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Contract

## **Internal communication and employee engagement Framework Agreement**

British Council

F03: Contract award notice

Notice identifier: 2024/S 000-010713

Procurement identifier (OCID): ocds-h6vhtk-040e4a

Published 3 April 2024, 11:21am

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

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

British Council

M16BB

Manchester

M1 6BB

#### **Email**

[UKProcurement@britishcouncil.org](mailto:UKProcurement@britishcouncil.org)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://www.britishcouncil.org/>

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

Body governed by public law

#### **I.5) Main activity**

Other activity

10

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## **Section II: Object**

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

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

Internal communication and employee engagement Framework Agreement

Reference number

BC/03174

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

- 79400000 - Business and management consultancy and related services

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

Services

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

The British Council's Internal Communications Team is seeking occasional, additional resource and expertise to establish a framework of UK based consultants and suppliers ("the framework") for the delivery of technical expertise in: internal communications, change communications and employee engagement – to provide both strategic and tactical support.

#### **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: £800,000

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

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

Strategic internal communications and employee engagement

Lot No

1

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

- 72221000 - Business analysis consultancy services

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

NUTS codes

- UK - United Kingdom

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

1. Employee audience research; collecting and analysing insight from (or about) our global workforce to inform our internal communications strategy, employee experience strategy, or to support specific internal communication and engagement campaigns<sup>2</sup>. Internal communication audits and associated development projects<sup>a</sup>. channel audits and project management of channel development<sup>b</sup>. content audits and content strategy development<sup>3</sup>. Reviews and recommendations for changes to internal communication frameworks, policies, processes, governance and resourcing.

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

Cost criterion - Name: Commercial / Weighting: 20%

## **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**

Change communications and internal engagement campaigns.

Lot No

2

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

- 72221000 - Business analysis consultancy services

**II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

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

1. Working with internal stakeholders to agree a comprehensive communications brief, ensuring business objectives and desired outcomes are understood and the scope of the work agreed – and then assessing and meeting (or managing) stakeholder expectations throughout the project.2. Conducting baseline research or gathering insight, to assess how comms can measure its impact on achieving business objectives and desired outcomes.3. Developing change communication strategies, narratives and communication action plans (including running communication strategy and planning workshops).4. Developing stakeholder engagement plans.5. Assessing communication risks and potential resistances to change and putting in place mitigating actions. This may include scenario planning, as well as assessing and articulating ambiguity.6. Devising creative ideas and concepts to amplify engagement with change7. Designing and producing creative materials and assets, including various forms of film/video, animation, podcasts, branding, graphic design, gamification, etc. 8. Copywriting, creative writing, message drafting, editing and proofreading9. Creating engaging presentations10. Event design and management11. Conducting ongoing and final measurement to assess how well communication strategies and campaigns are meeting business objectives and desired outcomes – measuring reach, engagement, sentiment, impact/behaviour change and return on investment.

**II.2.5) Award criteria**

Cost criterion - Name: Commercial / Weighting: 20%

**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

## **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

#### **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: [2023/S 000-031234](#)

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## **Section V. Award of contract**

### **Contract No**

BC/03174

### **Lot No**

1

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

15 March 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 26

Number of tenders received from tenderers from other EU Member States: 20

Number of tenders received from tenderers from non-EU Member States: 6

Number of tenders received by electronic means: 26

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Employee Plusecheck

YO1 8AA

York

YO1 8AA

Email

[adam.pledger@ipsos.com](mailto:adam.pledger@ipsos.com)

Telephone

+44 1904654454

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06568503

Internet address

[www.ipsos.com](http://www.ipsos.com)

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Sequel Group Ltd

N1 2SF

London

N1 2SF

Email

[Suzanne.peck@sequelgroup.co.uk](mailto:Suzanne.peck@sequelgroup.co.uk)

Telephone

+44 2073545577

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

934848

Internet address

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

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

The Leith Agency (Cello Signal Ltd)

EH8 6LX

Edinburgh

EH8 6LX

Email

[steve.simpson@leith.co.uk](mailto:steve.simpson@leith.co.uk)

Telephone

+44 1315618600

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

SC143653),

Internet address

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

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Four Communcations

E1 1FX

London

E1 1FX

Email

[Tenders@four.agency](mailto:Tenders@four.agency)

Telephone

+44 2039200555

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04286449

Internet address

[www.four.agency](http://www.four.agency)

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Enthuse Communications Limited

M33 3EH

Manchester

M33 3EH

Email

[andrea.law@enthuse-comms.co.uk](mailto:andrea.law@enthuse-comms.co.uk)

Telephone

+44 7812343310

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

09478665

Internet address

[www.enthuse-comms.co.uk](http://www.enthuse-comms.co.uk)

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £400,000

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

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## **Section V. Award of contract**

### **Contract No**

BC/03174

### **Lot No**

2

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

15 March 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 33

Number of tenders received from SMEs: 33

Number of tenders received from tenderers from other EU Member States: 30

Number of tenders received from tenderers from non-EU Member States: 3

Number of tenders received by electronic means: 33

The contract has been awarded to a group of economic operators: Yes

#### **V.2.3) Name and address of the contractor**

Employee Pulsecheck

YO1 8AA

York

YO1 8AA

Email

[adam.pledger@ipsos.com](mailto:adam.pledger@ipsos.com)

Telephone

+44 1904654454

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

6568503

Internet address

[www.ipsos.com](http://www.ipsos.com)

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

Sequel Group Ltd

N1 2SF

London

N1 2SF

Email

[Suzanne.peck@sequelgroup.co.uk](mailto:Suzanne.peck@sequelgroup.co.uk)

Telephone

+44 2073545577

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

934848

Internet address

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

The contractor is an SME

Yes

### **V.2.3) Name and address of the contractor**

H and H Agency Ltd

HU13 0LH

Humberside

HU13 0LH

Email

[duncan.b@handhcomms.co.uk](mailto:duncan.b@handhcomms.co.uk)

Telephone

+44 1482230222

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07511770

Internet address

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

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Blue goose design Ltd

W1W 6SS

London

W1W 6SS

Email

[sarah@bluegoose.co.uk](mailto:sarah@bluegoose.co.uk)

Telephone

+44 7905930144

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

03701608

Internet address

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

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

The Leith Agency (T/A Cello Signal Ltd)

EH6 6LX

Edinburgh

EH6 6LX

Email

[steve.simpson@leith.co.uk](mailto:steve.simpson@leith.co.uk)

Telephone

+44 1315618600

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

SC143653

Internet address

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

The contractor is an SME

Yes

**V.2.3) Name and address of the contractor**

Four Communications

E1 1FX

London

E1 1FX

Email

[Tenders@four.agency](mailto:Tenders@four.agency)

Telephone

+44 2039200555

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

04286449

Internet address

[www.four.agency](http://www.four.agency)

The contractor is an SME

Yes

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

Initial estimated total value of the contract/lot: £400,000

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**

British Council

Manchester

Country

United Kingdom