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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](mailto:commercialservices@poolre.co.uk)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**Internet address(es)**

Main address

[www.poolre.co.uk](http://www.poolre.co.uk)

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

Body governed by public law

**I.5) Main activity**

Economic and financial affairs

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**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

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## **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](#)

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## **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

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## **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

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## **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

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**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

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## **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