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Tender

Dynamic Purchasing System (DPS) for the Provision of Marketing Services and Events Re-opening

Connected Places Catapult

F02: Contract notice

Notice identifier: 2024/S 000-021740

Procurement identifier (OCID): ocds-h6vhtk-047d92

Published 15 July 2024, 7:25pm

Section I: Contracting authority

I.1) Name and addresses

Connected Places Catapult

1 Sekforde Street

London

EC1R 0BE

Contact

Procurement Team

Email

procurement@cp.catapult.org.uk

Telephone

+44 2079525111

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

<http://cp.catapult.org.uk>

Buyer's address

<http://cp.catapult.org.uk>

I.3) Communication

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

<https://procontract.due-north.com/Register>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Register>

I.4) Type of the contracting authority

Other type

Not for Profit

I.5) Main activity

Other activity

Transport

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Dynamic Purchasing System (DPS) for the Provision of Marketing Services and Events
Re-opening

Reference number

DN732684

II.1.2) Main CPV code

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

II.1.3) Type of contract

Services

II.1.4) Short description

The Connected Places Catapult Marketing Directorate includes the Marketing & Design, Content, and Events & Partnerships Teams. These teams cover the whole organisation and work on a variety of first party and third party events as well as marketing & design deliverables e.g. bi-annual magazine publication, podcasts, reports etc. to support project delivery and marketing campaigns.

If interested in this opportunity, please register at link below if not already registered and Express an Interest to download the tender documents : <https://procontract.due-north.com/Register>

II.1.5) Estimated total value

Value excluding VAT: £10,000,000

II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 14

II.2) Description

II.2.1) Title

Lot 1: CATERING

Lot No

1

II.2.2) Additional CPV code(s)

- 55520000 - Catering services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Catering services for Connected Places Catapult events. Events could take place in our offices in Milton Keynes, London (Farringdon) where we have our own events venue, or externally at venues across London or rest of UK.

Key capabilities:

VIP catering (for high-end dinners)

Conference catering

Networking events (breakfast, canapes, bowl food)

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Lot 2: EVENT SUPPORT STAFF

Lot No

2

II.2.2) Additional CPV code(s)

- 79952000 - Event services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Catering staff to support at events if not provided as a service part of Lot 1. These events would mainly take place within the Connected Places Catapult owned event venues in Milton Keynes and London (Farringdon).

Key capabilities:

Set up and set down of catering stations

Serving during event

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Lot 3: AUDIO VISUAL AND LIVE STREAMING

Lot No

3

II.2.2) Additional CPV code(s)

- 32300000 - Television and radio receivers, and sound or video recording or reproducing apparatus

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Providing AV support for physical and hybrid Connected Places Catapult events.

Key Capabilities:

Producing physical/hybrid events with experience in using Hopin, Airmeet, Zoom preferable

Lighting

Sound

Stage graphics

Equipment hire (e.g. digital screens, touch screens)

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Lot 4: EXHIBITION BUILD

Lot No

4

II.2.2) Additional CPV code(s)

- 39154100 - Exhibition stands

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Production and build of small-scale exhibition pods and larger scale stands for both Connected Places Catapult events and at third party events at which we participate. Events can be in the UK or internationally.

Key capabilities:

Sustainable solutions for small-scale pods and exhibition stands

Build of space only stands at tradeshow

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Lot 5: PRINTING

Lot No

5

II.2.2) Additional CPV code(s)

- 30100000 - Office machinery, equipment and supplies except computers, printers and furniture

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Production and print of promotional materials

Key capabilities:

Promotional Giveaways (e.g notebooks, pens, etc.)

Conference badges

Event brochures and other support documents

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Lot 6: FURNITURE HIRE

Lot No

6

II.2.2) Additional CPV code(s)

- 39000000 - Furniture (incl. office furniture), furnishings, domestic appliances (excl. lighting) and cleaning products

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Variety of furniture options for dining, conference chairs, high tables, high chairs, tub chairs, coffee tables etc.

Key capabilities:

Round tables

Tub chairs and coffee tables

Poser tables and high chairs

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Lot 7: EVENT AGENCIES

Lot No

7

II.2.2) Additional CPV code(s)

- 79952000 - Event services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

To outsource the production and management of UK and international events.

Key capabilities:

Event strategy and planning

Supplier and budget management

Venue and catering

Exhibition design and build

Registration management

Coordinating internal and external stakeholders

Content and speaker development, acquisition and management pre-event, on-site and post-event

PR and marketing

Logistical delivery on-site

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Lot 8: EVENT VENUES

Lot No

8

II.2.2) Additional CPV code(s)

- 79952000 - Event services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Place-specific venues e.g. railway stations, airports, maritime ports, stadia, exhibition and conference venues, universities, government-owned venues (e.g. townhalls, city councils), museums, hotels in London and across the UK's core cities.

Key capabilities:

Capacity between 50 and 500 max

Multiple breakout meeting rooms

Flexibility on supplier selection (preferable)

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

MARKETING & DESIGN Lot 9: WEBSITE

Lot No

9

II.2.2) Additional CPV code(s)

- 72000000 - IT services: consulting, software development, Internet and support

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

Produce websites that increase revenue, conversions, leads and visibility. Make sure that the site is user and search engine friendly with a fully responsive web design that renders seamlessly on mobile. Experience managing WordPress websites is essential, designing and building campaign landing pages.

Key capabilities:

- o Website design
- o Hosting
- o CSS
- o JQuery
- o SEO
- o Post launch support SLA
- o API integration
- o UX testing and Conversion Rate Optimisation (CRO)
- o CRM integration and data collection
- o Keyword strategy

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Lot 10: MARKETING / BRANDING

Lot No

10

II.2.2) Additional CPV code(s)

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

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

360° digital agency delivering exceptional online experiences. With a team of specialists are on hand to provide strategic support and direction. Use data to understand how to reach our target audience.

Key capabilities:

- o Social media marketing
- o PPC
- o Influencer Marketing
- o Email Marketing
- o paid media
- o Digital PR
- o Performance marketing
- o Audience insights
- o Reporting
- o Data-driven attribution solutions

PAID ADVERTISING

PPC Specialists that can plan, build and manage innovative paid media campaigns. Plan smart strategies with audience data, and which allow us to hit the right people, at the right time, with the right message driven by data

Key capabilities:

- o Google ads- Google Display Network
- o Automation (bid/campaign management, scripts)
- o Microsoft ads

- o Social media ads

- o Ad optimising

Digital marketing freelancers with experience providing website, social media, and/or email performance analysis and optimisation for B2B organisations.

COMMUNITY MANAGEMENT

Social media freelancers with experience building and maintaining B2B communities in one or multiple of the Catapult's key verticals: maritime and ports, airports and aviation, rail and stations, integrated infrastructure, homes and housing and place leadership.

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Lot 11: DESIGN

Lot No

11

II.2.2) Additional CPV code(s)

- 22314000 - Designs

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

ANIMATORS

Create special effects and other animations 2D and 3D animations

Key capabilities:

- o 3D text animation
- o Kinetic text

GRAPHIC DESIGNERS

Create deliverables bespoke to CPC requirements for print and digital. Help sourcing print and production where necessary through trusted suppliers.

Key capabilities:

- o logo design
- o website design
- o Social and digital content
- o Artworking
- o Creative design

- o Brochure design
- o Report design
- o Brand Identity
- o Exhibition Stands
- o Signage and Wayfinding

ILLUSTRATORS / TECHNICAL ILLUSTRATORS / EDITORIAL ILLUSTRATORS / STORYBOARD ILLUSTRATORS

Providing a visual representation that corresponds to the content of the associated text or idea.

Editorial illustrator to create images that partner with written articles in our magazine to bring stories to life, bring out the main points in an article, and get readers to become involved with sometimes hard-to-understand written content

Storyboard illustrators draw storyboards for films, videos, animated features and ad campaigns.

Technical illustrator designs and creates visual representations and realistic renderings to communicate information of a technical nature. Creating blueprints, equipment installation graphics, and technical diagrams for use in technical publications and reports.

POWERPOINT DESIGNERS

Create bespoke corporate PowerPoint Presentation and screenshare designed templates on either Mac or Windows computers.

Key capabilities:

- o Graphic design
- o PowerPoint presentation creation
- o PowerPoint template creation
- o Presentation Training
- o Storytelling/Narrative creation

Manage your branded Word templates so the business can use them with simplicity to increase efficiency and the ability to create professional documents and templates. Experienced in the design of bespoke Microsoft Office templates on either Mac or Windows computers.

Key capabilities:

- o Graphic design
- o Word template creation
- o Basic Word formatting: Adjusting styles, bullets etc
- o Standard Word formatting
- o Letterhead
- o Proposal & Report document template

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Lot 12: PR / Public Affairs

Lot No

12

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

Support Connected Places Catapult in delivering key PR & Public Affairs objectives in the transport and/or built environment sectors.

Key capabilities:

- o Integrated PR and communications campaigns
- o Messaging development
- o Corporate communications advice and management
- o Media outreach
- o Press conferences / tours
- o Press release drafting and distribution
- o Campaign monitoring and reporting
- o Public relations / communications freelancers operating in one or multiple of the Catapult's key verticals: maritime and ports, airports and aviation, rail and stations, integrated infrastructure, homes and housing and place leadership. Must also have

experience communicating about technology and sustainability in relevant sectors.

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Media Content Lot 13: Videography & Film Production

Lot No

13

II.2.2) Additional CPV code(s)

- 32354500 - Video films

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

To support the filming, editing and production of high-quality video content from Catapult and third-party events, projects and workshops, and other filming assignments at multiple sites and venues.

Key capabilities:

Filming large events and creating engaging B-roll

Capturing vox pop interviews with delegates, project partners and senior VIPs

Lighting, sound and video design

Creating engaging, branded edits which use event video, B-roll and vox pops

Audio editing and podcast production

To support the production of the Connected Places podcast

Key capabilities:

Editing, mixing and mastering audio interviews and roundtable discussions

Producing transcripts and episode shownotes

Turning podcast episodes into high-quality, SEO-friendly blog posts and articles.

Repurposing podcast episodes and audio content into multiple social media assets, such as quote blocks, audiograms and videos.

Copywriting, copyediting and proofreading

To support the production of engaging, high quality written content for the Catapult's multiple channels.

Key capabilities:

Producing highly readable copy in line with the Catapult's in-house writing style for blogs, articles, case studies, project reports and SEO-friendly website copy.

Conveying technical and complex information and narratives in easily accessible and engaging language for a wide range of audiences.

Providing copyediting and proof-reading services to support the production of Catapult reports, articles and other copy.

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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) Description

II.2.1) Title

Lot 14: Magazine

Lot No

14

II.2.2) Additional CPV code(s)

- 22000000 - Printed matter and related products

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

To support the production of a highly engaging, visually compelling feature magazine produced on a bi-annual basis.

Key capabilities:

End to end project management of magazine production

In house design, copywriting and editing services

Full capabilities for print and digital production

II.2.5) Award criteria

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

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

End date

14 March 2027

This contract is subject to renewal

No

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

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: No

IV.2) Administrative information

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

Date

23 August 2024

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

IV.2.7) Conditions for opening of tenders

Date

23 August 2024

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

Royal Courts of Justice

London

Email

procurement@cp.catapult.org.uk

Country

United Kingdom

Internet address

<https://procontract.due-north.com/Register>