



**Request for Tender for Media Monitoring Service
for *safefood***

safefood
7 Eastgate Avenue
Eastgate
Little Island, Cork.

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1. Introduction

safefood was established in 1999 under the British- Irish Agreement Act (1999) and is one of the six North-South Implementation Bodies jointly regulated by the British and Irish Governments.

safefood's remit is to promote awareness of food safety and healthy eating issues on an all-Ireland basis. This includes:

- Public education and awareness campaigns
- Commissioning and funding of relevant research
- Publishing independent reports of interest to consumers and other key stakeholders
- Development of monitoring and surveillance procedures
- Coordinating scientific cooperation including identifying and establishing laboratory linkages

For more information please visit www.safefood.eu

2. Context and Service Requirements

safefood wish to appoint a Media Monitoring Service Provider for a period of up to two years commencing in 2019 with an option to extend by a further two years. The contract will be subject to an annual review and satisfactory performance.

As a public-facing agency, **safefood** is frequently in the news through its advertising awareness campaigns and media coverage of its scientific reports. The organisation also keeps a watching brief on media stories of interest in the area of food, food safety and nutrition on the island of Ireland.

Range of Services required:

1. Daily Media Monitoring of broadcast, print and online media on the island of Ireland (Republic of Ireland and Northern Ireland) with mentions of specific keyword topics of relevance to **safefood**. This would also include media coverage generated by **safefood** or where **safefood** is attributed.
2. Distribution of a daily alert for relevant **safefood** media coverage/stories of interest to **safefood** staff, Leadership Team and selected marketing agencies. NLA-licensed coverage would be restricted to four users.
3. Hosting of all **safefood**-relevant media coverage via an online portal/dashboard/website which is accessible to those groups named above. This site must be mobile-enabled.
4. Regular reporting of **safefood**-relevant content over the duration of the service contract. Ideally, this should include up-to-date industry metrics or KPIs that are measureable.
5. Maintain a searchable archive of **safefood**-related topics for a period of six months.
6. Negotiate and maintain licences for media monitoring with both NLA and NLI on behalf of **safefood**.

3. Detailed Requirements

Media monitoring

The successful agency will ensure all **safefood**-issued press releases, media statements and syndicated articles are monitored and reported, and that these mentions are clearly highlighted in the daily reporting service. In addition, any other mentions of **safefood** in media on the island of Ireland are to be monitored and reported.

The successful agency will also provide a broad-spectrum media monitoring service which will encompass the broad subjects of food safety and nutrition. To help with focusing the search and ensure accuracy and relevance to **safefood**, a list of key search terms/ words/phrases and a list of all broadcast, press, digital and social media channels will be agreed with the successful provider.

Daily media monitoring

- TV, Radio and print media (including online channels) during business hours on the island of Ireland with the ability to provide advanced or real-time broadcast alerts
- Websites and social media channels relevant to **safefood**'s work (including those of media outlets)

Weekly media monitoring

- Regional print media (all island)
- Magazines of relevance to **safefood** e.g. Woman's Way, RTE Guide

Monthly media monitoring

- Monthly magazines of relevance to **safefood**.

Other publications

- Specialist publications of relevance to **safefood** (e.g. HSE's Health Matters).

Online Database

The successful agency will maintain an online database containing links to all coverage specific to **safefood** or where **safefood** is mentioned in the coverage. This database should be accessible to **safefood** staff, Executive Advisory Board and selected **safefood** marketing agencies. All media coverage should be presented in a searchable format, with the following information also available where possible:

- Media channel name including relevant audience reach figure
- Date of coverage
- Name of journalist or presenter (Broadcast)
- If print, the page number and any visual or photo used (colour)
- If broadcast, a brief summary of the topic being discussed and persons being interviewed
- **safefood** branded to denote coverage where **safefood** is being mentioned

Archive of **safefood** media coverage

The successful agency will maintain an archive of all licenced media clips in an archive until the licence expires. This archive system will be accessible from the cuttings database and all clips should be searchable by a number of pre-determined fields.

Service Level Delivery

The successful agency will provide a daily press cutting email alert to **safefood** staff, Executive Advisory Board and selected **safefood** marketing agencies no later than 08.00am each working day, Monday to Friday.

For any broadcast interviews of interest to **safefood**, email alerts should be issued in a timely fashion throughout the day. Video and audio files of broadcast coverage will be required by email on a case-by-case basis as required.

4. Contract Management

4.1 Personnel

Tenderers are asked to indicate how they would manage the contract with **safefood** and should provide information on the following:

- (i) Day to day Account Manager
- (ii) Team allocated to **safefood** and internal reporting relationships
- (iii) Roles and Responsibilities

Any changes to the proposed team during the term of the contract should be communicated in advance with **safefood**. In turn, where a requirement arises to change a member of the team, their replacement must be at the same level of seniority and have appropriate experience and knowledge to complete the assigned tasks.

4.2 Account Management and Service Delivery

1. Please outline your company's' communication processes in relation to Account Management and ensuring accuracy in service delivery.
2. Please give details of how your organisation copes with late changes and short deadlines in relation to service delivery
3. Please give details of your invoicing arrangements.
4. Please outline your proposed SLA and the complaints procedures you have in place.

5. Cost Model/Price Schedule

Tender prices must be submitted in Euro only, excluding VAT. Your proposed schedule of costs must take the following format:

- The total cost of the service
- A breakdown for print, broadcast and online monitoring
- Cost of: a newspaper article, broadcast item, audio/visual clip etc., if applicable
- An itemised breakdown of the cost of any options being proposed for **safefood** beyond the minimum specification
- Confirmation that the price schedule quoted remains valid for the duration of the contract.
- The applicable rate of VAT
- Details of any other costs, licenses, taxes or duties which may be incurred.

6.1 Qualification Criteria

Tenderers will be initially evaluated by reference to the following qualification criteria:

- a) Addressing in full the requirements set out in this Tender
- b) Stated ability to meet all requirements
- c) Inclusion of all information requested.

Only those proposals that satisfy all of the above qualifying criteria will be eligible for further evaluation.

6.2 Award Criteria

The tenders will be awarded on the basis of the most economically advantageous tender in accordance with the following award criteria and the weightings as appended:

(a) Quality of information systems and technology available and ability to provide service required, including advanced and post alerts and notifications	25%
(b) Quality and level of resources offered including range of skills, experience of team to deliver the service	25%
(c) Demonstrated understanding of project needs including detailed solution proposed	20%
(d) Overall cost	20%
(e) Reliability and Continuity of Supply	10%

Tenderers should note that they must achieve a minimum rating of "good" or 60% for each of the individual criteria a, b, c & e inclusive in order to avoid elimination from the competition. In relation to criteria d Cost, tenders will be scored in inverse proportion to the maximum score which will be allocated to the lowest cost tender not previously eliminated.

Award of contract may be subject to successful presentation and clarification meeting. It would be essential that the key personnel assigned to this contract should be available and present at this meeting.

Tenderers should ensure in their tenders that they provide detailed information in respect of all aspects of the contract award criteria as stated above. This will enable the awarding authority to assess fully the extent of their offers.

safefood is not obliged to accept the lowest, or any, tender. **safefood** may decide, following evaluation of tenders, not to proceed with the award of contract and no liability shall fall on **safefood** arising from costs incurred by tenderers in preparation of their proposals.

7. Information Required

All tenders must include the following:

- a) Full name of the business and contact details including business name and telephone number, full address, telephone number, web site address and name & contact details of person dealing with the tender
- b) Full details of staffing levels (Full-time and/or part-time) proposed to deliver the tender requirements.
- c) Name, and details of relevant prior experience of the person with overall responsibility for delivery of the tender requirements and service level.
- d) A list of current customers with contact names for at least two customers where similar services are currently being provided
- e) The full cost of the proposal including any appropriate breakdown. Costs should be submitted in Euro only, and VAT should be separately stated.

Conditions of Tender

- a) **safefood** requires that all information provided relative to this Tender be treated in strict confidence by tenderers.
- b) Information supplied by tenderers will be treated as contractually binding. However, **safefood** reserves the right to seek clarification or verification of any such information.
- c) Before any tender is awarded, the successful tenderer will be required to provide a valid Tax Clearance Certificate from the Revenue Commissioners.
- d) **safefood** will not be liable in respect of any costs incurred by tenderers in the preparation of proposals or any associated work effort.
- e) Any conflict or potential conflict of interest must be fully disclosed in advance.
- f) Tenders delivered late will not be considered. In addition, incomplete tenders may be rejected.
- g) Applicants may be required to attend a presentation / clarification meeting.
- h) Tenderers are advised that any responses supplied in respect of further information requested will be distributed to all other parties who have participated in this Request for Tender.
- i) The decision of **safefood** will be final.
- j) Any queries should be emailed only to dmoriarty@safefood.eu . The eTenders message box will not be monitored.
- k) The completed tender should be emailed to dmoriarty@safefood.eu on or before 5pm on Friday 21st June 2019.