



**TERMS OF REFERENCE**

**FOR**

**NORTH COAST VISITOR GUIDE 2022/2023**

**Closing Date: 06 April 2022**

**Closing Time: 12h00**

## **1. ABOUT ENTERPRISE ILEMBE**

Enterprise iLembe is an Economic Development Agency for the iLembe District Municipality with its key mandates 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.

## **2. PROJECT DESCRIPTION**

Enterprise iLembe invites quotations from suitably qualified and experienced service providers to develop and publish the office North Coast Visitor Guide for the iLembe District. The proposal should provide details on how the service provider will deliver on content, design, layout and print of the final product through a project outcomes based timeframe schedule together with a breakdown of the associated budget and costs.

## **3. SPECIFICATIONS**

### **a. DESIGN & LAYOUT**

Size:	200mm x 200mm
Number of pages:	48 pages + cover (Total 52 pages)
Content & Copy	Research and creative copywriting is required, update existing content, add new content for products, maps, attractions and update tourism directory. It will be the responsibility of the service provider to ensure accuracy of information.
Design:	Complete new design and layout of cover and interior, redesign map. Design options to be presented for approval prior to commencement of layout. (sample design and layout options to accompany proposals).
Photography:	<p>New professional high resolution photos must be included of tourism product and activities (minimum 30 – 40 images) including aerial photos.</p> <p>Images will become the property of Enterprise iLembe and must be handed to Enterprise iLembe on a USB within 7 days of completion of the project.</p>

## **b. PRINT VERSION**

Cover:	Paper: 200gms matt art. Finishing: Matt laminated plus spot UV varnishing
Inside:	115gsm matt art, full colour throughout
Finish:	Folded, collated, staple bound and trimmed
Quantity:	10 000 copies

## **c. ELECTRONIC VERSION/S**

### **i. Convert the North Coast Visitor Guide**

- E-book version compatible for Windows, Apple Mac
- PDF Version for emailing
- Web format
- The e-book and PDF version of the travel guide must be delivered on a memory stick and;
- Liaison with website service provider to ensure website compatibility for the e-book.

### **ii. Develop QR codes for scanning and access to e-Book version on website**

To view previous version, please visit [www.enterpriseilembe.co.za](http://www.enterpriseilembe.co.za) or [www.northcoast.org.za](http://www.northcoast.org.za)  
(Destination North Coast, North Coast Travel Guide)

## **d. DATE OF DELIVERY OF FINAL PRODUCTS**

The final deadline for delivery of final product is no later than: **27 May 2022**

Delivery Address 1: Enterprise iLembe (Sangweni Tourism Centre, Ballito)

Delivery Address 2: Durban (exact location to be confirmed)

## **4. EVALUATION CRITERIA**

### **Procurement Policy**

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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.

#### **4.1 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>Project Experience: (*)</u></b></p> <p><b><i>Experience in the design and printing of similar guides</i></b></p> <p>Supporting documents required:</p> <p>1) (References Letter/s <b><u>and</u></b> samples of previous work for each letter – soft or hard copies)</p> <p>The service provider must provide letters of reference together with samples relating to similar work undertaken in the past five years.</p> <p><b><i>NB: No points will be awarded for reference letters submitted with no supporting samples.</i></b></p>	<ul style="list-style-type: none"> <li>• 1 letter &amp; 1 sample = 10 Points</li> <li>• 2 letters &amp; 2 samples = 20 Points</li> <li>• 3 letters &amp; 3 samples = 30 Points</li> </ul>	30

#	Competency	Point Allocation	Maximum points
2	<b><u>Qualifications in Graphic Design(*)</u></b>  Supporting documents required: (Please submit a <b><u>certified copy</u></b> of qualification in Graphic Design)	<ul style="list-style-type: none"> <li>• No qualifications – 0 points</li> <li>• Formal certification in Graphic Design – 7.5 points</li> <li>• Degree/ Diploma -10 points</li> <li>• Post Graduate -15 points</li> </ul>	15
3	<b><u>Design Element: (*)</u></b>  Supporting documents required: A proposed design element sample/s must be attached to your proposal	<ul style="list-style-type: none"> <li>• Design sample meets some of the requirements but lacks visual appeal and creativity– 20 points</li> <li>• Design sample meets all requirements, shows creativity and is visually appealing in line with the Enterprise iLembe brand – 40 points</li> </ul>	40
4	<b><u>Experience in Photography:</u></b> Supporting documents required:(References Letters) 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 pertaining to photography to substantiate the letter (links can be submitted to access.	<ul style="list-style-type: none"> <li>• 1 letter &amp; example = 7.5 Points</li> <li>• 2 letters &amp; 2 examples = 15 Points</li> </ul>	15
	<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.**

#### 4.2 THE 80/20 POINTS SCORING SYSTEM

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

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

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:

- $P_s$  = Points scored for price of bid under consideration  
 $P_t$  = Price of bid under consideration  
 $P_{\min}$  = 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

## 5. DOCUMENTS REQUIRED

- 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;
- Valid Tax Compliance Status (TCS) Pin Number issued by SARS (compulsory);
- 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 of banking details/ Bank Confirmation (compulsory);
- Cost Implications (compulsory).

## 6. PAYMENT TERMS

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

## 7. 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.

## 8. CLOSING DATE

Proposals can be emailed to [siyabongasi@enterpriseilembe.co.za](mailto:siyabongasi@enterpriseilembe.co.za) or hand delivered to Enterprise iLembe Offices at the Sangweni Tourism Centre, Cnr Link Road & Ballito Drive, Ballito. Closing Date for submission of proposals:

**Wednesday, 06 April 2022, 12h00**

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