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Tender

Export Promotion PR Services

Department for International Trade

F02: Contract notice

Notice identifier: 2021/S 000-006291

Procurement identifier (OCID): ocds-h6vhtk-02991c

Published 26 March 2021, 10:56pm

Section I: Contracting authority

I.1) Name and addresses

Department for International Trade

3 Whitehall Place

London

SW1A 2AW

Contact

Will Medici

Email

CommercialMarEvents@trade.gov.uk

Telephone

+44 7741186925

Country

United Kingdom

NUTS code

UK - UNITED KINGDOM

Internet address(es)

Main address

<https://uktrade.app.jaggaer.com/>

I.3) Communication

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

<https://uktrade.app.jaggaer.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://uktrade.app.jaggaer.com/>

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

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Export Promotion PR Services

Reference number

Project_988, itt_211, CR_1196

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

The Department for International Trade ("DIT"), has a requirement for a specialist Public Relations (PR) Agency to deliver PR services that are vital to the successful execution of a more "retail" style of campaigning, as a means to create attention and build momentum around the present opportunity for national growth via exporting.

To access this procurement, please follow the link provided to register on DIT's e-tendering platform, Jaggaer. Once registered, search for "Project_988" and/or "Export Promotion PR Services".

II.1.5) Estimated total value

Value excluding VAT: £400,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

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

- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UK - UNITED KINGDOM

Main site or place of performance

United Kingdom, although there may be a requirement to work with overseas teams

II.2.4) Description of the procurement

The Department for International Trade (“DIT”) has a requirement for the provision of “Export Promotion PR Services” . The Secretary of State for DIT is the contracting authority, referred to in documentation as the "Client".

The full specification is provided within the Invitation to Tender (ITT) on DIT's e-tendering platform, Jaggaer.

In summary, DIT is looking to procure the services of a PR Agency in support of its Export Promotion Campaign. This is vital to the successful execution of a more "retail" style of campaigning, as a means to create attention and build momentum around the present opportunity for national growth via exporting.

DIT have set out an overall approach, proposing overarching and sector-specific "eye-catching" initiatives that will support its work across priority sectors, including:

- Agri-food and drink
- Financial and Professional Services
- Creative
- Education
- Digital / Tech

- Consumer Goods
- Clean Growth

and key themes including:

1. Skills theme: Export Academy
2. Opportunity theme: Opening Doors (Trade deals)
3. Regional theme: Levelling Up and the Union.

DIT's vision is to deliver one unified campaign cutting across sectors and key themes, with one message: "Grow your business through exporting now".

This new tranche of "retail" campaigns marks a significant step change in the use of PR in DIT communications and marketing campaigns.

There is also scope within these requirements to provide services in respect of other DIT and HMG campaigns.

The contract shall be for a period of twelve (12) months, with the contractual option to extend by up to a further twelve (12) months . The requirement has an estimated total value of £400,000 (ex-VAT) per annum, meaning, should the option be enabled to extend (by any length), up to an additional £400,000 (ex-VAT) can be added to the contract value.

Bidders will be expected to demonstrate their tenders will continue to deliver value for money throughout the period of the contract.

DIT has conducted a Cyber Risk Assessment to identify the level of cyber risk to this requirement. It has been identified that Cyber Essentials or equivalent is required. The successful agency will need to undergo a review with DIT's internal data security team upon appointment.

DIT is using e-tendering for this procurement which means this Invitation To Tender (ITT) and the forms for submitting a response are only available in electronic form which can be accessed via your web browser at: <https://uktrade.app.jaggaer.com/>. Bidders should read all the instructions and documents thoroughly and follow the defined processes to comply with our requirements.

DIT intends to make the tender documentation available around 12:00 BST on Monday 29th March 2021 (this notice may appear before then).

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: £400,000

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

Duration in months

12

This contract is subject to renewal

Yes

Description of renewals

The contract can be extended by up to a further twelve (12) months, in as many periods within the twelve (12) months as DIT decides. Should DIT engage any length of extension, it may increase the contract value by up to a further £400,000 (ex-VAT).

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

Bidders will be required to Pitch as part of their response to the Technical Envelope - all details contained within the ITT on Jaggaer. DIT will only arrange the date and time of Pitches once bidders are known following submission of written elements. Please keep the date range indicated in the ITT available.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions

Public Relations and Communications Association (PRCA) Membership

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-004523](#)

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

Date

28 April 2021

Local time

12:00pm

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: 4 (from the date stated for receipt of tender)

IV.2.7) Conditions for opening of tenders

Date

28 April 2021

Local time

12:00pm

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

Department for International Trade

3 Whitehall Place

London

SW1A 2AW

Country

United Kingdom