

## 'Charge' Project

### Invitation to Tender: Project Marketing, PR and Dissemination Support Services

Prepared by: EA Technology  
Contact: Adrian Vinsome  
0151 347 2172 / 07585 001085  
[charge@eatechnology.com](mailto:charge@eatechnology.com)

Issue Date: 1 Oct 2019  
Response Required: 1 Nov 2019

### The Charge Project

The number of electric vehicles (EVs) on our roads is expected to increase dramatically in the coming years, with virtually all cars and vans expected to be electric by 2050. Electricity network operators such as SP Energy Networks (SPEN) need to support the expansion of the infrastructure necessary to charge the growing numbers of EVs in a safe, flexible and cost-effective manner.

The Charge Project is an innovative development that will provide a blueprint for electricity Distribution Network Operators (DNOs) to prepare for this challenge. The project will help to develop a new ground-breaking solution for connecting EV chargepoints to the electricity network in a way that balances network capacity and the needs of the motorist. It will provide a mechanism for DNO's to optimise the use of existing assets, plan for future upgrades and make best use of appropriate flexible charging solutions.

Although it is expected that the majority of EV charging will take place at home and at the workplace, there will still be a need for on-street and public chargepoints. These chargepoints may be required by those people who do not have a driveway, for example those living in flats, apartments or terraced houses. Charging facilities may also be needed at destinations such as leisure and shopping centres or tourist attractions, as well as on filling station forecourts.

Bringing together expertise from the fields of transport planning, electricity network operation and charging solutions, the project will provide insight into where charge points may be needed, and how use at these locations will impact the electricity network. Charge will enable a better understanding of the network impact of different types of chargepoint, taking into account location, the hardware installed, use patterns and whether flexible connection arrangements can be used. This will allow the successful expansion of the charging infrastructure network at the most sensible locations for the needs of the EV motorist, whilst ensuring this is targeted and cost effective.

An important aspect of Charge will be the engagement with key regional and national stakeholders to strengthen the project team's understanding of how users will interact with the planning tools, how EV uptake and charging infrastructure is likely to develop across the area over time, and to share project learning with them.



The Charge Project (the Project) started in January 2019 and will run until March 2023. The project has been awarded funding by Ofgem's Network Innovation Competition and is hosted by SPEN in their MANWEB licence area.

More information about the Project can be found at:

<https://www.spenergynetworks.co.uk/pages/charge.aspx>

You are invited to tender to supply marketing, PR and dissemination services to the Project for the period remaining until Project completion. These 'Communications' services will support the delivery of the project and disseminate project learning.

The marketing, PR and dissemination services that are the subject of this ITT will cover all core activities of the Project and will be managed by EA Technology on behalf of SPEN and the other project partners.

Please note that SPEN already runs a comprehensive *stakeholder engagement* programme as part of its Business-as-Usual activities and will nominate a Stakeholder Manager to support the Project. The successful bidder will be expected to work closely with the nominated Stakeholder Manager, providing insight into requirements and updates on activities but also listening to the advice of the Stakeholder Manager based on comprehensive sector knowledge and extensive contacts. Where direct outreach to SPEN stakeholders is required this will be managed through SPEN's customer relationship management platform, and the activity will be delivered by SPEN.

In providing an estimate, please include the following information:

- Cost (including an indication of the effort you anticipate to deliver the required support);
- Outline of deliverables / products which have formed the basis of the response (where not already specified);
- Any assumptions made to reach the final figure.

Further information relating to each of the below areas is available on request and questions can be directed to Adrian Vinsome or Karen Platt. Answers to any questions will be made available to all bidders.

### Project Roles

Host / Supporting DNO and project lead	SP Energy Networks (SPEN)
Strategic Transport and Network Planning	PTV Group
Solutions for Public EV Charging	Smarter Grid Solutions
'ConnectMore' Online tool and coordination of marketing, PR and dissemination support	EA Technology
Marketing, PR and Dissemination Provider	To be awarded through this tender

## Further Information on Assigned Roles

### Supporting DNO

The Project will be sponsored and managed by SPEN across their MANWEB licence area, covering Merseyside, North Wales and parts of Cheshire and Shropshire.

### Strategic Transport and Network Planning

This aspect of the Project will use state-of-the-art transport planning software to map out future electric vehicle charging needs for the SPEN MANWEB licence area up to 2050. The Project team will consult key actors in the region to help inform a view of EV uptake progress and likely connection requirements. The scenario planning will consider:

- A range of years between 2020 and 2050;
- Both private cars and commercial vehicles;
- Uptake rates, including geographical variations across the region;
- Impact of various factors (such as battery size etc.) that have been deemed to be significant; and
- Possibilities afforded through managed charging of the different vehicle categories.

This work will be led by PTV Group.

### Solutions for Public EV Charging

This workstream will carry out targeted trials to provide answers to two challenging scenarios:

- Charging solutions for residential properties without driveways such as terraced streets or flats and apartments; and
- Charging solutions at destinations such as shopping centres, events venues and tourist attractions as well as en-route locations such as filling stations and motorway services.

The trials will test a variety of approaches that could provide either temporary or permanent solutions for charging equipment that also take into consideration the capacity of the electricity distribution network to supply the necessary power. Potential solutions could include:

- Timed charging schedules;
- Staggered charging on a street-by-street basis;
- Controlling charging rate based on network measurements;
- Integration with street lighting and other novel installation approaches;
- Integration with domestic scale battery storage; and
- Integration with flexibility services.

A two-stage approach will be taken. This first stage will concentrate on a small number of trials at focussed sites. Learning from this will then be built into a broader trial to include further locations and more complex network management strategies.

This work will be led by Smarter Grid Solutions.

### 'ConnectMore' Online tool

Synthesising the knowledge and learning gained from the previous two steps and merging this with electricity network knowledge from SPEN and EA Technology, the Charge Project will deliver the



“ConnectMore” interactive software tool. ConnectMore will bring together expertise in transport planning and electrical connections and enable non-engineering stakeholders such as Local Authorities or car park owners who are interested in providing EV charging infrastructure to assess the chargepoint options available to them through an easy-to-use, web-based tool. This will give an early indication of any potential problems and allow a business case for the chargepoint roll-out to be developed.

This work will be led by EA Technology.

### Marketing, PR and Dissemination Support

A company (“the Provider”) is sought to develop and help deliver an effective marketing/promotional strategy for the project. This strategy will include a clear communications plan to support the stakeholder engagement activity led by SPEN and identify when dissemination materials will be made available to allow SPEN to update the appropriate communication channels.

Other requirements will include the development, maintenance, and promotion of the Charge Project’s digital presence for the duration of the Project, including development of material and content in suitable form and suggestions for effective engagement.

In outline, the role of the Provider will be to ensure that the Project receives positive publicity throughout its life through a combination of high-quality branding, effective promotion through the most appropriate channels and a strong focus on stakeholder consultation and dissemination to reinforce the message that the Project activity is needed, timely and stakeholder-led.

As previously indicated, the Provider will take a leading role in promoting the Project but will work in collaboration with EA Technology's marketing team and SPEN's stakeholder engagement team.

The following list sets out our requirements for marketing and PR support for the Project.

EA Technology reserves the right to split this list of deliverables into more than one lot which could be awarded to separate organisations, although it would be a strong preference that the required support was delivered by a single Provider, with the Provider managing any external relationships with its subcontractors and acting as a single point of contact for the service.

Please note that the services called off may vary in both scope and scale; the figures given below represent a minimum requirement and will be used for comparison of quotations. Supplementary information is requested against some of the items to determine the likely cost of increasing the level of service provided should it transpire that this is necessary.



## General

The Charge Project will be led by SPEN, and delivered in the MANWEB licence area, which covers Merseyside, North Wales and parts of Cheshire and Shropshire.

In order to support its Welsh language customer base, SPEN has a 'Welsh language covenant' requiring that all public facing communications will be made available in both English and Welsh language variants. This applies to all printed materials and website content. In addition, email or social media received in Welsh will receive a response in Welsh.

It is not expected that the Provider will have the capability to provide content in Welsh, and SPEN can arrange a Welsh language translation service. If the Provider wishes to use the SPEN Welsh language translation service, the Provider will have to provide text to the translator in English and undertake any necessary redesign to accommodate the Welsh translation in the Welsh version of the delivered materials.

*Please indicate if you have the in-house ability to produce Welsh language versions of marketing materials.*

## Communications Strategy

We have used our experience on other projects (e.g. [My Electric Avenue](#), [Electric Nation](#), [OpenLV](#)) to develop the list of marketing, PR and dissemination requirements for this project, but we acknowledge that we are not experts in this field and seek advice and support from an experienced communications professional to support the development of our communications and PR strategy and action plans, particularly around the identification and effective engagement of project stakeholders from a diverse range of disciplines – some of which will be outside of the usual scope of engagement of EA Technology.

The plan should include identification of key events and communication milestones, associated actions aligned to the milestones and development and distribution of press releases (through a newswire) where appropriate. The plan should also set out any approvals or consents needed from project partners for public release of materials so that these approvals can be managed.

*Please include the cost of developing an effective Communications Strategy in your base cost. This should be with a nominated representative – please also provide their CV, stating relevant experience.*

## Branding

The project name will be *the Charge Project* and a logo for the project already exists. The requirement is to develop a project brand, within the brand DNA of the SPEN brand, to recognise the various partner contributions and ensure that project dissemination materials are consistent in look and feel and professional in appearance.

*Please include the cost of developing a project brand in your base cost. SPEN brand guidelines to be provided.*



## Website

A website is required for the project, which will be hosted within the wider SPEN website. Specific requirements will include:

- Suggestions for development and enhancement of existing design (consistent with the project brand) and providing guidance to achieve suggested functionality to be implemented by SPEN stakeholder engagement team.
- Ongoing content development, to a shared timeline, and in a form suitable for delivery through the SPEN website and social media channels.

SPEN will provide hosting and web development services for the project, with Provider responsibility being to manage overall digital presence and provide suitable content. The Provider will manage this relationship, ensuring that EA Technology and other partners achieve the agreed milestones and deliverables.

It is expected that SPEN will undertake all of the site maintenance, with Provider developing content and managing delivery.

*Please include website content development and coordination at sufficient level to keep the website 'fresh' and promote key events and milestones. Links to other project websites would be useful for comparison and assessment of suitability and style.*

*Please also quote a day rate for additional content development and provide an indication of the additional cost that would be incurred if the Provider was to host the website and undertake updates and maintenance directly.*

The website content should be developed in such a way that it can be search engine optimised and provide clear and easily accessible links to project social media.

## Social Media Activity

Provider to produce content, within brand guidelines and with key project messages, to ensure Charge Project has a strong social media presence across all partner channels. SPEN will manage the dissemination of this content via its existing channels.

*Please include regular social media updates in the base cost. At a minimum, this should include at least weekly updates on Twitter and LinkedIn, rising to promote events and when there is information to disseminate.*

## Brand Management

Provider to ensure consistency in the application of agreed project templates and brand guidelines – through the development of project brand guidelines that cover website, social media, use of logo and application of templates etc.



## Project Materials

A simple fact-card has been produced for the launch of the project, and has been provided alongside this ITT. The fact-card and other project materials will need to be maintained and updated to display the project branding and as the project develops. They will be used for public distribution at conferences and stakeholder events and in order to leave clients with outline project information after meetings. As previously indicated Welsh language variants will also be required.

*For comparison purposes, please quote to:*

- *Design and produce fact-card or leaflet compliant with project branding – working with EA Technology and SPEN who will approve the content;*
- *Print x 250 copies;*
- *Undertake the work required for each update of design/content as project develops.*

*Also to produce 'Learning Achieved to Date' brochures:*

- *Design an A4 brochures (6 to 8 pages in length) – working with the project partners who will provide the content, to capture, promote and disseminate learning achieved at key project milestones (anticipated to be at the halfway point and at the start of the last year of the project);*
- *Quote to print x250, x500, x1,000;*
- *Quote for work required to update content only (retaining original format) if new learning requires a material change;*

## Exhibition stands

Provider to design and supply:

- Pull-up banner stands x 3

*Please indicate the cost of additional banner stands.*

## Branded 'Giveaways'

Provider to suggest, and support the production of, suitable 'giveaways' to encourage participation and build project awareness. Provider to provide suggestions of suitable items with an indication of how they may be branded so that they make a lasting impression on the recipient.

*The cost of branding the giveaways to be included in base cost. Please provide examples of where the suggested items have been particularly successful in raising awareness of the brand, along with the cost of the items that carried the brand.*

## Photography/provision of graphics and images

It is expected that the Provider will be able to supply suitably licenced images for website, social media and other marketing materials, and the cost of these images should be included in the service costs quoted for each of these items. In addition, the Provider may be called upon to provide photographic images from events or workshops.

*The cost of event photography covering two events per year should be included in the base cost. Please quote a day rate for additional photographic support at UK events (excluding travel and subsistence).*



## Video

Provider to work with SPEN team on production of video content for the website and for use in presentations. A launch video explaining the need for the project, who is involved and the anticipated benefits has already been produced and can be seen on the project website. It is anticipated that further video content in a similar format to the existing video will be required to provide project updates.

*Please quote separately to produce a follow-on video similar to the launch video, including content development with project branding and video production.*

## E-Newsletters

Provider to design and produce short e-Newsletters (assume 8 over the project lifetime).

As previously stated, stakeholder outreach and management will be through the SPEN Tractivity CRM. The e-Newsletters will be distributed to registered stakeholders through Tractivity, and the format and content of the E-Newsletter will have to be consistent with SPEN guidelines and Tractivity requirements.

*Please include in the base cost the production of 8 short e-Newsletters over the duration of the project, based on an e-Newsletter format of a summary/headlines page linking to 6 attractive articles of around one page each. Please quote separately for the cost to produce additional e-Newsletters in this format.*

## Stakeholder Engagement

Provider to help identify, recruit and provide contact details for registration on SPEN Tractivity system of qualified 'opted-in' contacts and report on stakeholder engagement within the project, working with the SPEN Stakeholder Manager where necessary. It is expected that there will be approximately 8 stakeholder engagement workshops across the lifetime of the project. These will be coordinated and managed by SPEN, but it would be useful to understand the Provider's cost of attendance at these events should additional support be required.

*Support for the SPEN Stakeholder Manager in providing qualified contact details where available, and reporting on Stakeholder-related activity, to be included in base cost. Please provide the day rate (per person) to attend externally organised workshops and assist with stakeholder management and workshop facilitation.*



## Instructions and further information

To tender for this contract please provide:

1. A short proposal setting out your understanding of the requirement, including a brief capability statement (setting out the core skills and experience of your company), your intended approach and outlining how you anticipate a delivery partnership with EA Technology and SPEN would work.
2. Costings against each of the items requested above – you do not have to quote for all items, but as stated above it is our preference that the contract is let to a single supplier for ease of management.
3. CVs of the key staff you will assign to this project.
4. List any subcontractors you intend to use for delivery of any major aspects of any of the items e.g. website content delivery, video production, copywriting, graphic design etc. Please note that management responsibility and payment of subcontractors fees lies with the Provider, and the Provider remains responsible for the quality of all outputs.
5. Examples of similar projects you have undertaken, no more than 3 please and no more than 1 side of A4 per example. Links to websites or online materials you have produced are particularly useful as we can directly assess the quality of the outputs.

Please submit your proposal by email to [charge@eatechnology.com](mailto:charge@eatechnology.com) by 12 noon on 1<sup>st</sup> November 2019.

We may request an interview during week commencing 18<sup>th</sup> November. Bidders that are called to interview will be informed not later than 12 noon on 8<sup>th</sup> November. We expect to make appointments shortly after the interview stage.

Receipt of your proposal will be acknowledged – if you have not received acknowledgement within 2 working days of submission please call 0151 347 2172 to confirm your proposal has been received.

If you have any questions regarding this ITT please contact Adrian Vinsome or Karen Platt by email at [charge@eatechnology.com](mailto:charge@eatechnology.com). Clarifications requested by any bidder will be sent to all organisations invited to tender.

As already mentioned:

- EA Technology reserves the right to split this list of deliverables into more than one lot, awarded to separate organisations. However, it is our strong preference to deal with a single supplier for delivery of this contract.
- The services called-off may vary in scope and scale; the detail set out in the quotes requested above is simply to allow comparison

Suppliers will be instructed to proceed through issue of Supplier-Statements-of-Works, supported with EA Technology Purchase Orders, as and when parts or whole packages as defined in the list above are required to be delivered.



Our selection criteria for this contract are:

- Ability to deliver the listed outputs at the required level of quality for a flagship project associated with EA Technology (40% weighting)
  - Relevant experience of company and staff
  - Understanding of the requirement
  - Flexibility and ability to respond to changing needs
- Demonstration of effective partnership working with clients (20% weighting)
- Cost (40% weighting)