



enterprise ilembe

ECONOMIC DEVELOPMENT AGENCY

TERMS OF REFERENCE

FOR

**THE APPOINTMENT OF A SUITABLY QUALIFIED SERVICE
PROVIDER TO SUBMIT DETAILED PROPOSALS FOR THE
DEVELOPMENT OF A DISTRICT TOURISM STRATEGY**

Closing Date: 14 August 2015

Closing Time: 10h00

Venue: Sangweni Tourism Centre, Ballito

It is the intention of Enterprise iLembe to enter into a formal contract with a Service provider or consortium to provide the services described herein. These Terms of Reference and the consultant's proposal will form the basis of the Contract.

Section 1: Details

Province:	KwaZulu-Natal
Municipality:	iLembe District Municipality and the local municipalities comprising of KwaDukuza, Mandeni, Maphumulo & Ndwedwe
Contracting Agency:	Enterprise iLembe Economic Development Agency
Project Name:	District Tourism Strategy

Section 2: Summary of Brief

Proposals are being requested from qualified and experienced service providers who are capable of executing a process that will:-

- a) Develop a District Wide Tourism Strategy that will guide Enterprise iLembe on the development, marketing and promotion of tourism in the iLembe District

Section 3: Project Description

Introduction:

The iLembe District Municipality

The iLembe District Municipality is situated on the east coast of South Africa, in the KwaZulu-Natal Province. iLembe is one of the 11 district municipalities of KwaZulu-Natal province in South Africa and also the smallest District Municipality in the province, with a total population of 606 809. iLembe is located between two of Africa's busiest ports, Durban and Richards Bay, iLembe is therefore well situated not only to local but also international markets. Despite its strategic location, iLembe faces numerous economic challenges such as the high levels of poverty in the rural inland areas, which contrasts with rapid development along its coastal regions.

Enterprise iLembe:

Enterprise Ilembe is an economic development agency wholly-owned by the Ilembe District Municipality mandated to pursue and facilitate investment, economic development and empowerment in Ilembe. The objective of Enterprise iLembe is to improve the competitiveness of the Ilembe Region by creating an environment that will enable local business to compete successfully on the international stage.

The key sector areas are:

- Agriculture
- Tourism
- Manufacturing
- Services

Objectives & Expected Outcomes:

Develop a District Tourism Strategy that will guide Enterprise iLembe and the family of municipalities (KwaDukuza, Maphumulo, Mandeni & Maphumulo) on the marketing, promotion and development of tourism in the region.

The expected outcomes of the Strategy are as follows;

- Assist in the planning for tourism on a district level
- Grow the tourism sector's contribution to the economic development of the district
- Grow the tourism sector's contribution in providing empowerment, economic upliftment, employment and poverty alleviation to the poorer areas of the district
- Strategize on an institutional level the role of local government in tourism development in the district
- Enable the management of tourism, in a co-ordinated and holistic manner
- A strategy that will result in better marketing of the tourism product of the area
- Lay out the role of local government in strategizing for the development of tourism product in the area
- To ensure that the tourism product of the municipality is geared towards maximizing

visitor satisfaction in the area, and is therefore demand based

- Align and contribute to the aims and goals of the provincial tourism bodies
- Align with national policy and provincial policy frameworks and strategies.
- Ensure that tourism in iLembe:
 - Is competitive and makes full use of its comparative advantages
 - Is both market demand driven and service orientated
 - Aligns with provincial tourism strategies
 - Takes place in a safe and crime free environment
 - Contributes to overall socio-economic objectives of the district

There are three key roles that local government can play with regards the tourism sector
They are;

- Co-ordination
- Facilitation
- Stimulation

Tourism development can be broadly divided into three broad categories. In each, the
local government can perform any or all of the above possible roles; They are;

- Tourism Management
- Tourism Marketing
- Tourism Development

Section 4: Specifications

The strategy should encompass the following:

- Situational, SWOT and Gap Analysis
- Demand vs Supply
 - Current number of beds available
 - Current number of tourists (domestic and international)
 - Market Segments
 - Database of tourism establishments
- Stakeholder Analysis
- Market Analysis
 - Existing
 - New Source Markets
- Tourism infrastructure assessment with recommendations for future development interventions to unlock tourism potential
- Review King Shaka Tourism Route plan
- Analysis of events and the impact thereof on the economy of the region with recommendations on the type of events that would be best suited to drive tourism in the region.
- Identification and pre-feasibility studies for anchor projects
- Marketing & Promotion plan
 - Identify partners & platforms
- Monitoring & Evaluation Framework for implementation of strategy & plan

Stakeholder engagement with all role-players is critical.

Resources:

This project will benefit from the relationships and organisational structures that have been developed by iLembe District over the years, including, *interalia*.

1. National Tourism Sector Plan
2. KZN Tourism Masterplan
3. Local Municipality's Tourism Strategies
4. LED Strategies
5. King Shaka Tourism Route (Concept, Business & Implementation Plans)

Section 5: Time Frame & Reporting

The project is expected to be concluded on or before **29 February 2016**.

The appointed Service Provider will be required to prepare a realistic work schedule determining the stages of the work to be done and stating time frames for submission to Enterprise iLembe. This schedule is to be submitted to the Enterprise iLembe contact person within two weeks from the date of appointment.

The program once approved by Enterprise will be fixed and any deviation from the approved programme will need to be pre-negotiated with the appointed Enterprise iLembe Project Manager.

Reporting

The service provider will work in close co-operation with Enterprise Ilembe who will act as contract co-ordinator and the link between the service provider and the District and Local Municipalities.

The Service Provider will be required to prepare and present progress reports coinciding with each of the agreed milestones. Where considered necessary the Service Provider will also be expected to compile reports and presentations for other bodies as required by the Enterprise Ilembe. The service provider will be expected to keep financial records and other appropriate records.

Section 6: Deliverables & Ceiling Costs

Funding is made available by Enterprise iLembe for the project. Service Providers in their proposals are to set out their approach, methodology and develop clear milestones against which progress can be monitored and payments made.

Payments will be made on invoices submitted for work completed per achieved milestone. On receipt of invoices rendered the service provider should allow at least 4 weeks for the payments to be processed.

Section 7: Documentation and Confidentiality

Ownership of all documentation, material and data produced within the context of this brief, whether in hard or digital format, shall remain the property of Enterprise iLembe Economic Development Agency.

Information and data which is generated in the context of the project; may not be made available to any third party without prior permission of the Chief Executive Officer. All project material shall be presented in both hard copy and electronic format.

Section 8: 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 quotation.

Section 9: Requirements Related to Tender

Please note that it is mandatory to complete Annexure A, MBD 2, 4 and 6.1 forms. Failure to complete these documents and return it with your submission will disqualify your bid in its entirety.

Submission of Proposals

Bidders are encouraged to include the following, inter alia, in the detailed proposal:

- *All relevant labelled supporting documents as annexures to the proposal. (Please refer to Section 11 of this document for details regarding the supporting documents required);*
- *Bidders are encouraged to submit a summary of previous projects and a list of relevant references.*
- *Bidders are to submit a detailed timeframe with milestones.*

Proposals must be submitted in sealed envelopes endorsed **“PROPOSAL FOR THE DEVELOPMENT OF A DISTRICT TOURISM STRATEGY”** and must be hand delivered and placed in the tender box at **Sangweni Tourism Centre, Cnr. Link Road & Ballito Drive, Ballito** and addressed to;

The Chief Executive Officer

Enterprise iLembe,

Sangweni Tourism Centre,

Cnr Link Road & Ballito Drive;

and be received on or before **Friday, 14 August at 10h00.**

Please note: All proposals must be hand-submitted to the tender box, and incomplete, faxed, emailed applications and applications received after the closing date and time **WILL NOT** be considered. Bidders using a courier service to deliver documents are responsible for ensuring that such delivered documents are physically deposited in the tender box.

Enterprise iLembe does not bind itself to accept the lowest or any of the bids and reserves the right to accept the whole or part of the bid proposal.

Section 10: Adjudication Criteria

Procurement Policy

Bids 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 in terms of the PPPFA (No.5 of 2000) and the 2011 B-BBEE Regulations.

Any bid that fails to achieve a minimum of 60 points on the functionality evaluation shall not be evaluated further and will be deemed to be non-responsive.

Functionality Evaluation

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

NB: Bidders must demonstrate by submitting documentary proof in relation to the claim of points with respect to the following key competencies/areas:

Competencies

The successful bidders or consortium must demonstrate the following key competencies for the functionality evaluation:

No:	Competency	Point Allocation	Maximum Points								
1.	Tender's Experience and Qualifications. <i>(Give details to support experience. Annexure No. in response column)</i>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">0 years</td> <td style="width: 50%; text-align: right;">0</td> </tr> <tr> <td>1 – 5 years</td> <td style="text-align: right;">10</td> </tr> <tr> <td>5 – 10 years</td> <td style="text-align: right;">15</td> </tr> <tr> <td>Above 10 years</td> <td style="text-align: right;">25</td> </tr> </table>	0 years	0	1 – 5 years	10	5 – 10 years	15	Above 10 years	25	25
0 years	0										
1 – 5 years	10										
5 – 10 years	15										
Above 10 years	25										
2.	Project Methodology <i>(Give details to support experience and or list of references. Annexure No. in response column)</i>	30	30								
3.	Proof of Previous Success specific to this project <i>Give details to support this and a list of references. Annexure No. in response column)</i>	30	30								
4.	Value adding – Community beneficiation	15	15								

Only bidders who achieve a total of 60 points for functionality in terms of the above will then be evaluated in terms of the 80/20 points scoring system. Bidders wishing to claim preferential points must attach B-BBEE certificate.

The 80/20 preference point scoring system will be applied with points allocated as follows:-

- 80 points for the price;
- 20 points for B-BBEE status level

The 20 preference points will be allocated based on B - BBEE status level of contribution and shall be allocated as per table below:-

Status Level of Contributor	Preference Points on scorecard (80/20 System)
1	20
2	18
3	16
4	12
5	8
6	6
7	4
8	2
Non-contributor	0

Section 11: Required Annexures

Annexure A: Compulsory Information Sheet (see below)

Annexure B: Detailed Proposal

Annexure C: Registration details & Compliance

- Company registration
- Valid Original Tax Clearance Certificate (**Compulsory**)
- Proof of VAT registration where applicable
- Power of Attorney/ Signing authority where applicable
- Completed Supplier Registration Forms (if not already on Enterprise iLembe database)
- Annexure A (below), MBD 2,4 and 6.1 Forms (**Compulsory**)

Annexure D: HDI Ownership

- B-BBEE Verification Certificate (Please attach the approved B-BBEE accreditation certificate if available in order to claim points for this.)

ANNEXURE A – MANDATORY INFORMATION

Name of Company: _____

Contact Person/s: _____

Contact Number/s: _____

E-mail Address: _____

Details	Response/Annexure
Tender's Experience and Qualifications.	
Project Methodology	
Proof of Previous Success specific to this project	
Value adding – Community beneficiation	
Business located within the iLembe District	YES <input type="checkbox"/> NO <input type="checkbox"/>
Total Price (Including VAT)	

Above information certified correct:

Signature: _____

Name: _____

Date: _____

NB: By signing this annexure, the bidder accepts the clauses contained within these Terms of Reference.