



## **TERMS OF REFERENCE**

***FOR***

**THE APPOINTMENT OF A SERVICE PROVIDER TO DEVELOP A DESTINATION  
PROFILE VIDEO AND PHOTOGRAPHY**

**Closing Date: 05 April 2022**

**Closing Time: 12h00**

## **1. THE PROJECT DESCRIPTION**

Enterprise iLembe invites quotations from suitably qualified service providers to develop a destination video to profile the iLembe District for Business, Investment & Tourism and Photography. The proposal should indicate how the service provider will deliver on the project deliverables and outcomes and to provide a breakdown of the activities and time-frames.

### **1.1. About Enterprise iLembe**

Enterprise iLembe is an Economic Development Agency for the iLembe District Municipality with its key mandate being the following;

- To drive economic development;
- To market and promote the District for business, investment and tourism;
- To work with local government to facilitate a business enabling environment;
- To implement business, retention and expansion (BR&E) programmes in partnership with local business.

### **1.2. Main objectives of the project**

- To build loyalty and enhance stakeholder relations;
- To improve communication with stakeholders;
- To communicate the entity's mandate and projects;
- To profile local investment opportunities.

## 2. SPECIFICATIONS

### DEVELOP A DESTINATION VIDEO TO PROFILE THE ILEMBE DISTRICT FOR BUSINESS, INVESTMENT AND TOURISM

- 5-minute (minimum) video and an edited 30-60 second clip of the main video
- Research and develop content
- Creative scriptwriting
- Photography & Videography (incl. aerial)
- Voice over / sound
- Compatibility for website, social media and television platform access and viewing

### PHOTOGRAPHY

- High resolution images of all sectors i.e Agriculture, Manufacturing, Tourism, Property & Construction, Retail, Services etc
- Generic destination Images
- At least 5 – 7 images per sector (minimum)

#### 2.1 DATE OF DELIVERY OF FINAL PRODUCT/S

The expected delivery date for the end product/s i.e. videography and photography is no later than **31 May 2022**.

## 3. EVALUATION CRITERIA

### **Procurement Policy**

Proposals will be evaluated in terms of the Procurement Policy of Enterprise iLembe and shall be applied as follows: -

- All proposals received shall firstly be evaluated on functionality and thereafter only those who qualify for the next stage of evaluation will be evaluated on the 80/20 points scoring system as detailed in section 3.2. below and the 2011 B-BBEE Regulations.

Any proposal that fails to achieve a minimum of 60 points of the total of 100 and a score greater than zero in categories marked with an asterisk (\*) on the functionality evaluation shall not be evaluated further and will be deemed to be non-responsive.

### **3.1 Functionality Evaluation**

The functionality evaluation points will be applied as per the table below;

#### ***Competencies:***

**NB:** Service providers must demonstrate by submitting documentary proof in relation to the claim of points with respect to the following key competencies/areas in order to claim points in the functionality evaluation:

#	Competency	Point Allocation	Maximum points
1	<p><b><u>Experience in the development of similar videos: (*)</u></b></p> <p>Supporting documents required:(References Letters and samples of previous work )</p> <p>The service provider must provide letters of references relating to <u>similar work</u> undertaken by the business in the past five years as well as actual examples of the work undertaken to substantiate the letter (links can be submitted to access).</p>	<p>1 letter &amp; 1 example= 10 Points</p> <p>2 letters &amp; 2 examples = 20 Points</p> <p>3 letters &amp; 3 examples = 30 Points</p> <p>4 letters &amp; 4 examples = 40 Points</p>	40
2	<p><b><u>Experience in Photography:</u></b></p> <p>Supporting documents required:(References Letters)</p> <p>The service provider must provide letters of reference relating to <u>similar work</u> undertaken by the business in the past five years as well as actual examples of the work undertaken to substantiate the letter (links can be submitted to access).</p>	<p>1 letter &amp; example = 10 Points</p> <p>2 letters &amp; 2 examples = 20 Points</p>	20

<b>3</b>	<b>Design Element: (*)</b> Supporting documents required: Previous work and/ or proposed design element sample/s must be attached to your proposal	Previous work and/or design samples meets some of the requirements & lacks visual appeal – 20 points Previous work and/or design sample meets all requirements and visually appealing – 40 points	40
<b>TOTAL POINTS CLAIMABLE</b>			100

***NB: Reference checks may be conducted during the course of the evaluation process.***

**Only service providers who achieve a minimum of 60 points of the total of 100 and a score greater than zero in categories marked with an asterisk (\*) on the functionality evaluation shall be evaluated in terms of the 80/20 points scoring system.**

### **3.2 80/20 Points Scoring System:**

The 80/20 points scoring system will be applied as follows:

<b>COMPONENT</b>	<b>80/20</b>
B-BBEE Status Level	20
Price	80
<b>Total</b>	<b>100</b>

The points for price will be calculated as per the formula below:

$$P_s = 80 \left( 1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

Where:

- Ps = Points scored for price of bid under consideration
- Pt = Price of bid under consideration
- Pmin = Price of lowest acceptable bid

Service providers who wish to claim points for B-BBEE status level must submit a B-BBEE Certificate. Up to 20 points will be allocated based on B-BBEE status level of contribution of the service provider and shall be allocated as per the table that follows:-

Status Level of Contributor	Points claimable from Scorecard (80/20 System)
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-contributor	0

#### 4. DOCUMENTS REQUIRED

- Valid Tax Compliance Status (TCS) Pin Number issued by SARS (compulsory);
- Proof of registration on the Central Suppliers Database (compulsory). (The registration number/ report will be available on the CSD Website once you have registered on the Central Suppliers Database). **NB:** It is *compulsory* for service providers to be registered on the Central Suppliers Database for Government. Please visit <https://secure.csd.gov.za/> to register on the database;
- B-BBEE Status Level Certificate (if you have)
- MBD 4 – Declaration of Interest Form (compulsory)

- All documents as per the competency table on pages 4 - 5 of this document
- Company Registration Documents (CIPC) (compulsory).
- Proof banking details/ Bank Confirmation (compulsory).
- Cost implications (compulsory).

## **5. PAYMENT TERMS**

Payments will be made on invoices rendered for work completed. On receipt of invoices rendered the service provider should allow at least four (4) weeks for the payments to be processed.

## **6. NON APPOINTMENT**

Enterprise iLembe has a right not to make an appointment should it find that proposals received do not meet the specified criteria / requirements and is not compelled to accept the lowest proposal.

Further, no awards will be made to suppliers in service of the state.

## **7. CLOSING DATE AND TIME**

Interested service providers are required to submit proposals by 12h00 on 05 April 2022 to Mr. Siyabonga Sibiyi; Tel: 032-946 1256, Email: [siyabongasi@enterpriseilembe.co.za](mailto:siyabongasi@enterpriseilembe.co.za)