender submission requirements**

Please include the following information in your Tender submission.

### **6.1 Covering letter (two sides of A4 maximum) to include:**

- a. A single point of contact for all contact between the tenderer and Torpoint Town Council during the tender selection process, and for further correspondence.
- b. Confirmation that the tenderer has the resources available to meet the requirements outlined in this brief and its timelines, this is a hard deadline.
- c. Confirmation that the tenderer holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as evidence:
  - i. Professional Indemnity Insurance with a limit of indemnity of not less than one million (£1,000,000),

- ii. Employers Liability Insurance with a limit of indemnity of not less than two million (£2,000,000)
- iii. Public Liability Insurance with a limit of indemnity of not less than two million (£2,000,000).
- d. Conflict of interest statement.
- e. Torpoint Town Council has adopted a [Climate Emergency Action Plan](#) and requires as part of this procurement, information on how your organisation demonstrates its support for 'green initiatives'.

6.2 Examples of **two** other similar projects with web links.

6.3 CV's of all relevant members of the team (one side of A4 maximum per CV).

6.4 Programme of work. Clear articulation of any exemptions.

6.5 Breakdown of expected costs and budget.

## **7. Sub-contracting**

Tenderers should note that a consortia can submit a tender but the sub-contracting of aspects of this commission after appointment will only be allowed by prior agreement with Torpoint Town Council.

## **8. Conflicts of Interest**

8.1 Tenderers must provide a clear statement with regard to potential conflicts of interests. Therefore, **please confirm within your tender submission** whether, to the best of your knowledge, there is any conflict of interest between your organisation and Torpoint Town Council or its programme team, that is likely to influence the outcome of this procurement either directly or indirectly through financial, economic or other personal interest, which might be perceived to compromise the impartiality and independence of any party in the context of this procurement procedure.

8.2 Receipt of this statement will permit Torpoint Town Council to ensure that, in the event of a conflict of interest being notified or noticed, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

## **9. Tender clarifications**

9.1 Any clarification queries arising from this Invitation to Tender (ITT) which may have a bearing on the offer should be raised by email to: - [clerk@torpointtowncouncil.gov.uk](mailto:clerk@torpointtowncouncil.gov.uk) in accordance with the Tender and Commission Timetable in section 5.

9.2 Responses to clarifications will be advised to all those who have been emailed the ITT and any others who have expressed an interest in the ITT and anonymised.

9.3 No representation by way of explanation or otherwise to persons or corporations tendering or desirous of tendering as to the meaning of the tender, contract or other tender documents or as to any other matter or thing to be done under the proposed contract shall bind Torpoint Town Council unless such representation is in writing and duly signed by a Director/Partner of the tenderer. All such correspondence shall be returned with the Tender Documents and shall form part of the contract.

## 10. Tender evaluation methodology

Each Tender will be checked for completeness and compliance with all requirements of the ITT. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria.

### **Tender returns will be assessed on the basis of the following tender award criteria**

Ref 6.1 Covering Letter	
Acceptable covering letter including confirmation of the requirements detailed at 6.1.	Pass/ Fail
Ref 6.2 Examples of similar work	30
Examples of <b>two</b> other similar projects that have been completed that demonstrate the ability and experience of the team (one side of A4 maximum per example).	
Ref 6.3 CV's, capability and capacity	20
CV of all relevant members of the team being proposed to provide the contracting authority with confidence that the tenderer has the capability and capacity to deliver the work in the time frame required (one side of A4 maximum per CV).	
Ref 6.4 Programme of work	30
Programme of work to deliver the required website in a practicable and realistic manner to achieve the required dates. All exemptions should be clearly articulated. The report should be completed in a PDF format.	
Ref 6.5 Breakdown of expected Costs & Budget	20
A <b>fixed fee</b> for this work (exc VAT) including travel, training and other expenses. All extra fees and exclusions should be clearly articulated. Any indication of added value should be clearly explained. The lowest bid will be awarded the full 20 marks. Other bids will be awarded a mark that is proportionate to the level of their bid in comparison to the lowest bid i.e. Marks awarded = 20 x lowest bid / bid.	

## 11. Assessment of the Tender

11.1 The reviewer will award the marks depending upon their assessment of the applicant's tender submission using the following scoring to assess the response:

<b>Scoring Matrix for Award Criteria</b>		
Score	Judgement	Interpretation
100%	Excellent	Exceptional demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required to support the response.
80%	Good	Above average demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Majority evidence provided to support the response.
60%	Acceptable	Demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with some evidence to support the response.
40%	Minor Reservations	Some minor reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
20%	Serious Reservations	Considerable reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
0%	Unacceptable	Does not comply and/or insufficient information provided to demonstrate that there is the ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.

11.2 During the tender assessment period, Torpoint Town Council reserves the right to seek clarification in writing from the tenderers, to assist it in its consideration of



the tender. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria weightings in the table above.

11.3 Torpoint Town Council is not bound to accept the lowest price or any tender. Torpoint Town Council will not reimburse any expense incurred in preparing tender responses. Any contract award will be conditional on the Contract being approved in accordance with Torpoint Town Council's internal procedures and Torpoint Town Council being able to proceed.

## **12. Tender Award**

Any contract awarded as a result of this tender process will be in accordance with the attached Torpoint Town Council standard Financial Regulations. (See Enclosure 2 – Section 12. Payments under Contracts).

## **13. Tender returns**

Tenders are to be returned by email.

Tenders are to be returned in accordance with Section 5

Latest date to be returned: As per Section 5

Latest time to be returned: As per Section 5

Emailed tenders should be sent electronically to [tender@torpointtowncouncil.gov.uk](mailto:tender@torpointtowncouncil.gov.uk) with the following message clearly noted in the Subject box; 'Torpoint Visitor Website'.

**Tenderers are advised to request an acknowledgement of receipt of their email.**

## **14. Disclaimer**

14.1 The issue of this documentation does not commit Torpoint Town Council to award any contract pursuant to the tender process or enter into a contractual relationship with any provider of the service. Nothing in the documentation or in any other communications made between Torpoint Town Council or its agents and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between Torpoint Town Council and any other party (save for a formal award of contract made in writing by Torpoint Town Council or on behalf of Torpoint Town Council).

14.2 Tenderers must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their tender responses. Information supplied to the tenderers by Torpoint Town Council or any information contained in Torpoint Town Council's publications is supplied only for general guidance in the preparation of the tender response. Tenderers must satisfy themselves by their own

investigations as to the accuracy of any such information and no responsibility is accepted by Torpoint Town Council for any loss or damage of whatever kind and howsoever caused arising from the use by tenderers of such information.

14.3 Torpoint Town Council reserves the right to vary or change all or any part of the basis of the procedures for the procurement process at any time or not to proceed with the proposed procurement at all.

14.4 Cancellation of the procurement process (at any time) under any circumstances will not render Torpoint Town Council liable for any costs or expenses incurred by tenderers during the procurement process.

**Enclosures:**

Enclosure 1 Torpoint Vision

Enclosure 2 Torpoint Town Council Financial Regulations

Enclosure 3 Torpoint Town Council Strategy

Link to the [Climate Emergency Action Plan](#)