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Tender

## **ESC22207 - Marcomms Framework**

Energy Systems Catapult

F02: Contract notice

Notice identifier: 2022/S 000-001802

Procurement identifier (OCID): ocds-h6vhtk-030da3

Published 21 January 2022, 9:25am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Energy Systems Catapult

7th Floor, Cannon House, The Priory Queensway

Birmingham

B4 6BS

#### **Contact**

Mr Jim Owen

#### **Email**

[jim.owen@es.catapult.org.uk](mailto:jim.owen@es.catapult.org.uk)

#### **Telephone**

+44 1212033700

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://es.catapult.org.uk/>

Buyer's address

<https://es.catapult.org.uk/>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procontract.due-north.com/Advert/Index?advertId=e29e6403-5878-ec11-8110-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert/Index?advertId=e29e6403-5878-ec11-8110-005056b64545>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Other activity

R&DI in energy challenges on the way to Net Zero

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

ESC22207 - Marcomms Framework

Reference number

DN592377

#### **II.1.2) Main CPV code**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

Energy Systems Catapult is setting up a framework and we are inviting creative design agencies, communications specialists, digital marketers, and visual production specialists to apply for the tender.

Since inception in 2015, the Catapult has evolved its brand into an exciting, innovative and forward-looking organisation. We are looking for organisations who will challenge our boundaries even further and offer creative and innovative solutions to our marketing and communications work.

#### **II.1.5) Estimated total value**

Value excluding VAT: £2,200,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

### **II.2) Description**

#### **II.2.1) Title**

PR (public relations) specialists, copywriting, content creation and proofreading

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

ESC offices and or offices of successful provider.

### **II.2.4) Description of the procurement**

Agencies on this lot are capable of translating communications strategy into marcomms deliverables, and producing, actionable, effective, cost efficient and measurable content across all relevant channels. This may include, but is not limited to:

- Offering a traditional public relations service using a wide variety of channels
- Providing detailed media and channel recommendations
- Offering recommendations for brand awareness and media management
- Using data and analytics to justify investment decisions
- Design and develop content in line with ESC's services and offerings
- Design and develop high-quality methods of dissemination for content
- Research, write and develop case-studies
- Develop positioning and messaging
- Development of creative propositions, inclusive of relevant research including the

delivery of brand and values workshops

- Training, including media training, crisis handling etc.
- Public affairs strategy service

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical Capabilities / Weighting: 90

Cost criterion - Name: Commercial Submission / Weighting: 10

#### **II.2.6) Estimated value**

Value excluding VAT: £500,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

48

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

### **II.2) Description**

#### **II.2.1) Title**

Digital marketing and social media specialists

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

ESC offices and or offices of successful provider.

### **II.2.4) Description of the procurement**

Agencies can provide digital marketing services and products both as sole services/products and to integrate with wider campaigns, with a particular focus on digital lead generation campaigns using all mediums and channels available to them. In addition, we are looking for agencies who are experts on social media and how to develop this channel for use and integration with marketing campaigns. This may include, but is not limited to:

- Digital campaign development and management
- Expertise and knowledge in the use of paid media, SEO, optimisation and analytics and reporting
- Content creation and management
- Social media execution/implementation and strategy
- Interactive tools including apps
- Digital collateral

### **II.2.5) Award criteria**

Quality criterion - Name: Technical Capabilities / Weighting: 80

Cost criterion - Name: Commercial Submission / Weighting: 20

### **II.2.6) Estimated value**

Value excluding VAT: £400,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

48

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Design, Digital and Traditional

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79400000 - Business and management consultancy and related services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

ESC offices and or offices of successful provider.

#### **II.2.4) Description of the procurement**

Agencies can provide a full design service across all types of project. This may include, but is not limited to:

- Creative direction and management
- Developing design concepts suitable across all media channels, including online and offline.
- Designing/developing brand collateral to include, but not limited to:
  - o Brochures
  - o Infographics and icons
  - o Magazines, booklets and programmes
  - o Stationery and marketing products
  - o Large scale graphics including hoardings
  - o Events stands, boards, banners, displays, vinyls
  - o Bespoke collateral
  - o Posters
  - o Reports, guides, manuals and workbooks
  - o Imagery / illustrations /animations
  - o HTML emails
  - o Digital brochures
  - o Interactive tools and presentations
- Designing brand identity including:

- o Logo
- o Core messages
- o Intellectual Property Rights
- o Trademarking
- Developing/producing multi-channel brand guidelines
- Typesetting, proofing and pagination
- Liaison with printers/print managers and event or digital production teams

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical Capabilities / Weighting: 80

Cost criterion - Name: Commercial submission / Weighting: 20

#### **II.2.6) Estimated value**

Value excluding VAT: £700,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

48

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union

funds: No

## **II.2) Description**

### **II.2.1) Title**

Visual Content, including photography, video and digital production

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

Main site or place of performance

ESC offices and or offices of successful provider.

### **II.2.4) Description of the procurement**

Agencies are capable of producing one or more of the following:

- Production and editing of moving picture and video (TV, web, social etc) – including:
  - o Promotional films, online, content, interviews
  - o Videoing of events/workshops
  - o External or internal interview videos
  - o Editing of in-house produced content
- Animation and motion graphics including fly-throughs
- Drone footage
- Augmented reality and bespoke VR/AR technology (visual projection, goggles etc).

- Still photography
- Headshots
- External filming of case studies with partners/customers
- Sourcing of B roll and/or stock imagery to complement video production

#### **II.2.5) Award criteria**

Quality criterion - Name: Technical Capabilities / Weighting: 60

Cost criterion - Name: Commercial Proposal / Weighting: 40

#### **II.2.6) Estimated value**

Value excluding VAT: £500,000

#### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

48

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 12

In the case of framework agreements, provide justification for any duration exceeding 4 years:

n/a

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

21 February 2022

Local time

2:30pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

21 February 2022

Local time

3:00pm

Place

Due to current COVID Restrictions and current working practices, it is not possible to hold a

tender opening, therefore a meeting held on Microsoft Teams will be conducted where a nominated individual will Open the tenders and another nominated individual will note the responses received accordingly.

Information about authorised persons and opening procedure

They will be opened by the Procurement Manager and checked by a Procurement team member.

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Royal Courts of Justice

London

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Royal Courts of Justice

London

Country

United Kingdom

#### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

In the first instance, all appeals should be promptly brought to the attention of the contact specified in Section I above, and will be dealt with in accordance with the requirements of

the Public Contracts Regulations 2015. Any appeals must be brought within the timescales

specified by the applicable law, including without limitation, the Public Contracts

Regulations 2015. In accordance with the Public Contracts Regulations 2015, the

contracting authority will also incorporate a minimum 10 calendar day standstill period from

the date information on award of contract is communicated to tenderers.

As the UK does not have any special review body with responsibility for appeal/mediation procedures in public procurement competitions, any challenges will be dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the Public Contracts Regulations 2015.

**VI.4.4) Service from which information about the review procedure may be obtained**

Royal Court of Justice

London

Country

United Kingdom