

**Hessequa Municipality**



**MUNICIPAL SUPPLY CHAIN MANAGEMENT  
INVITATION TO SUBMIT CLOSED QUOTATION**

**THE APPOINTMENT OF A SERVICE PROVIDER TO REDESIGN, HOST AND  
MAINTAIN THE EXPLORERS GARDEN ROUTE TOURISM WEBSITE AND SOCIAL  
MEDIA PLATFORMS**

**RQ Nr: 58738**

**26 February 2018**

**Dear Sir/Madam**

Please provide a written quotation for the supply of goods and / or services as detailed in the list attached.

The quotation must be submitted, on the official letterhead of your business, by the one of the following means for the attention of Ms Carisha Prins

- Email [carisha@hessequa.gov.za](mailto:carisha@hessequa.gov.za)
- Per Hand at the Hessequa Municipality SCM offices, Post Office Building, 19 Main Road, Riversdale, 6670

**QUOTATIONS MUST REACH THE MUNICIPALITY BEFORE OR AT 12:00 ON 05 MARCH 2018 NO  
LATE QUOTATIONS WILL BE CONSIDERED**

The following conditions will apply to all quotations:

- Prices quoted must be firm, inclusive of VAT and where applicable for delivery to the address indicated below. The total amount of the quotation must also be clearly indicated;
- Please refrain from quoting on goods that are out of stock or not usually stocked by your company, or indicate on your quotation that this is the case and what the delivery period on those items will be;
- If your quotation is accepted, goods and/or services must be supplied and delivered to the below mentioned address, accompanied by your delivery note and invoice (if possible);
- Quotations must to be valid for a period of 30 days;
- The delivery period must be indicated.

- The closed quotation is subjected to the General Conditions of Contract as contained in MFMA Circular 25 of 2005 and the conditions contained in Hessequa Municipal SCM POS section 3.2.4.
- If a quotation is submitted for the goods; services or works requested, you the supplier accepts the conditions of this quotation and that the goods; services and works will be supplied or constructed as per this quotation.
- A formal order will be issued to the successful supplier that will be a written instruction to the supplier to supply; deliver or construct as per specifications contained in this quotation.

If your quotation does not comply with above stated conditions, your quotation will not be considered.

If you have not received a response from the Municipality within thirty (30) days after the closing date of the quotation, please regard your quotation as unsuccessful.

Should you be interested in wanting to know to who the successful service provider was, you may consult our website at [www.hessequa.gov.za](http://www.hessequa.gov.za) where monthly reports on awards will be published.

Quotations will be evaluated and adjudicated in terms of the Preferential Procurement Policy Framework Act (Act 5 of 2000), The Preferential Procurement Regulations, 2017 and the Hessequa Municipality's Supply Chain Management Policy, for which 80 points will be allocated in respect of price and 20 points in respect of B-BBEE contribution.

The Municipality reserves the right to withdraw any invitation for closed quotations and/or to re advertise or to reject any quotation or to accept a part of it. The Municipality does not bind itself to accepting the lowest quotation.

Any Prospective Service Provider must make sure that they are registered and are valid on the Database of Hessequa Municipality and/or on the Centralised Supplier Database (CSD) and that they are in possession of a Valid Tax Clearance Certificate.

Please address any technical enquiries regarding the specifications to Ms Elana Lotriet  
Tel: 028 713 8067 email: [elana@hessequa.gov.za](mailto:elana@hessequa.gov.za), any Supply Chain Management related enquiries to Ms Carisha Prins at Tel: 028 713 7974.

**Important note: a valid original or certified B-BBEE certificate must be submitted with the documentation. (MBD 6.1 Preference Points Claim form need to be completed to claim points. NB- Only points claims will be awarded. The MBD 6.1 is available from the municipal website at [www.hessequa.gov.za](http://www.hessequa.gov.za) under the tab SCM INFO AND REPORTS or at the Supply Chain Management offices at Post Office Building, 19 Main Road, Riversdale.)**

## **Specifications**

### **1. INTRODUCTION**

The Explorer's Garden Route, which is the regional tourism brand for Hessequa to promote and develop tourism in the region. In terms of the Tourism Act No.3 of 2014 mandated by national, provincial and local legislation to promote economic development and to create an enabling environment for economic growth and job opportunities. As such, the central role of the municipality is to work with communities in Hessequa to find sustainable ways to improve quality of life. Tourism is one of the initiatives undertaken by the local municipality (and mandated in its Integrated Development Plan – the IDP) in order to empower and grow the local communities of Hessequa in a responsible and sustainable manner.

### **2. SCOPE**

The Design should be modern, un-cluttered and up-to-date, the scope of work should support and promote the brand Explorer's Garden Route with improved visual content and effective user experience. The website should aim to create an interface structure, resource and content management plan to sustain a website as it evolves. The redesign and new layout should enhance the site and user experience to meet marketing goals. The site is not solely for marketing and promotion it should also serve operational and informational purposes.

Main goals:

- Sharing of information
- Marketing tourism products/services
- Accessibility to information (cutting down on telephone requests)
- Access to information made effective & efficient

#### **Message of the website:**

Clean, functional, user-friendly and marketing/promoting tourism with the aim to attract visitors to the area.

- Current site structure, text and images can be provided and is currently available at [www.explorersgardenroute.co.za](http://www.explorersgardenroute.co.za).

#### **Usability**

- Mobile phones
- Tablets
- Speed-up loading times
- Low data usage without limiting content

**Websites we like:**

<http://visitgardenrouteandkleinkaroo.com/>

<http://www.plett-tourism.co.za/>

<http://www.visitknysna.co.za/>

<https://www.visitswellendam.co.za>

### **3. BACKGROUND**

Our existing website design and layout is currently very slow, cluttered, complicated and in need of a new layout and structure without changing too much or losing the brand identity. It is not user-friendly and we would like to make it easily accessible with the aim to provide a user-friendly site where the template design meets functionality.

### **4. STATEMENT OF REQUIREMENTS**

#### **4.1. GENERAL**

A list of outputs (products/services) to be delivered.

**The scope of work should incorporate the following:**

- Development of the template should be based on a WordPress platform
- Redesign of layout and structure
- Redesign of look and feel of the site (fresh and modern)
- Template design for the new website
- Modification and migration for existing website background
- Design responsive template (i.e. RWD for smartphones, tablets, desktops etc.)
- Development of the website front-end HTML/CSS templates
- Development of the Website back-end CMS platform
- Development of online reporting mechanism with the ability to draw reports
- Content loading
- Search engine optimization
- Usernames and passwords for users
- Training for CMS users
- Maintenance and support for a period of 1 year
- Provide mock-ups for approval
- Provide project milestones, dates and descriptions of work
- Incorporate links for tourism partners
- Information collection and storage (drop box account)
- Incorporate slideshow, key-word rich homepage

- Search engine optimization
- Hosting of website & email account ([info@explorersgardenroute.co.za](mailto:info@explorersgardenroute.co.za))
- Development of an Instagram account
- Updating and maintenance of social media platforms (Facebook, Instagram) for a period of 1 year, on a daily basis or as required

#### **4.2. SERVICE MANAGEMENT**

Effective support of in-scope services is a result of maintaining consistent service levels. The following sections provide relevant details on service availability, monitoring of in-scope services and related components.

### **5. SERVICE AVAILABILITY**

5.1 Coverage parameters specific to the service(s) covered are as follows:

- 5.1.1 Telephone support: 9:00 to 17:00 Monday – Friday
- 5.1.2 Email support: Monitored 9:00 to 17:00 Monday – Friday
- 5.1.3 Support requests contact (tel and email)
- 5.1.4 Additional training on the website system to be catered for.

### **6. SERVICE REQUESTS**

6.1 The successful Service Provider will respond to service related incidents and/or requests submitted by the Customer within the following time frames:

- 6.1.1 0 - 4 hours (during business hours) for issues classified as High priority.
- 6.1.2 Within 24 hours for issues classified as Medium priority.
- 6.1.3 Within 5 working days for issues classified as Low priority.

6.2 Remote assistance required in-line with the above timescales dependent on the priority of the support request.

## 7. EVALUATION CRITERIA FOR FUNCTIONALITY

The following criteria and formula will be used to calculate points for the functionality of the proposal:

CRITERIA	WEIGHT	VALUE	SCORE
1. Previous Experience in tourism planning & research	30		
2. Appropriate Qualifications	30		
3. Compliance with Terms of Reference	30		
4. Quality of project proposal	10		
<b>Total</b>	<b>100 (a)</b>		<b>(So)</b>

(b) In order to claim points, potential service providers must submit, with the quotation, details of at least five contactable references from businesses to which the above mentioned Experience have been provided.

(c) These references must be current/most recent, relevant and related to the Experience submitted.

(d) It is the service provider's responsibility to ensure that the details provided are correct, before submitting his quotation, and that the references will be available and be able to provide feedback.

(e) If the references are unable to validate, verify or provide information on the Experience listed, no points will be awarded for that particular reference.

(f) Points will be awarded by contacting at least 5 references who will answer 5 questions each. One point will be awarded for each answer which is positive and relevant to the Scope of Works of this contract, subject to the final discretion of closed quotation evaluation staff.

(g) The references will be contacted via e-mail. An e-mail, once it has been send, will be deemed as delivered if not returned as undelivered. If an e-mail is undelivered the alternative contact information will be used to follow upon the correct e-mail address.

(h) If no e-mail address is provided the fax number will be used. The fax, once it has been send, will be deemed as delivered. If the fax comes back as incorrect, the alternative contact information provided will be used to follow up on the correct fax number.

(i) The references must respond within 48 hours per e-mail or fax.

(j) If no feedback is received from references, within the timeframe given, no points will be awarded.

(k) Late responses will not be accepted.

(l) Details of references to be listed below. If no information is provided no points will be awarded.

**REFERENCES:**

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The following criteria and formula will be used to calculate points for the functionality of the proposal:

<b>CRITERIA : Phase 1</b>	<b>WEIGHT</b>	<b>SCORE</b>
<b>1. Previous Experience:</b> Relevant knowledge and experience in developing websites, including content management systems, databases and online marketing.		
a. 11 years or more combined experience = 30 points	30	
b. 6-10 years combined experience = 20 points	20	
c. 5 years combined experience = 10 points	10	
d. No experience = 0 points	0	
<b>2. Appropriate Qualifications:</b> Relevant qualifications of personnel to be involved in the development of the website. e.g Computer science, Human-Computer interaction, UX, User Interface Design etc.		
a. Master's Degree or equivalent = 30 points	30	
b. Honour's Degree or equivalent = 20 points	20	
c. Diploma and Undergraduate Degree or equivalent = 10 points	10	
d. No qualification = 0 points	0	
<b>3. Compliance with Terms of Reference:</b> References of previous work done and experience in developing websites, including content management systems, service requirement standards, databases and online marketing		
a. 5 projects and more = 30 points	30	
b. 4 projects = 25 points	25	
c. 3 projects = 20 points	20	
d. 1-2 projects = 10 points	10	
e. No examples = 0 points	0	
<b>4. Quality of project proposal:</b> Good packaging, binding, spelling, grammar and presentation		
a. Good = 10 points	10	
b. Average = 5	5	
c. Poor = 0	0	
<b>Total</b>		(So)



## Phase 2: Pricing schedule

<b>Explorer's Garden Route website re-design, website and social media hosting and maintenance.</b>			
<b>Component</b>	<b>Description</b>	<b>QTY</b>	<b>Price (incl.VAT)</b>
Template design	Redesign and layout of website	1	
Development of website frontend	HTML/CSS templates	1	
Development of website backend	CMS platform	1	
Modification and migration of information	From existing website	1	
Online reporting mechanism	To draw up reports	1	
Search engine optimization	User search	1	
Training CMS users	Manual provided	5	
Social Media	Facebook and Instagram account activation/maintenance and support	1	
Content Loading	Existing content from website	1	
Maintenance and support	1 year annual renewal	1	
Hosting of website and email account	1 year annual renewal	1	
Drop Box account	Dropbox Pro, storage of website content and file sharing	1	
<b>Total (incl. VAT)</b>			

## 8. IMPLEMENTATION TIMETABLE

- The project will commence from 15 March 2018 for the website redesign and Instagram activation, with completion of the website and Instagram account by 31 May 2018, to be ready for launch by 01 July 2018.
- The website and social media hosting, updating, maintenance and support will commence from 01 July 2018 till 30 June 2019.
- All bids need to include an implementation timetable for the review and finalisation of the tourism website indicating specific actions and deliverables for this period.
- Provide an outline of methodology and work plan identifying key steps/activities to achieve project outputs.
- Provide an outline of reporting schedule on deliverables, timeframe and budget.

**9. SKILLS AND COMPETENCIES**

- The successful service provider must have appropriate tertiary qualification, and be able to demonstrate a deep knowledge of local tourism brand recognition and demonstrate experience and knowledge exposure in the field of website management and online marketing for tourism products/services.
- The service provider needs to provide proof of a track record, of at least 5 years' experience in website development/maintenance and marketing.
- The service provider must have some knowledge of tourism demands on the Garden Route and in the Explorer's Garden Route.
- The successful service provider needs to illustrate/provide proof of above as part of the quotation submitted and indicate the above in the submission of quote i.e. proposal.

**10. INFORMATION TO BE PROVIDED BY THE SERVICE PROVIDER**

The service provider can access the explorer's garden route website: [www.explorersgardenroute.co.za](http://www.explorersgardenroute.co.za) as a referral in preparation to bid.

**11. CONTRACT MANAGEMENT REQUIREMENTS**

- The successful service provider will have to table a proposal on the methodology and ideas, on appointment and needs to provide weekly progress reports indicating progress of this process.
- Frequency of payment will be scheduled as follows; 60% upon website redesign, Instagram activation and completion and 40% upon Hosting (30 June 2018).

**Service providers that scores less than 70 points out of 100 in respect of "functionality" will be regarded as submitting a non-responsive proposal and will be disqualified.**

The proposal scoring the highest points for price and preference will normally be awarded the contract although the Municipality reserves the right to make an award, at its sole discretion, to any potential service provider or combination of potential service providers.

**DECLARATION**

I, THE UNDERSIGNED (NAME) .....

CERTIFY THAT THE INFORMATION FURNISHED ABOVE IS CORRECT. I ACCEPT THAT THE MUNICIPALITY MAY ACT AGAINST ME SHOULD THIS DECLARATION PROVE TO BE FALSE.

AUTHORISED SIGNATURE: .....

CAPACITY:.....

DATE: .....

**DELIVERY REQUIREMENTS:**  
**HESSEQUA MUNICIPALITY**  
**24 PRESIDENT CR SWART STREET**  
**RIVERSDALE**  
**6670**