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Tender

## **Marketing and Communications Framework**

Pool Re Services Ltd

F02: Contract notice

Notice identifier: 2024/S 000-022113

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

Published 17 July 2024, 4:20pm

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

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

Pool Re Services Ltd

Equitable House, 47 King William St

London

EC4R 9AF

#### **Email**

[sib@poolre.co.uk](mailto:sib@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.3) Communication**

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

<http://poolre.ukp.app.jaggaer.com/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://poolre.ukp.app.jaggaer.com/>

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

## **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**

Pool Re are looking to establish a 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.1.5) Estimated total value**

Value excluding VAT: £1,200,000

#### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **II.2) Description**

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

Design, Videography & Annual Report

Lot No

1

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

- 79933000 - Design support services

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

NUTS codes

- UK - United Kingdom

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

- Supplying all graphic design and artwork services for Pool Re's external facing collateral, including but not limited to; posters, leaflets, brochures, reports (short and long), event materials, podcast graphics and more – which can be available in print, online or offline
- Supplying graphic design, layout and artwork for Pool Re's internal set of documentation, including but not limited to; internal policy documents, Powerpoint presentations and more – which can be made available in print, online or offline.
- Creating and designing digital assets for online use, such as e-mail templates, digital banners and social media assets – ensuring a seamless and engaging user experience.
- Collaborating with the Pool Re marketing and communications team to bring design concepts to life.
- Maintaining brand guidelines up to date when necessary, which includes creating new logos, typography, photography and visual assets
- Ensuring all designs adhere to the Pool Re brand guidelines, for example; selecting fonts and colour palettes to reinforce brand identity. This will include creating mock ups to

illustrate design concepts and allowing decision making.

- Ensuring all digital designs adhere to accessibility standards. Create accessible PDFs and uses Acrobat accessibility checker, colour contrast checker and other accessibility tools to ensure compliance with standards.
- Development of brand propositions, visual elements and associated multi-channel style guides for services, programmes and partnerships, including but not limited to; creating of identity, colour palette, typography, look and feel.
- Manage all aspects of video production required including but not limited to;
  - o Provision of a rationale to support recommended approach
  - o Film production including pre and post production stages
  - o Storyboarding
  - o Venue/actor sourcing
  - o Live Videos
  - o Animation
- Proposing a design concept for the Annual Report (approx. 160 pages), including but not limited to; front cover, internal page design and table of contents
- Providing copywriting assistance – reviewing the entire content of the Annual Report to ensure consistency of tone of voice is achieved and remove grammatical and spelling errors
- Providing photography assistance to ensure relevant photography is used throughout the Annual Report.
- Organising the printing of approx. 100 copies of the Annual Report, each year.

## **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**

Duration in months

36

This contract is subject to renewal

Yes

Description of renewals

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.2.10) Information about variants**

Variants will be accepted: No

### **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**

Suppliers shall be able to provide a full PR service across a variety of projects. This may include, but is not limited to:

- Positioning Pool Re as a thought leader in the terrorism, reinsurance, insurance sector and in the wider media
- Developing and implementing PR strategies, plans and tactics across a wide range of projects and campaigns
- Defining annual key messages and definitions
- Determine which media outlets we should be talking to, based on target audiences
- Crafting engaging and newsworthy content for online media and print publications including but not limited to developing and writing advertorials
- Managing social media accounts and connections with online influencers
- Networking and building strong relationships with journalists and editors, pitching stories, generate interests (drafting and preparing content ahead of interviews) – particularly with specialist trade media
- Managing crisis communication and reputational management
- Proactively presenting PR opportunities such as conferences, awards, accreditations and speaking opportunities.
- Managing and launching PR events
- Organising media training of key spokespeople

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

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### **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**

Includes 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 so that we are able to stay abreast of relevant developments in our areas of interest
- Identifying and pursuing opportunities that enable us to further our objectives – examples including; responding to Government consultations, developing debate briefings, or partnering at external events
- Providing advice and expertise about how we land our messages with different stakeholders and help produce briefings and other materials to support these
- Supporting our attendance at political conferences and other political stakeholder events including but not limited to organising fringe meetings

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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

Framework agreement with several operators

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

Date

20 August 2024

Local time

2:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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## **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**

Public Procurement Review Service

Cabinet Office

London

Country

United Kingdom