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PLEASE NOTE:

A separate brief to secure an advertising partner to help sell advertising, in partnership with and on behalf of MRBD Limited and West Sussex County Council, has been issued at the same time as this brief.

While the Hardware / Software Supplier and Advertising Partner briefs have been issued separately we are open to receiving a single submission covering both aspects from either a single supplier or multiple suppliers working in partnership.

It should be made clear when making your submission which brief you are responding to or whether you are making a single submission covering both aspects of the project.

Any queries should be directed to the Manor Royal BID Office.

1. Summary

The stated objective of the Manor Royal BID Company (MRBD Limited) is to improve the trading and working environment of the Manor Royal Business District. Since its creation in 2013, MRBD Limited has achieved this by delivering the BID Business Plan. The Business Plan sets out the Vision and Objectives of MRBD Limited as voted for by the businesses of Manor Royal.

During 2016/17, MRBD Limited invested in a new Wayfinding and Signage project that comprised directional signs, map boards, road stands, coloured-coded zone street name signs and lamp post banners. The second phase will introduce outdoor digital media advertising at various locations around Manor Royal.

The Manor Royal Digital Signage Project responds to a need for MRBD Limited, and its partners, to improve its ability to communicate with Manor Royal businesses and staff and to provide improved, competitively priced opportunities for Manor Royal companies to advertise their products and services locally through a system managed by MRBD Limited.

MRBD Limited is working with West Sussex County Council to deliver and manage this project. The intention of this document is to identify suitable partners for MRBD Limited and West Sussex County Council to work with to accomplish the stated project objectives, specifically to manufacture and install the hardware (signs) and supply the software to manage and display the adverts, including maintenance and service for the duration of the contract.

2. Background and work to date

Manor Royal Business District is the largest single business area of West Sussex and the Gatwick Diamond. Based in the town of Crawley, it is home to over 600 businesses and an estimated 30,000 employees. It covers an area of 539 acres (218 hectares), providing a commercial floorspace offer approaching 9 million square feet.

The Manor Royal BID Company (MRBD Limited) was formed in June 2013 following extensive research and a vote of those companies in the area liable to pay the BID Levy as set out in the Manor Royal BID Business Plan 2013 – 2018. MRBD Limited's next Business Plan (2018-23) was published on November 2017 of which this project will be one of the first phase deliverables.

Since its creation MRBD Limited has significantly improved the channels of communication and promotion available to Manor Royal based businesses. This has included bespoke events, a dedicated website, a quarterly printed magazine, a monthly eBulletin and social media feeds and posts. However, in spite of the success of these activities, it is still difficult to convey key messages to employees, which relies heavily on the managers and owners to pass on communications. The ability for businesses to advertise to one another is also limited thereby restricting the ambitions of MRBD Limited to promote inter-trade.

There is also an appetite for MRBD Limited and its partners to be able to communicate quickly and effectively key community-based messages whether they be traffic related or emergency related.

A limiting factor to achieving these ambitions is the lack of opportunity to convey messages in the environment e.g. through strategically positioned advertising/information boards. Currently the only advertising opportunities in Manor Royal are located as part of the bus stop shelters, over which neither MRBD Limited nor its partners has any control. For some the cost of advertising at these locations is also prohibitive.

The intention by this project is to remedy this situation by installing six double-sided display screens owned, managed and controlled by MRBD Limited – in partnership with West Sussex County Council – providing affordable, preferential rates for Manor Royal companies to advertise and for relevant community messages to be conveyed.

MRBD Limited has established a project team, involving Manor Royal businesses, to develop the project to this point. This has involved producing a strategy through consultants DesignJD, identifying suitable locations (based on high footfall / impression areas), undertaking a Stage 1 Road Safety Audit and submitting an application for planning consent.

3. Project aspirations and expectations

Core project aspirations:

- a. Enable Manor Royal BID and its partners to communicate public information and other messages to Manor Royal visitors, staff and business owners in a way not currently available;
- b. Enhance the existing wayfinding and branding of Manor Royal, create a 'sense of place' and community;
- c. Enable Manor Royal BID area companies to take advantage of reduced rate advertising;
- d. Generate revenue to i) reimburse initial up-front BID investment and ongoing maintenance/ operating costs and ii) longer-term income stream to reinvest into local BID projects.

Hardware/Software Supplier expectations:

MRBD Limited is looking to work with a partner that can;

- a. Agree final sign design based on image shown in Annex D to be consistent with existing signage family
- b. Provide technical drawings for manufacture and installation
- c. Oversee the manufacture, supply and installation, including power supply
- d. Supply of software content management system
- e. Provide a support and maintenance contract to cover hardware and software, including service standards for issue resolution and single-point of contact
- f. Provision of performance data

A detailed specification is included as part of this Expression of Interest document in Annex E.

MRBD Limited is working to secure planning consent and licences to install assets on the public highway.

4. Budget

Responses should detail the proposed fees and fee structure associated with the direct support and services to be provided, including any expenses and any other costs associated with carrying out this project. It is important that submissions include a total cost appraisal in order for MRBD Limited and its partners to properly assess the financial implications of the proposed work.

Your fixed price must include all expenses and any other costs you would intend to charge MRBD Limited excluding VAT.

5. Partners

Ultimately all actions and activities undertaken by MRBD Limited are accountable to the Board of Directors. On a day-to-day basis the successful agency will work with the Executive Director and a small working group, including nominated representatives from project partner West Sussex County Council.

6. Note on suppliers and services

MRBD is committed to supporting local talent and companies, particularly Manor Royal based companies. Wherever possible, practical and financially sensible local companies ought to be sourced. As a minimum it is expected that local companies be given the opportunity to tender for work generated by MRBD Limited.

7. Submission process & delivery timetable

The timetable provided is indicative of the key stages although it might be subject to change.

Stage	Estimated completion date
Invite submissions	22 December 2017
<i>Discovery Meetings*</i>	<i>By appointment</i>
Deadline for detailed submissions	16 February 2018 by 5pm
Initial desk based evaluation	By 23 February 2018
Interviews (if required)	w/c 05 March 2018
Final decision (contract award pending inception meeting)	w/c 12 March 2018

*The Discovery Meetings provide an opportunity to discuss the project in more detail prior to submission. It is not a requirement of prospective suppliers to request a Discovery Meeting, which can be conducted as either a face-to-face meeting or by telephone, but merely provides an opportunity to discuss the project in more detail.

Responses should be sent to the Manor Royal BID office. Electronic submissions are acceptable.

8. Judging criteria & supporting information requirements

Initial expressions of interest can be made by simple email declaring an interest in submitting a detailed submission.

Detailed submissions should be concise stating if you can and how you will satisfy each of the specific requirements of the brief (including all project aspirations and expectations set out in Section 3 and those requirements set out in Annex E).

Examples of work undertaken elsewhere would be helpful in making a judgement and should be provided as part of the submission.

Submissions should provide a project timeline and detailed budget for delivery with any reasonable caveats and contingencies applied and clearly explained.

Your submission should cover and will be judged on:

- Price and value for money
- Your company credentials and vision and how they fit with our objectives.
- Your understanding of the project and an assessment of your ability to deliver on the brief. If insufficient information is provided to make a judgement the project team may treat that as not satisfying the brief and could lead to disqualification.
- The relevant experience, expertise and qualifications of your organisation and those individuals who would be involved in delivering the work taking account of your track record of delivering similar work.
- Your suggested approach to the work to successfully deliver the stated objectives and to time.
- Merit points will be awarded for submissions that exceed expectations in some way

The following areas will be assessed by awarding scores out of 10 and applying a weighting.

Criteria (max score achievable is 10 with the respective weightings applied to achieve an overall score)	Weight
1. Price / value for money Points to be awarded based on value for money judgements, which may mean the cheapest submission may not necessarily attract the highest score. The best submission will attract a score of 10.	40
2. Understanding A judgement of your understanding of the proposed work area and the extent to which your submissions meets the requirements of the project.	25
3. Experience and expertise A judgement of your organisation's relevant experience and ability to deliver the requirements and outcomes based on your track record. Proposals should include evidence of experience and proven track record of having delivered similar.	25
4. Delivery and programme A judgement of your ability to plan and deliver the project within a reasonable timeframe.	10
Total	100

9. Accreditations and certificates

Please detail any specific accreditations or certificates you have that are relevant to this work area.

10. Contacts and Communications

Your submissions and any queries should be directed to:

Steve Sawyer, Executive Director
01293 813 866 / 07881 514 656 / steve@manorroyal.org

Manor Royal BID (MRBD Limited)
Unit 38 Basepoint Business Centre
Metcalf Way
Manor Royal Business District
Crawley
West Sussex
RH11 7XX

Submissions can be made electronically by the stated deadline.

Paper submissions are acceptable. Three copies are required and should be sent to the Manor Royal BID Office:

The contract will be awarded by the Manor Royal BID Company (MRBD Limited)

ANNEX A: About the Manor Royal BID and Business District

Visit www.manorroyal.org (a copy of the BID Business Plan is available in the Manor Royal BID section)

A. About Manor Royal Business District – the place

The Manor Royal Business District is a key economic hub within the South East region and provides the employment foundation for Crawley and the wider Gatwick Diamond area.

It lies to the north of the built-up area of Crawley, within 5 minutes by road from Gatwick Airport, the motorway network (M23) and Crawley town centre. It is well served by rail and is within easy reach of the cities of London to the north and Brighton and the coast to the south. Its strategically advantageous position and excellent transport connections have been factors in Manor Royal's growth.

It covers an area of 539 acres, or 310 football pitches, and provides almost 9 million square feet of developed commercial floor space. It is home to more than 600 businesses providing jobs for 30,000 people - 18,000 of whom commute to the area from outside the town. By itself Manor Royal accounts 25 per cent of Crawley's total employment and, according to the Ratings List, provides over 700 individual rateable business units.

As well as providing significant benefits in terms of commercial floorspace, jobs and business Manor Royal generates approximately £34m of rates per year, almost one-third of all rates generated in Crawley and 10% of the total rates for the County.

As such the Manor Royal Business District is an important economic hub that should be valued, protected and enhanced so that it is well placed to continue to effectively compete and contribute to the economic success of the Gatwick Diamond into the future.

B. About Manor Royal Business District Limited (MRBD) – the company

In June 2013, following the successful outcome of the BID ballot in the preceding April, Manor Royal Business District (MRBD) Limited was formed. MRBD is a not for profit independent company limited by guarantee. It's Board and members are made up of, represent and work to promote the interests of Manor Royal based companies and staff.

MRBD is solely responsible for managing and delivering the Manor Royal BID (Business Improvement District) using contributions from Manor Royal companies to reinvest in the area and generate additional funds to deliver the vision and objectives set out in its Business Plan. The Manor Royal BID is the largest industrial BID in the UK.

MRBD's vision for Manor Royal is:

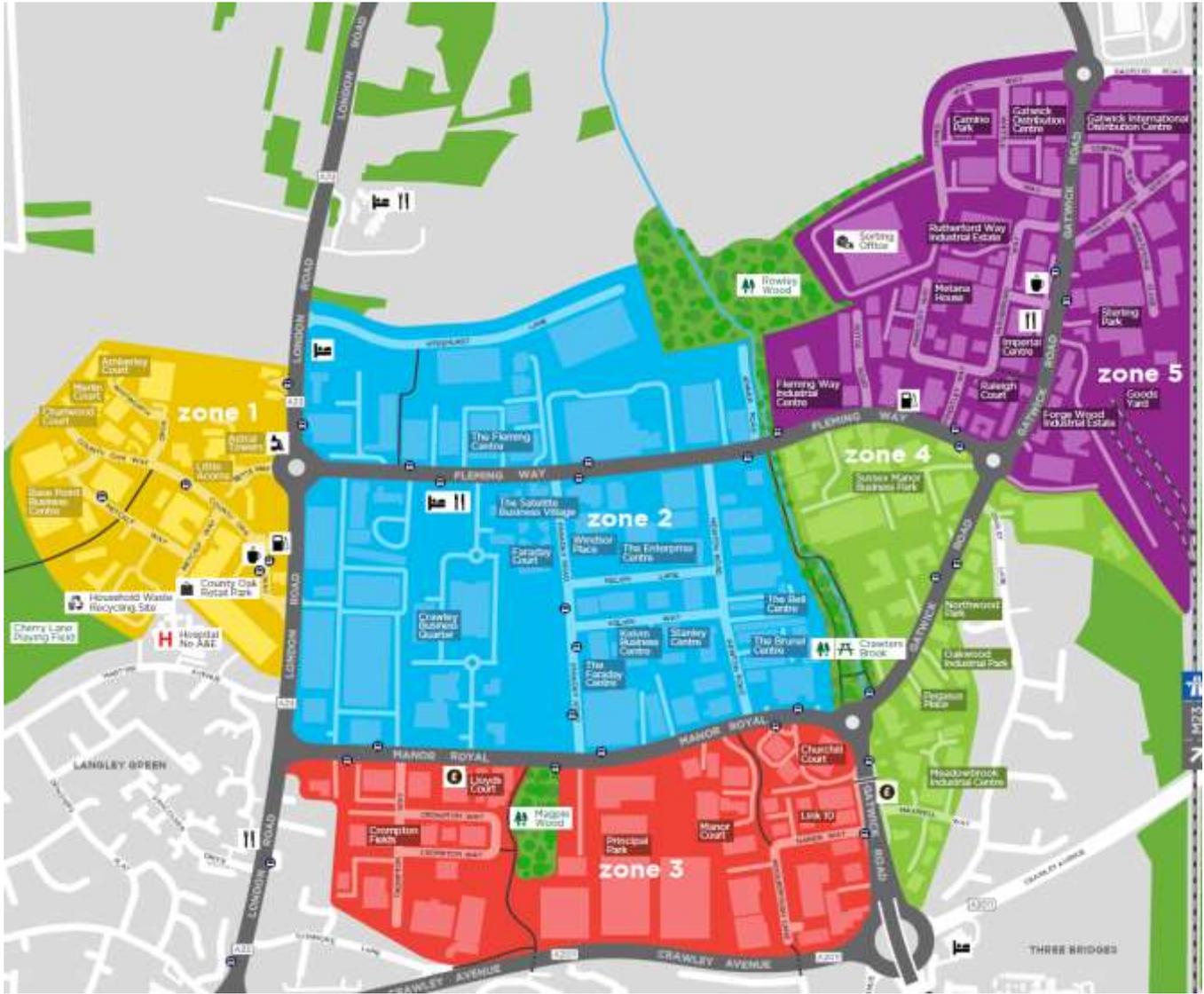
“For Manor Royal to be widely regarded as the place where companies and people chose to be for the strength of its business community and the quality of its trading environment.”

As well as using funds generated directly and indirectly by the BID, MRBD seeks to promote the interests of Manor Royal by working with strategic partners (private and public), representing the interests of Manor Royal businesses and influencing the activities of others, including contributing to the development of relevant policy and strategy.

MRBD maintains the firm belief that a strong and successful Manor Royal is key to the economic and social wellbeing of Crawley, West Sussex and the Gatwick Diamond.

On this basis MRBD is an advocate for the area and Manor Royal's legitimate representative voice advancing the interests of the Business District and working alongside its partners and supporters for mutual gain and the realisation of its vision.

ANNEX B: Zonal Map of Manor Royal Business District



ANNEX D: Mock-up of the signs



ANNEX E: Detailed technical specification

Installation

- Complete installation & management / ongoing support of the hardware & management platform for the BID
 - including survey, foundations, manufacture, installation and commissioning in UK highways properties.
- Manor Royal BID to retain ownership of all equipment & full control of all content and content scheduling
- The system shall have the option to add PCAP touch-screen capabilities for future deployments / enhancements through door replacement.

Display

- 13.5mm laminated, protective glass for the digital display with dedicated inbuilt IR layer for solar protection
- IK10 physical impact resistance with impact sensor triggered play dead mode.
- Operating temperature range -30C to +50C with full sunlight solar gain with built in cold start heating system
- Cloud based, SNMP based remote diagnostics system accessible from PC or smartphone.
- Heat exchanger based passive cooling system without air conditioning
- 75" 120Hz refresh rate display.
- Single sided totem depth maximum of 247mm and double sided totem depth of 254mm
- Infinitely variable cooling fan speed control and monitoring for energy efficiency
- Customer selection of enclosure colour
- Remote monitoring system processor independent of the content player processor
- Remote control of the display system through Vpro and Ultra VNC
- Powder coated, alochrome plated, aluminium external enclosure for corrosion resistance
- SNMP based Management & reporting of temperature & status of key parameters including temperature, fan speed, panel settings etc...

Content Management

- The ability to differentiate content so it is clear what is an advert and what is BID content
- The ability for MR BID to give simple control to interested parties including local council & district council to ensure that their content is displayed and update in a simple manner.
- The content management system should not be a subscription platform: the BID shall own the system outright, but have a support contract in place for hardware support
- No client software is required to control and manage both the content and hardware monitoring platform.
- The content management system shall be able to play multiple separate content sources or sets of separate content simultaneously, with separate scheduling for each set of content.
- Reporting for proof of play for advertiser content: quantity of 'displays' per time period and total duration of screen time.
- Solid state player devices that
- The system shall continue to operate should the internet connection fail
- The ability to schedule content across all screens, but to be able to override content for specific screen(s) or in specific scenarios (urgent update) within 5 minutes.
- Ability to update important messaging without interrupting the scheduled advertising or content
- The ability for this content to fit into a larger infrastructure that can be scaled to include many more screens located across a wider geography
- Where future screens may be deployed as wayfinding the same content management system & technology must be used

- The CMS and media players must be able to work across multiple formats and screen orientations and sizes, including the ability for any player to support touch screen interaction.
- The client players must connect back to the CMS and poll for new content in order to make networking as simple as possible, avoiding the requirement for static IP addresses etc...
- Plugins, or modules, should be available (either free or by subscription) to simply show the current status of traffic & travel (buses, trains, airports), weather and other information as required.
- Web user interface for all content management, and work across PC, Mac, mobile and tablet. Must be able to update content by sFTP also.
- It must be possible to brand the user interface (as Manor Royal BID, for example), with all reference to the supplier / manufacturer removed.
- Playback of the following file formats is required: JPG, PNG, MOV, MP4, H264, PDF, HTML & HTML 5 (both local files and live pages from the internet), RSS newsfeeds.
- The ability to apply seasonal or promotional formatting to basic content without having to re enter or re-author the content
- The ability to synchronise playback of content on the screen (ie to match brand logos with adverts, for example).
- Different user permissions / account must be able to be configured, giving layered / controlled access to the system, with no addition charges should extra accounts be required.
- There should be no additional charge for user account creation, regardless of user level (ie Administrator, scheduling, etc...)
- Content should be simple to restore should there be a hardware failure that results in a replacement player.
- Scheduling must be possible for:
 - Time of Day
 - Day of Week
 - Combined Time of Day and Day of Week (ie only Friday afternoons from 4pm – 6pm)
 - Specific Times / Dates or date ranges or time ranges
- Content and playback must support tagging of content for simple control of which screens display which content (ie adverts with 'infront' and 'behind' uploaded and the player knows which to display).
- The screens to show content between the hours of 6am and 10pm, with the ability to override this on-demand
- It must be possible to audit the CMS to track which user made which changes etc...
- Content scheduling should be possible for individual content items or for blocks of scheduled content, or for schedules as a whole
- Each screen should support individual branding of the content ,with common content scheduled across all screens (ie local takeover), or selective content scheduled across some screens – in a simple and intuitive way that does not require complex management
- The media players

Support & Maintenance

- For the duration of the 5 year support & maintenance contract, a single point of contact must be supplied for all issues arising regarding the system including hardware faults / issues, software usage issues and software 'bug' issues.
- All components should be serviceable and support swap-out support at the display site.
- Response time to fault reporting to be 30 minutes with a resolution in 8 working hours