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Contract

Marketing and Communications Framework

Pool Re Services Limited

F03: Contract award notice

Notice identifier: 2025/S 000-009010

Procurement identifier (OCID): ocds-h6vhtk-047e33

Published 12 March 2025, 2:21pm

Section I: Contracting authority

I.1) Name and addresses

Pool Re Services Limited

Equitable House, 47 King William St

London

EC4R 9AF

Contact

Commercial Services

Email

commercialservices@poolre.co.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.poolre.co.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Marketing and Communications Framework

Reference number

PRE00141

II.1.2) Main CPV code

- 79342000 - Marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

Framework Agreement for Marketing and Communication Services.

Suppliers appointed to the Framework will deliver services to the Pool Re Marketing and Communications team.

The Framework will be divided into three (3) Lots:

Lot 1: Design, Videography and Annual Report

Lot 2: Public Relations

Lot 3: Public Affairs

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,200,000

II.2) Description

II.2.1) Title

Design, Videography and Annual Report

Lot No

1

II.2.2) Additional CPV code(s)

- 79342000 - Marketing services
- 79933000 - Design support services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Design, Videography and Annual Report

Supplying all graphic design and artwork services for Pool Re's external and internal facing collateral. Creating digital assets, maintaining brand guidelines and development of design propositions.

Manage all aspects of video production.

Produce the Pool Re Annual Report

II.2.5) Award criteria

Cost criterion - Name: Technical / Weighting: 70

Cost criterion - Name: Commercial / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework will have an initial three-year term, with options to extend in any number of periods not exceeding an extension period of 1 year in total. The maximum duration of the Framework will not exceed 4 years.

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

Public Relations

Lot No

2

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Provide a full PR service across a variety of projects. Works will include positioning Pool

Re as a thought leader in the terrorism, reinsurance, insurance sector and in the wider media. Developing and implementing PR strategies, crafting newsworthy and engaging content for media and managing social media accounts.

II.2.5) Award criteria

Cost criterion - Name: Technical / Weighting: 70

Cost criterion - Name: Commercial / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework will have an initial three-year term, with options to extend in any number of periods not exceeding an extension period of 1 year in total. The maximum duration of the Framework will not exceed 4 years.

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

Public Affairs

Lot No

3

II.2.2) Additional CPV code(s)

- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Public Affairs and Political Monitoring

Implementing an engagement strategy which results in a deep understanding amongst MPs, Peers, Government Officials and relevant bodies such as Think Tanks of our organisational strategy and objectives. Monitoring the political environment to keep abreast of relevant areas of interest. Support attendance at political conferences and other political stakeholder events.

II.2.5) Award criteria

Cost criterion - Name: Technical / Weighting: 70

Cost criterion - Name: Commercial / Weighting: 30

II.2.11) Information about options

Options: Yes

Description of options

The Framework will have an initial three-year term, with options to extend in any number of periods not exceeding an extension period of 1 year in total. The maximum duration of the Framework will not exceed 4 years.

II.2.13) Information about European Union Funds

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

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

The procurement involves the establishment of a framework agreement

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: [2024/S 000-022113](#)

Section V. Award of contract

Contract No

PRE00141

Lot No

1

Title

Design, Videography and Annual Report

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

20 January 2025

V.2.2) Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

CAVENDISH CONSULTING LIMITED

8-10 Masion House Place

London

EC4N 8BJ

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £200,000

Section V. Award of contract

Contract No

PRE00141

Lot No

1

Title

Design, Videography and Annual Report

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

22 January 2025

V.2.2) Information about tenders

Number of tenders received: 6

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

COHESION DESIGN SERVICES LTD

The Oast EMR Centre, New Road, East Malling

Kent

ME19 6BJ

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £200,000

Section V. Award of contract

Contract No

PRE00141

Lot No

2

Title

Public Relations

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

19 February 2025

V.2.2) Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

FTI CONSULTING LLP

London

EC1A 4HD

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £663,800

Section V. Award of contract

Contract No

PRE00141

Lot No

3

Title

Public Affairs

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

3 February 2025

V.2.2) Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: No

V.2.3) Name and address of the contractor

ARDEN STRATEGIES LTD

Stanley House, 69/71 Hamilton Road

Motherwell

ML1 3DG

Country

United Kingdom

NUTS code

- UKM - Scotland

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £400,000

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Royal Court of Justice

Strand

London

WC2A 2LL

Country

United Kingdom