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Contract

Export Promotion PR Services

Department for International Trade

F03: Contract award notice

Notice identifier: 2021/S 000-023396

Procurement identifier (OCID): ocds-h6vhtk-02991c

Published 20 September 2021, 10:45pm

Section I: Contracting authority

I.1) Name and addresses

Department for International Trade

London

Email

CommercialMarEvents@trade.gov.uk

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

<https://uktrade.app.jaggaer.com/>

I.4) Type of the contracting authority

Ministry or any other national or federal authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Export Promotion PR Services

Reference number

Project_988, itt_211, CR_1196

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

The Department for International Trade ("DIT"), has a requirement for a specialist Public Relations (PR) Agency to deliver PR services that are vital to the successful execution of a more "retail" style of campaigning, as a means to create attention and build momentum around the present opportunity for national growth via exporting.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security
- 79340000 - Advertising and marketing services
- 79342000 - Marketing services
- 79416000 - Public relations services
- 79416100 - Public relations management services
- 79416200 - Public relations consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The Department for International Trade (“DIT”) has a requirement for the provision of “Export Promotion PR Services”. The Secretary of State for DIT is the contracting authority, referred to in documentation as the "Client".

The full specification is provided within the Invitation to Tender (ITT) on DIT's e-tendering platform, Jaggaer.

In summary, DIT is looking to procure the services of a PR Agency in support of its Export Promotion Campaign. This is vital to the successful execution of a more "retail" style of campaigning, as a means to create attention and build momentum around the present opportunity for national growth via exporting.

DIT have set out an overall approach, proposing overarching and sector-specific "eye-catching" initiatives that will support its work across priority sectors, including:

- Agri-food and drink
- Financial and Professional Services
- Creative

- Education
- Digital / Tech
- Consumer Goods
- Clean Growth

and key themes including:

1. Skills theme: Export Academy
2. Opportunity theme: Opening Doors (Trade deals)
3. Regional theme: Levelling Up and the Union.

DIT's vision is to deliver one unified campaign cutting across sectors and key themes, with one message: "Grow your business through exporting now".

This new tranche of "retail" campaigns marks a significant step change in the use of PR in DIT communications and marketing campaigns.

There is also scope within these requirements to provide services in respect of other DIT and HMG campaigns.

The contract shall be for a period of twelve (12) months, with the contractual option to extend by up to a further twelve (12) months. The requirement has an estimated total value of £400,000 (ex-VAT) per annum, meaning, should the option be enabled to extend (by any length), up to an additional £400,000 (ex-VAT) can be added to the contract value.

Bidders will be expected to demonstrate their tenders will continue to deliver value for money throughout the period of the contract.

DIT has conducted a Cyber Risk Assessment to identify the level of cyber risk to this requirement. It has been identified that Cyber Essentials or equivalent is required. The successful agency will need to undergo a review with DIT's internal data security team upon appointment.

DIT is using e-tendering for this procurement which means this Invitation To Tender (ITT) and the forms for submitting a response are only available in electronic form which can be accessed via your web browser at: <https://uktrade.app.jaggaer.com/>. Bidders should read all the instructions and documents thoroughly and follow the defined processes to comply with our requirements.

II.2.5) Award criteria

Price

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2021/S 000-006291](#)

IV.2.9) Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V. Award of contract

A contract/lot is awarded: No

V.1) Information on non-award

The contract/lot is not awarded

No tenders or requests to participate were received or all were rejected

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Department for International Trade

3 Whitehall Place

London

SW1A 2AW

Country

United Kingdom