# Instructions

Innovation City Belfast (“ICB”) invites quotations for a short video to promote investment in FinTech in the city.

Quotations should be returned no later than **4pm on Monday 16 May 2022**. Quotations received after this time will not be considered.

Completed quotations must be returned by email to Lesley Holmes (HolmesL@belfastcity.gov.uk) with **Quotation for short video to promote FinTech investment in Belfast** in the subject line.

All submissions must be in English and prices in sterling, exclusive of VAT.

ICB shall not be responsible for, or pay for, any expenses or losses incurred while submitting this quotation. ICB reserves the right not to award this quotation.

Any contract awarded as a result of the quotation will be for the period May 2022 - completion of project (June 2022).

# Specification

**Quotation for short video to promote FinTech investment in Belfast**

ICB wishes to appoint a contractor to creatively plan, script, direct, shoot and produce a **2-2.5 minute video** to promote FinTech investment in Belfast.

The purpose is to help generate understanding of the strengths of our FinTech sector, to build excitement in its potential and help secure further investment.

Our primary target audience will include US businesses and investors and will be first screened at the New York New Belfast event in NYC on 23 June.

**Background**

Belfast is home to a vibrant and engaged community of SMEs, researchers, corporations, and start-ups. Together we have made Belfast a great place to nurture new ideas, to grow a business, to solve urban challenges, and to impress the world.

ICB aims to build on these foundations and establish Belfast as a globally significant destination for innovation.

ICB has been formed by six of the city’s key institutions: [Belfast City Council](http://www.belfastcity.gov.uk/), [Belfast Harbour](https://www.belfast-harbour.co.uk/), [Catalyst](https://wearecatalyst.org/), [Queen’s University Belfast](https://www.qub.ac.uk/) and [Ulster University](https://www.ulster.ac.uk/), with [Invest Northern Ireland](https://www.investni.com/) as an advisory partner.

They are committed to delivering an ambitious long-term plan that will maximise the impact of the £1 billion [Belfast Region City Deal](https://www.belfastcity.gov.uk/belfastregioncitydeal) which includes an investment of £230 million in university research centres and £120 million in digital innovation.

## ICB vision

Belfast is a place where global excellence in innovation supports inclusive economic growth, delivers more and better jobs, and has a sustainable positive impact on our city, its citizens and the wider region.

See [www.innovationcitybelfast.com](http://www.innovationcitybelfast.com) for more information.

**Requirement**

We require a 2-2.5 minute video that tells the story of the success of Belfast’s FinTech sector being founded on the Good Friday Agreement.

Key dates to be featured in the timeline include:

30 November 1995 President Clinton’s visit to Belfast

10 April 1998 signing of The Good Friday Agreement

1999 creation of NI Science Park (now Catalyst) with £10m government funding

2005 ECIT established in TQ with funding from UK and EU government now anchor institution and further developed by CSIT (cybersecurity) and city deal will now add more capability (GII)

2011 Belfast Met opened in TQ

2019 UK government approved City Deals

December 2021 – Belfast Region City Deal first city deal to be signed for Northern Ireland

The video should incorporate a mix of news archive footage including major events such as the Clinton visit and Good Friday Agreement, along with footage showing major city developments – e.g. Queen’s Island / Titanic Quarter, the arrival of US investors Allstate, and citi, the establishment of globally recognised centres of excellence, CARL (Cognitive Analytics Research Lab, UU), CSIT (Centre for Secure IT, Queen’s University), ESIT (Institute of Electronics, Communications and Information Technology, Queen’s University) and ISRC (Intelligent Systems Research Centre, UU), Catalyst Belfast FinTech Hub, the city’s first dedicated FinTech co-working space at Danske Bank’s city centre HQ, the success of our indigenous innovative eco-system, including FinTrU and the opportunities that £1bn Belfast Region City Deal investment will deliver over the next decade.

It also needs to convey Belfast’s unique creative edge and urban ‘edge’ through the inclusion of relevant cultural footage (e.g. streetart / Culture Night / festivals), compelling voiceover and energetic soundtrack.

The video has the following main aims:

* to win hearts and minds and generate a sense of excitement about Belfast’s potential as a FinTech investment destination
* to tell the story of how US diplomacy and investment has helped to shape our FinTech success
* to emphasise our place-based investment proposition through inclusion of relevant statistics and infographics
* to attract new investment

**The video needs to be fresh, distinctive and engaging.**

Once we’ve briefed you on key themes and messages, we’ll need to see a storyboard and script showing how you envisage conveying key messages through the film.

**Remit of the contractor**

We require our supplier to:

* On appointment, meet with ICB representatives to agree approach.
* Propose a creative plan and develop a storyboard.
* Source archive news footage and other relevant content.
* Draft and agree script.
* Appoint, brief and direct a suitable narrator.
* Seek and agree background music and ensure appropriate permissions.
* Direct content.
* Edit footage to include ICB bumpers / NYNB logo.
* Make all footage available for future editing.
* Comply with the timetable requirements outlined by the team.
* Provide regular updates and discuss progress with us.
* Report any problems with the project promptly.
* Provide final film and edits in all necessary formats by 10 June 2022.

**Timescales**

|  |  |
| --- | --- |
| **Stage**  | **Completion date** |
| Issue of invitation to quote | Tuesday 10 May 2022 |
| Return of proposals                            | 4pm Monday 16 May 2022 |
| Selection of contractor             | Tuesday 17 May 2022 |
| Initial briefing | Wednesday 18 May 2022 |

The contractor should be available for an immediate start.

**Copyright**

The copyright for footage will remain with ICB.

**Format of submission**

Submissions must be no longer than four single A4 pages, and include the following information:

Two case studies of similar projects including:

* client and start and end dates of project
* details of the film brief
* methodology
* details of how films were used by clients.

Proposed methodology to meet requirements of this specification.

Organisations / individuals should provide details of their proposed methodology and approach to assignment, including project schedule.

Breakdown of costs for this work. Include any additional costs that we have not accounted for in your proposal, if they are required to complete this piece of work.

**Budget**

The budget available for this contract is £5,000 (exclusive of VAT).

# Submission and evaluation of quotations

* 1. For the quotation submission to be considered valid, the following mandatory requirements must be demonstrated/ provided with the quotation response:
		1. Signed quotation declaration – Annex 1
		2. Complete Annex 2 to demonstrate a previous track record of delivering goods/services of a similar nature and value of this quotation. Your quotation may be rejected if you do not demonstrate experience of delivering goods/services of a similar nature and value of this quotation.
	2. The quotation will be evaluated and awarded using the following criteria:
		1. Most economically advantageous tender “MEAT” based on an 80/20 quality/ cost split.
		2. The MEAT evaluation criteria is set out in the table overleaf.

ICB reserves the right to request contractors to attend for an interview or presentation as part of the evaluation process.

|  |  |  |
| --- | --- | --- |
| Criteria | Question | Question Weighting |
| i | Understanding of the brief                                                    | 30% |
| ii | Creativity – ideas and proposals                                            | 25% |
| iii | Expertise, experience and ability to work in partnership   | 25% |
| iv | Ability to deliver on schedule | 15% |
| v | Environmental management/ impact | 5% |
|  |  |  |
|  | Total  | 100% |

* + 1. For each of the quality criteria above the following scoring mechanism is applied:

|  |  |  |
| --- | --- | --- |
|  | **Rationale** | **Score**  |
| Excellent | Excellent response that meets the requirements. Response is clearly explained and provides detailed, unequivocal supporting evidence and no weaknesses. Demonstrates detailed understanding and strong ability to deliver requirement.  | 5 |
| Good | A good response that meets the requirements with good, convincing supporting evidence. Demonstrates good understanding and ability to deliver requirement.  | 4 |
| Acceptable | Response generally meets requirements but with minor reservations in one or more areas. Demonstrates reasonable understanding and suggests the bidder has the ability to deliver the requirement but lacks sufficient detail to award a higher mark. | 3 |
| Poor | A response with some material reservations. Response does not convincingly demonstrate that the bidder understands the requirement and/or the response lacks detail and/or evidence for the solution to be applied. Response raises some concerns that the proposed approach might not be acceptable and might not deliver the requirements.  | 2 |
| Very Poor | A response with serious reservations. Limited detail and supporting evidence for the solution to be applied. High risk that the proposed approach will not be acceptable and will not deliver the requirements.  | 1 |
| Unacceptable / No Response | Response fails to address the question in virtually all areas.  | 0 |

The quotation will be awarded to the contractor who achieves the best value for money score, i.e. highest combined quality and cost score.

## Annex 1 – Quotation Declaration

I hereby agree to supply and deliver the goods and/or deliver the services in accordance with the specification and terms and conditions set out within this quotation for **Quotation for short video to promote FinTech investment in Belfast** for the sum of:

|  |  |
| --- | --- |
| Quotation Price £ |  |
| Date |  |
| Name in print |  |
| eSignature (on behalf of company) |  |
| Position in company |  |
| Company Name |  |
| Company Address |  |
| Telephone |  |
| Email |  |

## Annex 2 – Previous Track Record

Please list all relevant projects carried out within the last three years, together with contract period, value, contact name and telephone number.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Client** | **Description of contract** | **Contract period** | **Value** | **Contact name and phone number** |
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