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Tender

Transformation - Communications & Engagements

Scottish Water

F05: Contract notice – utilities

Notice identifier: 2022/S 000-002023

Procurement identifier (OCID): ocds-h6vhtk-030e80

Published 24 January 2022, 2:15pm

Section I: Contracting entity

I.1) Name and addresses

Scottish Water

6 Buchanan Gate

Glasgow

G33 6FB

Email

iain.masterson@scottishwater.co.uk

Telephone

+44 7443876127

Country

United Kingdom

NUTS code

UKM - Scotland

Internet address(es)

Main address

<https://www.scottishwater.co.uk/>

Buyer's address

<https://www.scottishwater.co.uk/>

I.3) Communication

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

<https://www.delta-esourcing.com/tenders/UK-UK-Glasgow:-Event-services./5NKTUHS4QE>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

I.6) Main activity

Water

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Transformation - Communications & Engagements

Reference number

SW21/ACP/1380

II.1.2) Main CPV code

- 79952000 - Event services

II.1.3) Type of contract

Services

II.1.4) Short description

1.Strategic communications consultancy and delivery – to create our story and launch programme, would include the ongoing refinement of the story and any other future strategic communications support we might need for transformation more generally. Could also include events content input.

2.Creative delivery – to include animation, video, design, imagery, visual identities, podcasts, digital comms, publications, apps etc.

3.Technical event delivery – Physical event AV, digital event platforms, technical logistics.

II.1.5) Estimated total value

Value excluding VAT: £8,000,000

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

Communications Consultancy

Lot No

1

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

Main site or place of performance

SCOTLAND

II.2.4) Description of the procurement

Internal Communications Consultancy (Transformation)

Brief and specification

This section provides tenderers with an overview of the consultancy requirements for Scottish Water's transformation programme, sets out the scope and specification requirements and the information to be provided by each supplier.

Proposed scope for communication consultancy service to support the Scottish Water transformation for up to six years.

Scottish Water seeks to 1-3 suppliers to provide high quality communication consultancy, for large and small-scale events across Scotland for up to six years, subject to ongoing performance review and being able to demonstrate value for money.

Background

Scottish Water services support the daily lives of 2.54 million households and 152,000 business premises across Scotland. We employ nearly 4,000 people based all over Scotland. Our transformation is the single biggest, long-term programme of change underway at Scottish Water.

Our future together is the transformation journey Scottish Water will be taking to support a flourishing Scotland. It's how we're addressing the challenges of a changing climate, aging assets and ensuring a sustainable future.

We have developed a narrative to support this change and would like to engage a communications consultancy to ensure continued focus and attention on transformation as the programme moves into different phases.

It is Scottish Water's intention to engage with a supplier that can execute story-driven change, deliver long term engagement strategies for our varied audiences for up to six years.

The appointed provider will have relevant experience, ability to deliver creative solutions for long term change, as well as offering best value for money and availability.

It is estimated, but not limited, that over the initial two-year period we will host one large

scale internal event programme, build a network and use a variety of channels to engage employees across Scottish Water.

Scope and specification

Our narrative offers the opportunity to connect to the change, communicate key messages, show case future plans and engage employees. The scope of the contract is to provide communication consultancy services to Scottish Water to effect transformational change.

You will provide solutions to keep our narrative alive, build and sustain belief in the change, and accelerate understanding of the changes we're making. With creative strategies to enthuse, inspire trust, shift mindsets and keep key internal stakeholders engaged.

We also expect the appointed supplier, where possible, to provide quality sustainable products and be making ongoing improvements to reduce their environmental impact and support a sustainable event.

Specifically, the communication consultancy supplier must:

- Have proven experience of story-driven change, strategy engagement, transformation and culture change
- As required, work with other Scottish Water suppliers to understand project design, AV and provide creative audio-visual or production solutions
- Follow a brief to provide innovative solutions and best practice to engage Scottish Water audiences
- Provide a range of engagement activity using a wide range of channels, including events, designed to align employees to a shared vision
- Produce a detailed delivery plan for each activity
- Supply well researched and effective creative materials to support all activities
- Host research events and activities to ensure early connection
- Advise on audience engagement, including empowering leaders and collaboration
- Attend site visits when required at specified times
- Provide a consistent team for the duration of the contract

- Management of third-party invoicing for any third-party suppliers ensuring Scottish Water has full transparency of any related costs
- Adhere to Scottish Water Branding Guidelines and internal tone of voice
- Based on requirements produce robust risk assessments and contingency planning which reflect all safety measures required in relation to the COVID-19 climate at all times

Further information

Audience: The audience is made up of employees from across the business and directorates – office based and field / operational employees - and representatives from our supply chain partners. Also, Senior leaders, business managers and team managers.

Planning meetings: You should be available to attend planning meetings, site visits, set up days and activity days.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £2,000,000

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

Duration in months

72

This contract is subject to renewal

Yes

Description of renewals

2 year initial period with 2 x 2 year optional extensions.

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 3

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.2.14) Additional information

The PQQ documents can also be accessed by logging in through the Scottish Water Delta e-sourcing webpage <https://scottishwater.delta-esourcing.com/> and through the Response Manager section using the following Access Code: 5NKTUHS4QE

II.2) Description

II.2.1) Title

Creative Consultancy

Lot No

2

II.2.2) Additional CPV code(s)

- 79400000 - Business and management consultancy and related services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

Main site or place of performance

SCOTLAND

II.2.4) Description of the procurement

Internal Communications Creative Services Contract (Transformation)

Brief and specification

This section provides tenderers with an overview of the creative requirements for Scottish Water's transformation programme, sets out the scope and specification requirements and the information to be provided by each supplier.

Proposed scope for communication creative service to support the Scottish Water transformation for up to six years.

Scottish Water seeks to appoint 1-3 suppliers to provide high quality creative services, for up to six years, subject to ongoing performance review and being able to demonstrate value for money.

Background

Scottish Water services support the daily lives of 2.54 million households and 152,000 business premises across Scotland. We employ nearly 4,000 people based all over Scotland. Our transformation is the single biggest, long-term programme of change underway at Scottish Water.

Our future together is the transformation journey Scottish Water will be taking to support a flourishing Scotland. It's how we're addressing the challenges of a changing climate, aging assets and ensuring a sustainable future.

We have developed a narrative and creative content to support this change and would like to engage a creative agency to provide ongoing impactful creative materials that bring our Scottish Water narrative and transformation change to life.

It is Scottish Water's intention to engage with a supplier that can offer several creative services in one place. An agency that will make our transformation simple.

The appointed provider will have relevant experience, ability to deliver creative solutions for long term change as well as offering best value for money and availability.

It is estimated, but not limited, that over a two-year period we will be implementing a significant large scale programme of change (approx. 20 events over three months), around 50 small scale events, build a network and use a variety of channels to engage employees across Scottish Water.

Scope and specification

Our narrative offers the opportunity to connect to the change, communicate key messages, show case future plans and engage employees. The scope of the contract is to provide impactful creative services that inspire the transformation journey we are on.

You will provide creative solutions to keep our narrative alive, build and sustain belief in the change, and accelerate understanding of the changes we're making. With creative strategies and solutions to enthuse and keep key internal stakeholders engaged.

We also expect the appointed supplier, where possible, to provide quality sustainable products and be making ongoing improvements to reduce their environmental impact.

Specifically, the agency must:

- o Produce quick creative solutions to briefs, with an eye for detail
- o Demonstrate a track record for trailblazing new trends in technology and creative
- o Have proven creative experience of story-driven change, strategy engagement, transformation and culture change developed with intent to engage employees
- o As required, work with other Scottish Water suppliers
- o Can quickly come to learn about our commercial and transformation context
- o Follow a brief to provide innovative solutions and best practice to engage Scottish Water audiences, taking care of the detail, reacting quickly to feedback, going back and forth as many times as it takes
- o Have excellent relationship management, logistical and project management skills
- o Provide a range of creative material suitable for a wide range of channels designed to align employees to a shared vision:
 - o impactful videos
 - o copywriting; scriptwriting
 - o sound design and voice over
 - o illustration
 - o animation
 - o branding
 - o digital – software product creation; email campaigns; screensavers; mobile solutions
 - o creative direction and campaigns

- o Produce a detailed delivery plan for each activity
- o Understand our varied audiences and mindsets
- o Provide solutions that enrich the employee experience of change
- o Provide a consistent team for the duration of the contract
- o Manage any third-party invoicing for any third-party suppliers ensuring Scottish Water has full transparency of any related costs
- o Adhere to Scottish Water Branding Guidelines and internal tone of voice

Further information

Audience: The audience is made up of employees from across the business and directorates – office based and field / operational employees - and representatives from our supply chain partners. Also, Senior leaders, business managers and team managers.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £1,500,000

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

Duration in months

72

This contract is subject to renewal

Yes

Description of renewals

2 year initial period with 2 x 2 year optional extensions

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 3

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.2.14) Additional information

The PQQ documents can also be accessed by logging in through the Scottish Water Delta e-sourcing webpage <https://scottishwater.delta-esourcing.com/> and through the Response Manager section using the following Access Code: 6H2F38245J

II.2) Description

II.2.1) Title

AV & Digital Production

Lot No

3

II.2.2) Additional CPV code(s)

- 79952000 - Event services

II.2.3) Place of performance

NUTS codes

- UKM - Scotland

Main site or place of performance

SCOTLAND

II.2.4) Description of the procurement

Brief and specification

This section provides tenderers with an overview of the audio-visual production requirements for Scottish Water's events programme, sets out the scope and specification requirements and the information to be provided by each supplier.

Proposed scope for audio-visual production services for various Scottish Water events for up to six years.

Scottish Water seeks to appoint 3-5 audio-visual (AV) suppliers to provide high quality AV production services, for large and small-scale events across Scotland for up to 6 years, subject to ongoing performance review and being able to demonstrate value for money.

Background

Scottish Water services support the daily lives of 2.54 million households and 152,000 business premises across Scotland. We employ nearly 4,000 people based all over Scotland. Our events are one of the key channels we use to communicate face to face and digitally with our internal and external audiences. Our events offer us the opportunity to communicate key messages, show case future plans and engage with customers and employees.

It is Scottish Water's intention to have a pool of quality AV suppliers that can be utilised to deliver various large and small-scale events for both internal and external audiences across different locations, and virtually, in Scotland for up to six years.

Several large-scale events we host run a series of events over several weeks or months. Therefore, at times, we anticipate a need for different suppliers to be working on different events. We intend to have only one AV supplier working on one event at a time and do not intend have several AV suppliers at the same event.

The appointed providers will be awarded projects based on their experience, ability to deliver creative solutions specific to the event requirements, offer best value for money and availability.

It is estimated, but not limited, that over a two-year period we will host around three large scale external programmes which run as a series of events (approx. 20 per year in total throughout the calendar year), one large scale internal programme (approx. 20 events over three months) and around 70 small scale events.

A list of example events are available within the scope document issued with the PQQ.

Scope and specification

The scope of the contract is to provide audio-visual production services to Scottish Water for large and small-scale in person, hybrid and digital events. You will be expected to work with Scottish Water and its appointed creative partners to understand event design and provide creative audio-visual production solutions. You will be expected to provide solutions for activities and set production, source and supply reliable and effective audio-visual equipment and event kit for production of events, transport and install audio-visual equipment, attend set-up days and provide on-site support on event days. Where digital platforms are required you will be expected to provide reliable, innovative, multi-functional interactive solutions. We also expect you to provide platform support to SW event organisers and contributors. We also expect the appointed supplier, where possible, to provide quality sustainable products and be making ongoing improvements to reduce their environmental impact and support a sustainable event.

Specifically, the audio-visual production supplier must:

- Work with Scottish Water's suppliers to understand project design and provide creative audio-visual or production solutions
- Follow a design brief, highlighting any issues for audio-visual production and providing innovative solutions to ensure delivery of a seamless event
- Produce a detailed delivery plan for each venue
- Produce an audio-visual risk management plan for each venue
- Supply reliable and effective audio-visual equipment to run the event (e.g. lighting, sound desk, screens, speakers, mics etc.)
- Supply, transport and install a scalable set based on the design brief
- Transport and install set design and equipment at various site locations, at set times prior to each event
- Transportation of all technical equipment to and from various site locations
- Provide an on-site support service at each event
- Source audio-visual products and design solutions to maximise performance, offer value for money and reduce environmental impact
- For digital platforms provide platform demonstrations, user guide, implementation timeline and client test sites as required
- Provide creative AV design solutions for each venue considering venue size, décor and

limitations around lighting, room shape and size etc.

- Source and supply quality sustainable products and materials to be used as part of the set design and activities
- Attend site visits when required at specified times provided by the client
- Provide consistent crew members including, Account Manager, Technical Manager and Production Manager for the duration of the contract
- Provide consistent crew members for all set-up days and all events
- Management of third-party invoicing for any third-party suppliers ensuring Scottish Water has full transparency of any related costs
- Meet, Scottish Water and Venue, Health and Safety standards for each event.
- Based on the event requirements produce robust risk assessments and contingency planning which reflect all safety measures required in relation to the Covid climate at all times
- Present adaptable solutions which comply with Scottish Government's live event guidance at all times. <https://www.gov.scot/publications/coronavirus-covid-19-stadia-and-live-events-advice-for-event-organisers/>
- Work with Scottish Water technical and operational personnel to help set up, install and maintain temporary water stations in line with Scottish Water policy and procedures and regulatory guidelines.

Further information

Venues: Venues vary from hotels and purpose-built conference facilities, community facilities, as well as marquees/pods and portable stands at outdoor events.

Audience: Internal events - the audience will comprise of employees from across the business – both office based and field / operational employees - and representatives from our supply chain partners. External events – customers and stakeholder groups.

Project management: project management of the events, including logistical management, will be the responsibility of Scottish Water. Scottish Water reserves the right to amend the listing in relation to contract requirements.

Planning meetings: You should be available to attend planning meetings, site visits, set up days and event days.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £4,500,000

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

Duration in months

72

This contract is subject to renewal

Yes

Description of renewals

2 year initial period with 2 x 2 year extension options

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged minimum number: 3

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.2.14) Additional information

The PQQ documents can also be accessed by logging in through the Scottish Water Delta e-sourcing webpage <https://scottishwater.delta-esourcing.com/> and through the Response Manager section using the following Access Code: 784DB5XZ4U

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Minimum level(s) of standards possibly required

Applicants will be expected to be of sufficient financial and economic standing to support the anticipated contract value. All applicants must complete the financial questions within the pre-qualification questionnaire and tender documents. Financial standing relevant to the anticipated contract value will be determined by Scottish Water based on the response to the pre-qualification questionnaire and any further financial checks deemed necessary

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

III.1.6) Deposits and guarantees required

Scottish Water reserves the right to require deposits, guarantees, bonds or other forms of appropriate security

III.1.7) Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

All prices quoted shall be in Sterling (UK) and all payments shall be made in Sterling (UK). Payment shall be made on the basis of completed services in accordance with the agreed contract rates, schedules and conditions of contract

III.1.8) Legal form to be taken by the group of economic operators to whom the contract is to be awarded

In the event of a group of companies submitting an accepted offer it will be necessary for each member of the group to sign an undertaking that each company in the group will be jointly and severally liable for the satisfactory performance of the contract

III.2) Conditions related to the contract

III.2.2) Contract performance conditions

Bidders must comply with modern slavery act and operate an ethical supply chain

III.2.3) Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Negotiated procedure with prior call for competition

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

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

23 February 2022

Local time

12:00pm

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

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.2) Information about electronic workflows

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

VI.3) Additional information

Scottish Water will not accept the SPD. We will only accept a completed Scottish Water PQQ document. This Notice does not preclude Scottish Water from issuing other notices for specific requirements. Responses to the FTS Notice will be evaluated and only successful applicants following PQQ evaluation will be invited to submit a tender. Scottish Water reserves the right to divide the scope of the contract into lots at tender and contract award stages as it deems appropriate. Applicants who fail to supply all of the information requested in response to this Notice or any resulting tender exercise may risk elimination

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://scottishwater.delta-esourcing.com/tenders/UK-UK-Glasgow:-Event-services./5NKTUHS4QE>

To respond to this opportunity, please click here:

<https://scottishwater.delta-esourcing.com/respond/5NKTUHS4QE>

GO Reference: GO-2022124-PRO-19532519

VI.4) Procedures for review

VI.4.1) Review body

Glasgow Sheriff Court

1 Carlton Place

Glasgow

G5 9TW

Telephone

+44 1414298888

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Scottish Water

6 Buchanan Gate

Glasgow

G33 6FB

Telephone

+44 8000778778

Country

United Kingdom

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

Scottish Water

6 Buchanan Gate

Glasgow

G33 6FB

Telephone

+44 8000778778

Country

United Kingdom