

QMS Reference: Scotch Kitchen Social Media and E-newsletter Tender  
Date: 13<sup>th</sup> June 2017

Dear Sirs

1. You are hereby invited by **Quality Meat Scotland** to tender for the provision of "**Social Media and E-newsletter**" Services detailed in Schedule 1 below.
2. Your submission must be in accordance with Schedule 1 and Schedule 2.

It is your responsibility to obtain at your own expense any additional information necessary for the preparation of your tender, and you will be responsible for any expenses incurred by you during the procurement process.

3. If your tender does not accord with all the requirements of this Invitation to Tender it may not be considered.
4. The declaration included in this Invitation to Tender letter must be completed and submitted along with your tender.
5. Enquiries regarding this Invitation to Tender should be addressed to Suzie Carlaw, Marketing Controller, Quality Meat Scotland, [scarlaw@qmScotland.co.uk](mailto:scarlaw@qmScotland.co.uk), 0131 472 4048.
6. Please note that the responses to any questions raised during the tendering period will be circulated to all tenderers in the form of a Circular Advice Note. **The closing date for raising questions for the first stage of procurement is 12pm Tuesday 20<sup>th</sup> June** and Quality Meat Scotland will circulate remaining answers to questions raised by email not later than **5pm on Wednesday 21<sup>st</sup> June**.

7. **Tenderers must insert the following background information:**

7.1	Name of Contact for this Tender	<input type="text"/>		
7.2	Position	<input type="text"/>		
7.3	Address	<input type="text"/>		
7.4	Tel No:	<input type="text"/>	Fax	<input type="text"/>
7.5	Email	<input type="text"/>		

Yours faithfully

Suzie Carlaw  
Marketing Controller  
Quality Meat Scotland

## Specification of Requirements (Ordered Services)

### 1. Purpose

**Quality Meat Scotland** is looking to award a contract for the provision of **social media and e-newsletter activities** to commence on the **1<sup>st</sup> July 2017**. The successful contractor will be appointed initially for 1 year with an option to extend for a further defined period to a maximum of 3 years.

The purpose of this contract is to identify a supplier for the provision of future Scotch Kitchen **social media and e-newsletter activities** which include design, production, distribution of e-newsletters (1 each month), as well as our social media presence on platforms such as Twitter and Instagram.

You should be able to clearly demonstrate your ability to craft suitable social media strategies and e-newsletter content and your experience within the digital arena, ideally with a food focus. In addition we would require you to recommend an approach to social media activity that will help us reach our objectives.

### 2. Background of Quality Meat Scotland

Quality Meat Scotland (QMS) is Scotland's red meat development body. A Non-Departmental Public Body (NDPB) since 1<sup>st</sup> April 2008, QMS has a remit to shape a sustainable and prosperous Scottish red meat sector. QMS is funded by the Scottish meat industry and therefore must comply with European tendering legislation – the Scottish Government Design roster will be approached with this work.

QMS activities range from helping the industry improve their methods of production and quality of products to increasing consumer awareness and demand for Scotch Beef PGI, Scotch Lamb PGI and Specially Selected Pork in the UK and abroad.

Only product which has been born, reared and slaughtered as part of the independently inspected QMS Assurance scheme, is eligible to be branded as Scotch Beef PGI, Scotch Lamb PGI or Specially Selected Pork.

For additional information, please consult:

[www.thescotchkitchen.com](http://www.thescotchkitchen.com)

Facebook, Twitter and Instagram: The Scotch Kitchen

[www.qmscotland.co.uk](http://www.qmscotland.co.uk)

### 3. Aims and Objectives

- 1) To further establish the Scotch Kitchen as the “go to” place to find recipe, information and inspiration about Scotch Beef and/or Scotch Lamb.
- 2) To raise awareness of the brand amongst UK users of social media.
- 3) To drive traffic to The Scotch Kitchen website (this must increase by 10% YoY)
- 4) To increase engagement and followers by at least 10% YoY
- 5) Engage with current and new audiences
- 6) Be an example that stakeholders think is best practice when promoting red meat products.

#### **4. Required outputs**

As a minimum, the appointed agency would have to create and distribute a e-newsletter each month (we currently utilise Campaign Monitor to send a monthly email to circa 58k subscribers. Open rate is currently 13.22% with 24.92% clicking on a link within the email) and suitable social content (as a guide around 60 social media posts/interactions per month. Please see attached sprout social report for the last 12 months for further information.) We would also require an ongoing review and report of activity to ensure we gain maximum exposure (to happen at least once per month).

In addition we would like to explore content creation for social media such as (but not limited to) short videos.

Clear costing and strategy should be given for each element of proposed activity.

#### **4. Delivery Timescales**

1. **The closing date for raising questions for the first stage of procurement is 12pm 20<sup>th</sup> June** and Quality Meat Scotland will circulate remaining answers to questions raised by email not later than 5pm on 21<sup>st</sup> June. Tenders to be received by QMS no later than noon Tuesday 27<sup>th</sup> June and QMS to appoint successful agency no later than 5pm 30<sup>th</sup> June.

#### **6. Period of Contract**

The successful contractor will be appointed initially for 1 year from the 1<sup>st</sup> July 2017 with an option to extend for a further defined period to the maximum of 3 years.

#### **7. Client**

- Suzie Carlaw, Marketing Controller

#### **9. Invoicing procedures**

Each invoice must bear a purchase order number issued by Quality Meat Scotland for each individual project/campaign. Payment will be made by QMS by bank transfer against invoice at completion and delivery of each individual project.

#### **10. Anything else?**

To alleviate agency staff from unnecessary work, visual creative is not expected when responding to this tender. If supplied, creative work will have no positive or negative effect on the marking. Initial tender documents are required to convey the tone and mood of the agency's creative directions.

**Technical Proposal**

It is the wish of Quality Meat Scotland that this contract delivers exemplar levels of service. In order for this to be achieved, we require tenderers to provide details of their methodologies for delivering a high quality service.

Tenderers must provide the following information: -

1. **General understanding of the requirement, demonstrable capacity and availability to meet the Ordered Services outputs** (overall weighting 10%)
2. **Operational proposals and methodology outlining your approach to the requirement** (overall weighting 40%)
3. **Demonstrable experience and expertise of the proposed personnel to meet Ordered Services outputs.** (overall weighting 10%)

Financial Criteria:

4. **Total tender cost ex VAT** (overall weighting 40%)

Integral within your assessment will be your demonstrated ability to answer the questions in an open clear and concise manner.

Quality Meat Scotland may undertake, if deemed appropriate, meetings with tenderer(s) to clarify / verify their tender submissions. This may be in writing or a discussion at a Quality Meat Scotland's office.