



INVITATION TO TENDER (ITT)

**DIGITAL MARKETING SERVICES**

June 2026 to November 2026

Closing date and time for submission of tenders:

Midday – Wednesday 20 May 2026

Lostwithiel Town Council  
Edcumbe House  
Fore Street  
Lostwithiel  
Cornwall  
PL22 0BL

01208 872323

[clerk@lostwithieltowncouncil.gov.uk](mailto:clerk@lostwithieltowncouncil.gov.uk)

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## **Invitation to Tender**

Lostwithiel Town Council (“the Council”) invites tenders from suitably qualified marketing agencies to design, implement, and manage a six-month digital marketing campaign promoting the rental of commercial spaces located within Lostwithiel Town Council owned buildings.

The Council is seeking a marketing partner capable of delivering measurable results, clear reporting, and high-quality marketing assets that will remain the property of Lostwithiel Town Council upon completion.

## **Background**

Lostwithiel is a historic market town in Cornwall with a growing local economy and tourism presence. Lostwithiel Town Council owns several commercial properties available for lease to businesses. The council wishes to attract suitable tenants through a professional marketing campaign targeting:

- Local entrepreneurs
- Regional businesses
- Tourism-related businesses
- Retail and hospitality operators

The campaign should increase awareness of available spaces and generate high-quality rental enquiries.

## **Contract Documents**

The tender will be in accordance with the following documents:-

- Appendix A Standard Conditions of Contract
- Appendix B Scope of Work
- Appendix C Commercial Information
- Appendix D Tender Letter
- Appendix E Fixed Price Schedule
- Appendix F Declaration
- Appendix G Digital Marketing Operational Requirements

## **Instructions to Tenderers**

### **Contract Duration**

The contract period is six (6) months from the agreed campaign launch date.

### **Pricing**

Tenderers must quote prices excluding VAT and the price must indicate the rate for each element of the contract

### **Familiarisation**

Tenderers must ensure they are fully familiar with the nature and extent of the obligations before submitting a tender.

### **Queries**

All clarification requests must be submitted by email to the Town Clerk no later than two weeks before the tender deadline.

### **Submission Requirements**

Tenders must include:

- Appendix C – Commercial Information
- Appendix D – Tender Letter
- Appendix E – Fixed Price Schedule
- Appendix F – Declaration
- Appendix G – Digital Marketing Operational Requirements (Addendum)
- Evidence of required insurance
- Health & Safety compliance information

### **Submission Method**

Tenders must be submitted in a **plain sealed envelope** marked:

### **DO NOT OPEN – TENDER FOR DIGITAL MARKETING SERVICES**

Addressed to:  
Mrs S Harris,  
Town Clerk  
Lostwithiel Town Council  
Edgumbe House,  
Fore Street  
Lostwithiel,  
Cornwall  
PL22 0BL

Deadline: **Midday on Wednesday 20 May 2026**

Late or unsealed tenders will not be considered. Electronic submissions will not be accepted.

- a) Should you choose not to post your tender please be advised that it will not be possible to hand deliver it to a member of staff the tender will need to be left in the black post box outside the Taprell House, North Street, courtyard black metal gates.
- b) Tenders submitted electronically by email or fax will not be accepted. A tender that is not sealed, is received after the appointed time for receipt or is in an envelope that has a mark identifying the candidate will be considered an irregular tender.
- c) All tenders will be opened after the date and time appointed for the receipt of tenders for the proposed contract by the Town clerk in the presence of two Town Councillors. All bidders will be notified simultaneously and as soon as possible of any contracting decision.

### **Tender Opening**

Tenders will be opened by the Town Clerk in the presence of two Councillors. All bidders will be notified simultaneously of the outcome.

### **Site Visit**

A viewing morning will be held on **15 April at 10am**. Attendance must be confirmed by email.

### **No Canvassing**

Tenderers must not contact Councillors or staff outside the prescribed process.

### **Intellectual Property**

All photography, video, creative assets, and raw materials produced under the contract become the exclusive property of Lostwithiel Town Council. Full IP assignment, waiver of moral rights, and delivery requirements are detailed in the contract.

### **Termination**

Either party may terminate the contract with one month's written notice.

### **Insurance**

Minimum requirements:

- Public Liability: £5,000,000
- Employers' Liability: £5,000,000 (if applicable)

Certificates must be submitted with the tender.

## Health & Safety

The Contractor must comply with:

- Health & Safety at Work Act 1974
- Management of Health & Safety at Work Regulations 1999
- All other relevant legislation

## Evaluation of Tenders

### Award Criteria and Weighting

Evidence provided of previous campaign(s) delivered, how the campaign(s) was measured (KPI's) and how this was reported back to the customer.	Pass/Fail
Marketing Strategy	25%
Content Production	25%
Digital Advertising	25%
Amount of tender	25%

The amounts of the tenders will be scored on a comparative basis.

Please see the equation below: -

### Price Scoring Formula

$$\text{Score} = \left( \frac{\text{Lowest Price}}{\text{Tenderer's Price}} \right) \times \text{Weighting}$$

## Quality Scoring Matrix

Scoring matrix

Score	Judgement	Interpretation
10	Excellent	Exceptional demonstration of relevant ability. Evidence provided to support the response
8	Good	Above average demonstration of relevant ability. Majority of evidence provided to support the response
6	Acceptable	Demonstration of relevant ability. Some evidence provided to support the response
4	Minor Reservations	Some minor reservations of the relevant ability Little or no evidence to support the response

2	Serious Reservations	Considerable reservations of the relevant ability. Little or no evidence to support the response
0	Unacceptable	Insufficient information provided

### **Warranties & Disclaimers**

Whilst the information contained within this tender documentation is believed to be correct at the time of issue, tenderers should not rely on the information and should carry out their own due diligence checks and verify the accuracy of the information. The Council will not accept any liability for its accuracy, adequacy or completeness. This exclusion extends to liability in relation to all information including any statement, opinion or conclusion contained in, or any omission from this tender and in respect of any other written or verbal communication transmitted or made available to any tenderer

### **Freedom of Information**

Tender information may be disclosed under the Freedom of Information Act 2000. Tenderers must clearly identify any commercially sensitive information.

### **GDPR**

The Council's General Privacy Notice is available at:

[http://www.lostwithieltowncouncil.gov.uk/data/uploads/1078\\_1242440435.pdf](http://www.lostwithieltowncouncil.gov.uk/data/uploads/1078_1242440435.pdf)

### **Timetable**

The project stages are detailed below.

Project Stage	Date
Issue advert for tender	09 April 2026
Viewing morning	15 April 2026 10am
Target date for response to clarifications	23 April 2026
Deadline for receipt of tenders	20 May 2026 Midday
Evaluation of tenders	02 June 2026
Notification of contract award	03 June 2026
Contract start date	09 June 2026

Tenderers should note that this is an indicative timetable only and may be subject to change. Any changes will be communicated to all Tenderers as soon as possible.

Tendering of the contract is the responsibility of Lostwithiel Town Council and your only point of contact is the Town Clerk on 01208 872323 or via email

[clerk@lostwithieltowncouncil.gov.uk](mailto:clerk@lostwithieltowncouncil.gov.uk)

**Tenders:**

1. Tenderers shall ensure that the tender response is compliant with all statutory and other provisions to be observed and performed in connection with any subsequent award of contract.
2. Tenderers should note that all the requirements detailed in the tender document supersede all detail, documents and discussions prior to the issues of this tender.
3. Tenderers should note that the Town Council does not bind itself to accept or reject the lowest or any tender, and reserves the right to accept or reject any tender, either in whole or in part, or to annul the tender and not to award any contract. The Town Council will not be responsible for any costs incurred by the contractor.
4. As part of the tender evaluation process the Town Council may shortlist from the offers received and short-listed tenderers may be invited to give a presentation to the Town Council. Detailed arrangements for any presentation will be issued nearer the time.
5. The Town Council may enter into limited post tender clarification following receipt of the tender responses.

### **STANDARD CONDITIONS OF CONTRACT**

#### **Contract Documents**

The Contract Documents comprise:

Appendix A Standard Conditions of Contract

Appendix B Scope of Work

Appendix C Commercial Information

Appendix D Tender Letter

Appendix E Fixed Price Schedule

Appendix F Declaration

#### **Officer**

The Officer will be the Town Clerk of Lostwithiel Town Council.

#### **Extent of Work**

To deliver a fully managed digital marketing campaign including strategy, content production, advertising, reporting, and performance optimisation in order to attract suitable tenants to the rentable commercial spaces located within Lostwithiel Town Council owned buildings.

#### **Site Details**

<https://lostwithielroomhire.org.uk>

Edcumbe House

The Guildhall

#### **Site Access**

Access will be in arrangement with the Town Clerk

#### **Additional Facilities**

The Town Council could add additional facilities during the period of the Contract, and should this occur then the cost of any additional work should be agreed in advance and added to the contract.

#### **Duration of Contract**

The contract period is for 6 months from campaign launch date, continuation beyond this period will be at the discretion of Lostwithiel Town Council.

## **Payment to Contractor**

The contract will be paid in two parts:-

1. The Contractor will be paid on completion of the Content Production.
2. The contractor will be paid for the Marketing Campaign at the end of the completed work (6 months).

## **Intellectual Property Transfer Clause**

### **a) Assignment of Rights**

The Contractor hereby assigns to **Lostwithiel Town Council** (the "Council"), with full title guarantee, all intellectual property rights (including copyright) in all photography, video footage, edited content, and raw material (the "Materials") created or produced in the course of this contract. This assignment is:

- **Exclusive:**  
Only the Council may use or license the Materials.
- **Perpetual and Irrevocable:**  
The rights do not expire and cannot be retracted.
- **Worldwide:**  
The Council may use the Materials in any country.
- **All-Media:**  
The Council may use the Materials in any current or future media formats (e.g., social media, print, broadcast).

### **b) Scope of Materials**

For the avoidance of doubt, "Materials" includes all final deliverables and all underlying "Raw Material" (including, but not limited to, unedited video rushes, RAW image files, and project files). All such Materials shall be transferred to the Council upon completion of the contract or earlier termination.

### **c) Waiver of Moral Rights**

The Contractor unconditionally and irrevocably waives all moral rights in the Materials to which they may now or at any future time be entitled under the Copyright, Designs and Patents Act 1988 (or similar laws worldwide). This allows the Council to edit, adapt, or use the Materials without further credit or approval from the Contractor.

### **d). Delivery and Format**

The Contractor shall deliver the Materials to the Council in the following

formats including 4K .mp4 and RAW .cr3 files via a secure cloud link within 14 days of contract completion.

### **Deductions /Penalty Clause**

The Town Council has an obligation to the tax payer to ensure that contracts are being delivered as specified. This will, on occasion require spot checks on the work undertaken.

Following an inspection should it be established that the work is unsatisfactory, the contractor will be asked to make good the shortfall at no further cost to the Council.

### **Termination of Contract**

Either party may, without reason, terminate the Contract, in writing, giving one months' notice.

### **Insurance**

The Contractor is required to have a minimum of £5,000,000 public liability insurance and a minimum £5,000,000 Employers' Liability Insurance (where applicable). Current Certificates of Insurance to this effect must be included in the tender.

The Contractor shall indemnify the Council against any claim or proceedings for any injury or damage to any property or persons or animals as a result of negligence, poor workmanship or failure to notify the Council of any action likely to cause injury or damage to a third party.

### **Health and Safety**

The Contractor shall accept full responsibility for compliance with the Health and Safety at Work Act 1974 and all other Acts and Regulations at all times in carrying out the services described in this agreement.

### **Notes to Tenderers**

- a) Attention is drawn to the Tender Letter and Standard Conditions of Contract. These documents must be read in conjunction with the Scope of Work. Contractors are advised to carefully read all documentation.
- b) The prices to be attached to the Tender Letter are to be the full inclusive value of the work described, including all profit, costs and expenses, and all general risks, liabilities and obligations, but EXCLUDING VAT (if applicable).
- c) Invoices presented for payment must be itemised.
- d) Contractors are asked to contact the Town Clerk if any clarification is required.

### Scope of Work

The appointed marketing agency will be responsible for delivering a fully managed digital marketing campaign including strategy, content production, advertising, reporting, and performance optimisation.

#### 1. Marketing Strategy

The supplier must:

- Develop a comprehensive 6-month digital marketing strategy
- Identify target audiences and appropriate channels
- Define campaign structure and advertising plan
- Outline expected performance metrics and ROI projections

#### 2. Content Production

The selected agency must provide professional visual marketing materials, including:

##### Photography

- Professional property photography
- Interior and exterior images
- Lifestyle imagery where appropriate

##### Video Production

- Short promotional videos
- Property walk-through videos
- Social media promotional clips

#### 3. Digital Advertising

The campaign should include:

- Paid digital advertising
- Social media promotion
- Search engine marketing
- Retargeting campaigns
- Landing page or website optimisation (if required)

The tender price must include:

- Campaign management
- Creative production
- Advertising budget
- Media buying
- Editing and design work

Tenderers must specify the proportion of the total tender piece allocated to advertising spend and provide a breakdown by platform.

#### **4. Campaign Deliverables**

The agency will be expected to provide the following deliverables throughout the contract period:

##### **Monthly Deliverables**

- Campaign performance reports
- Advertising spend breakdown
- Lead generation reports
- Website traffic analysis
- Optimisation recommendations

##### **Content Deliverables**

- Professional photography set
- Promotional videos
- Edited social media content
- Advertising creative assets

All deliverables must be provided monthly across the six-month campaign period.

#### **5. Key Performance Indicators (KPIs)**

Campaign success will be measured against the following metrics:

##### **Primary KPIs**

- Number of qualified rental leads generated
- Increase in website traffic relating to LTC properties

## **Secondary Metrics**

- Click-through rates
- Cost per lead
- Engagement metrics
- Conversion rates

The agency must provide clear ROI reporting on a monthly basis throughout the campaign.

## **6. Reporting Requirements**

The appointed agency must provide:

- **Monthly campaign performance reports**
- **Advertising analytics reports**
- **Lead tracking reports**
- **Website traffic analysis**
- **ROI measurement and performance analysis**

Reports should be clear, data-driven, and suitable for review by council officers and elected members.

Please include in your tender evidence/links to previous campaigns, how the deliverables were managed, how key performance indicators were met and how it was reported.

**COMMERCIAL INFORMATION**

**Part A**

**A.1. Company/Organisation identity**

A.1.1 Company name of organisation submitting the tender:

.....

A.1.2 Company Registration Number and/or VAT Reg Number (*where applicable*)

.....

A.1.3 Contact name and position in organisation:

Name: .....

Position: .....

A.1.4 Company address:

.....

.....

.....

A.1.5 Contact telephone number(s) and email address:

Tel: .....

Email:.....

A.1.6 Company website address:

Website: .....

A.1.7 Company Registered Address if different from above:

.....

.....

## A.2 Insurance

A.2.1 Please provide a copy of your organization's insurance certificates and provide the required information regarding your company/organization's insurance cover:

<b>Public Liability Insurance Min £5,000,000</b>	
Insurer	
Policy Numbers	
Expiry Date	
Limits of indemnity (per occurrence and aggregate)	
Excess (if any)	
<b>Employers Liability Insurance £5,000,000 (if applicable)</b>	
Insurer	
Policy Numbers	
Expiry Date	
Limits of indemnity (per occurrence and aggregate)	
Excess (if any)	

## A.3 Health & Safety

A.3.1 Please supply the name and designation of the person responsible for the implementation of the organisation's Health and Safety Policy.

A.3.2 If you employ 5 or more employees, please enclose a copy of your current Health and Safety policy.

A.3.3 If you employ less than 5 employees, please tell us how you ensure that your Health and Safety measures are put into place and practiced within your organisation (*please provide details on additional page(s) as required*).

#### **A4 Environmental Sustainability**

A.4.1 Please enclose a copy of any environmental management certification that your organisation holds. If you do not have any certification, please detail how your organisation complies with environmental legislation (*please provide details on additional page(s) as required*).

## **Part B**

### **TECHNICAL CAPABILITY**

#### **B.1 Previous Experience**

B.1.1 Please provide information of your organisation's technical capacity and expertise and experience over the past five years of carrying out similar services under a formal contract to the public sector, in particular parish councils or other public bodies (*please provide details on additional page(s) as required*).

B.2.2 Please provide details of your current training policy/procedures (including any health and safety training) and describe how you ensure that skills are maintained. Max 400 words (*please provide details on additional page(s) as required*).

## Part C References – please provide 2 references

### References

Please provide reference details of two companies for which you have delivered similar contracts (within the last 3 years). **Please note that your references will be contacted during the tender process to ensure immediate start of the contract.**

Company name		
Address		
Contact name		
Telephone number		
Email Address		
Description of services undertaken		
Date contract awarded		
Length of contract		
Type of contract		
Value of contract (£)		
Details of relevant qualifications, skills, memberships of professional bodies, etc, used in support of delivery of the contract		
Contract Details of known risks involved with delivery of this type of work and suggested mitigations		

## **Part D**

### **TECHNICAL PROPOSAL**

#### **D.1 Service Requirements**

D.1.1 Please detail below the format in which your organisation can receive service requests from the Town Council:

#### **D.2 Quality of work and Supplier conduct**

D.2.1 Please detail the checks that your organisation will make to ensure that the services will be carried out by a suitably trained and competent team / member of staff:

#### **D.3 Sub-Contracting**

D.3.1 Please confirm that all work will be undertaken in house and not sub-contracted.

**TENDER LETTER**

**The following letter should be included in your tender offer.**

**LOSTWITHIEL TOWN COUNCIL**

**(FOR THE ATTENTION OF: Mrs S Harris, Town Clerk)**

**Date:**

Dear Sirs,

**Contract for: Lostwithiel Town Council Digital Marketing Services**

Please find enclosed my / our tender pricing for the above contract.

I / We have read the information provided in your Invitation to Tender and subject to and upon the Terms and Condition contained in paragraph 3 below - Contract Documents, I / We agree to complete the work in accordance with the Invitation to Tender, Standard Contract Terms, and Schedule of Work.

1. By submission of this Tender, I / We warrant that:
  - The fixed price in the Tender has been arrived at independently, without consultation, communication, agreement or understanding for the purpose of restricting competition, as to any matter relating to such prices, with any other Tenderer or with any competitor.
  - Unless otherwise required by law, the prices which have been quoted in the Tender have not knowingly been disclosed by the Tenderer, directly or indirectly, to any other Tenderer or competitor, nor will they be disclosed.
  - No attempt has been made or will be made by the Tenderer to induce any other person or firm to submit or not to submit a Tender for the purpose of restricting competition.
  - No attempt has been made directly or indirectly to canvass any Lostwithiel Town Councillor or employee of Lostwithiel Town Council or anyone acting on the Council's behalf concerning the award of the contract which is the subject of this invitation to tender.
2. The fixed price quoted in this Tender is valid for 30 days and I / we confirm that the Terms of Tender will remain binding upon me / us and may be accepted by you at any time before that date.
3. Any Contract which may result from this Invitation to Tender will contain the following documents changed only in accordance with any agreement reached during the post-tender clarification and negotiation:

- The Scope of Work – Appendix B
- The price submitted in the Fixed Price Schedule – Appendix E

4. I / We note that the Contract shall be valid upon acceptance and signatures by both parties of the Contract Documents
5. I / We understand that Lostwithiel Town Council is not bound to accept the lowest or any Tender and that the Council will not be responsible for any expense incurred in preparing this Tender.
6. I / We agree that any Contract that may result from this Tender shall be subject to English Law.
7. I / We agree to bear all costs incurred by me / us in connection with the preparation and submission of this Tender and to bear any further costs incurred by me / us prior to the award of any Contract.
8. I / We agree that any other terms or conditions of Contract or any general reservation which may be printed on any correspondence emanating from me / us in connection with this Tender or with any other Contract resulting from this Tender, shall not be applicable to this Tender or to the Contract.

By signing and submitting this tender form you agree that you fully understand the commitments and requirements contained therein and, if successful are willing to be bound to the contract as expressed therein.

Dated this ..... day of..... 20.....

Signature: .....

Name: .....

In the capacity of .....  
*(Please state official position, for example, Director, Manager, Secretary, etc.)*  
 being a person duly authorised to sign tenders on behalf of

Tenderer's Name:  
 .....

Contacts: Landline : .....

Mobile : .....

Email : .....

**Price Schedule**

**Fixed Price Tender £..... (VAT exclusive)**

The following will comprise the fixed price tender for the contract to provide Digital Marketing Services and submission to Lostwithiel Town Council will be deemed as acceptance of the specifications.

<b>Tender for Digital Marketing Services</b>	<b>Cost £</b>
<b>Content Production</b>	
<b>Marketing Strategy</b>	
<b>Digital Advertising</b>	
<b>Tender Total</b>	

**DECLARATION**

I / we certify that the information supplied is accurate to the best of my knowledge and belief.

I / we understand that Lostwithiel Town Council may contact anyone to verify this information, and that false or misleading information could result in my/our exclusion from the tender list.

I / we also understand that it is a criminal offence, punishable by imprisonment to give or offer to give any gift or consideration whatsoever as an inducement or reward to any servant or member of a public body. In addition, your specific attention will be drawn to the clause in the proposed contract empowering the Council to cancel the contract and to recover any loss from the contractor if the contractor has offered any gift or inducement of any kind in relation to obtaining the contract.

In addition, no person acting on behalf of or representing the persons or firm submitting this tender has:

- a) Committed an offence under the Prevention of Corruption Acts 1889 to 1916 (or any amendments to them) or Section 117(2) of the Local Government Act 1972 or the Bribery Act 2010 or given, solicited or accepted any fee or reward or any form of money.
- b) Committed any fraud in connection with this or any other Council contract whether alone or in conjunction with Council members, contractors or employees.

I/We understand that the Council may cancel the contract we me/the firm if there is any evidence of any failure on my/the firm's part to comply with any of the above and if necessary, take legal action against me.

Signed: .....

Position held: .....

For and on behalf of: .....

Date: .....

**Before returning this application form, please ensure that you have:**

- **Answered all questions.**
- **Enclosed all relevant documents.**
- **Completed the above declaration.**

### **DIGITAL MARKETING OPERATIONAL REQUIREMENTS (ADDENDUM)**

The following requirements apply in addition to the Scope of Work (Appendix B) and are intended to ensure the effective delivery, monitoring, and evaluation of the digital marketing campaign.

#### **Advertising Budget and Media Spend**

Tenderers must provide a clear breakdown of the proposed advertising budget, including:

- Total amount allocated to paid advertising within the tender price.
- Allocation of spend by platform (e.g., Meta, Google, LinkedIn).
- Whether the Contractor will pay advertising platforms directly and invoice the Council, or whether the Council will pay platforms directly.
- Any management or handling fees associated with media buying.

The Council requires full transparency on all media spend and reserves the right to request evidence of advertising expenditure at any time during the contract.

#### **Lead Handling and Qualification**

Tenderers must outline the proposed method for capturing and routing leads, including:

- How leads will be generated (e.g., landing pages, website forms, social media forms).
- Where leads will be sent (e.g., designated Council email address, CRM system).
- The definition of a “qualified lead” for reporting purposes.
- Whether the Contractor will undertake any lead-screening or qualification activity.
- 

The Council will confirm the final lead-handling process prior to the commencement of the campaign.

#### **Access to Digital Accounts and Tools**

The Council will provide access to the following where required:

- Website Content Management System (CMS).
- Google Analytics (GA4) or equivalent analytics tools.
- Existing social media accounts and advertising accounts.

Tenderers must specify:

- Any additional access, permissions, or tools required to deliver the campaign.
- Whether new advertising accounts, tracking tools, or pixels need to be created.

### **Branding, Messaging and Content Approval**

The Council will provide:

- Brand guidelines.
- Key messaging themes.
- Any existing photography or video assets relevant to the campaign.
- 

The Contractor must:

- Submit all creative assets (photography, video, graphics, copy) for approval prior to publication.
- Allow a minimum of three (3) working days for Council review unless otherwise agreed in writing.

### **Reporting Tools and Data Requirements**

Tenderers must specify:

- The reporting tools, dashboards, or analytics platforms they will use.
- Any data or access required from the Council to support reporting.
- The format and structure of monthly performance reports.
- 

All reports must be clear, data-driven, and suitable for review by Council officers and elected members.