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TENDER FOR MARKETING SUPPORT

Initiation date:	Thursday 16th April 2015
Closing date for tenders:	Friday 24th April 2015 (5pm)
Planned start date	1st May 2015
Reference Number	NAA-TWISTER-01
NAA Contact	Carol Holden Mobile: 07710 658601 Email: c.holden@nwautoalliance.com

PROJECT BACKGROUND

TWISTER (Titanium Wire for Innovative Spring Technologies and Emissions Reduction) is an Innovate UK funded project with a timeframe of April 2015 until March 2018.

It is a Collaborative Research & Development programme, lead by Performance Springs Ltd (PSL), project managed by the Northwest Automotive Alliance (NAA) and other consortium members are Meltech Ltd, University of Sheffield, K-Tech Ltd and Bentley Motors Ltd.

The NAA is responsible for the project management, dissemination and exploitation of the project. As such, they act on behalf of the TWISTER Consortium on this tender process and will be the contract holder and contact for the approved provider going forward with the project.

Whilst this project is not eligible as part of the Business Excellence Project, it is utilising the panel of specialist providers to ensure that there is a fair & open process that can be demonstrated to the funders (Innovate UK). It provides an excellent opportunity to extend the services and raise awareness of the approved provider within a specialised market.

TWISTER seeks a step change in cost reduction of titanium wire for springs, by demonstrating an innovative continuous direct manufacturing process applied to both engine valve springs and motorbike suspension springs. The UK invented process consolidates low cost particulates directly to wire. Titanium springs are more efficient and less dense than steel springs leading to more efficient combustion engines and lower CO2 emissions. In addition the energy input and CO2 emissions liberated from the novel consolidation process are significantly lower than the current, >30 batch processes, including energy intensive vacuum melting and multiple forging. By more than halving the cost of titanium wire through leading edge technology, TWISTER will allow its strength and weight properties to be utilised at an economically viable cost, creating major benefits for spring making. New products generated from TWISTER will be affordable and increase the attractiveness to high volume production vehicles.

VAT Registration: 847 1894 85 Company Registration: 4895079



PROJECT DESCRIPTION

The NAA, on behalf of the TWISTER Consortium are looking for professional support in the marketing activity including development of the website & static marketing aids and support for shows and exhibitions, throughout the life of the project.

The marketing tools used must be able to be translated to phone and tablet technology and be accessible to all.

The requirements are very similar to other R&D projects where NAA are responsible for dissemination and exploitation, such as STRIVE and CYD. The website information for these projects can be seen via the project section on the NAA website <http://www.nwautoalliance.com/projects/>

PROJECT OUTPUTS

Specific individual output deadlines to be finalised at the start-up meeting with the approved provider, but indicative timings are provided with each item.

- Development of the TWISTER logo to professional standards with IP rights (*target mid May 2015*)
- Development of Base power point & word template (*target mid June 2015*)
- Website Development: (*targeted to be live July 1st 2015*)
 - Needs to be a micro-site linked to the main NAA website (wordpress-based).
 - Anticipated content:
 - Home page with project introduction
 - The Project
 - Project partners
 - News & Events
 - Consortium only area, password protected where project documentation can be stored. This needs to be compatible with Bentley Motors Ltd & University of Sheffield remote access requirements
 - Contact information
 - Copy writing for website
 - The site will be maintained by NAA
 - Support where required for linkage into other consortium members websites
- Show support will be required, typically CENEX, UK Advanced Engineering Show for all 3 years, Engine Expo Stuttgart for 2017, International Titanium Fair for 2017 and potentially 2 other shows. (*Outline for show support with details provided closer to the date for each, but the first one is September 2015*)
- Design of pull-up and pop-up stands, as required and appropriate for use at other events in UK, Europe and USA. (*Target November 2015 for initial pull-up stand*)



- Development of a suite of static marketing items, including A4 flyer, brochure and posters (*target late 2016*)
- Videos & photography where additional activity is required above that already available within the consortium.

INDICATIVE COSTINGS FOR APRIL 2015 UNTIL MARCH 2018

£23,000

TENDER CONTENT

The successful provider will need to:

- Identify the approach to be adopted, detailing the content and delivery methods
- Identify the timeline
- The number of days support required
- Costing and preferred payment schedule
- Evidence of similar work undertaken
- Added value

TENDER ASSESSMENT

This will be based upon the submitted tender content with emphasis on demonstrated evidence, scope of proposed activity and cost. It will be assessed by the NAA, on behalf of the consortium. It may also include an interview; this will be advised within 5 days of the tender closing.

TERMS & CONDITIONS

As per the original NAA Business Excellence ITT and the Project Approval Document.

The Project Approval Document will be generated once the Provider is identified and the NAA and provider have finalised their contract. It will result from a start-up meeting with the Provider & the NAA.

Subject to satisfactory completion of all work & submission of evidence, NAA will pay all invoices within 28 days.

Please note that all projects must be completed, client payments completed and invoices with defrayal evidence submitted to NAA prior to 31st March 2018. Any invoices submitted after this date will not be paid.