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Tender

Selection Questionnaire (SQ) for Public Affairs and Engagement Agency & Corporate Communications Agency

The Crown Estate Commissioners

F02: Contract notice

Notice identifier: 2024/S 000-025500

Procurement identifier (OCID): ocds-h6vhtk-048a16

Published 12 August 2024, 5:01pm

Section I: Contracting authority

I.1) Name and addresses

The Crown Estate Commissioners

1 St James's Market

London

SW1Y 4AH

Contact

Sourcing Team

Email

Sourcingteam@thecrownestate.co.uk

Telephone

+44 2078515000

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.thecrownestate.co.uk

Buyer's address

<https://secure.sourcedogg.com/profile/676e86f0-50b5-4563-b7b6-529dcfeb28b7>

I.3) Communication

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

<https://secure.sourcedogg.com/profile/676e86f0-50b5-4563-b7b6-529dcfeb28b7/requests/63242>

Additional information can be obtained from the above-mentioned address

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

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Selection Questionnaire (SQ) for Public Affairs and Engagement Agency & Corporate Communications Agency

Reference number

<https://secure.sourcedogg.com/profile/676e86f0-50b5-4563-b7b6-529dcfeb28b7/requests/63242>

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

In order to support The Crown Estate strategy we would like to appoint an agency(s) for the following areas:

- 1) Public Affairs and Engagement agency to support The Crown Estate to build and manage its relationships and activity amongst key stakeholders and across its key markets through its public affairs and engagement activities. This includes Public Affairs, stakeholder engagement utilising a broad range of tactics, policy analysis and development, message development and report writing.
- 2) Corporate Communications agency to support The Crown Estate to build and manage its reputation amongst key stakeholders and across its key markets through its external communications activities. This includes, but is not limited to, media relations, social media, website, narrative and key message development. The main objectives are to grow reputation by increasing awareness and understanding of the organisation, its role and the impact it has for the nation.

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

Public Affairs and Engagement Agency

Lot No

Lot 1

II.2.2) Additional CPV code(s)

- 22120000 - Publications

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

We are looking for an agency that can support us in four main ways:

- Public Affairs and Engagement Strategy design and delivery aligned with overall business objectives in 1) UK Parliament and Whitehall, 2) English regions and to support and deliver activities in devolved nations outside Welsh Public Affairs agency scope, 3) public bodies, 4) non-Government stakeholders 5) civil society
- Strategic and proactive engagement programmes to support business objectives / strategy, and project scopes
- Policy analysis and development for property and outside current retained agency scope. Current retained agencies include but are not limited to, Corporate Communications, Welsh Public Affairs, Welsh Strategic Counsel, Strategic Energy Political and Legislative Counsel and Planning consultants.
- Production of business reports and innovative supporting materials with supporting engagement programmes.

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

24

This contract is subject to renewal

Yes

Description of renewals

Possible 1 + 1 year extension options

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

Corporate Communications Agency

Lot No

Lot 2

II.2.2) Additional CPV code(s)

- 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

Through insights with its key audiences, The Crown Estate has identified that greater understanding and visibility of its brand will lead to greater favourability and credibility to deliver on its strategy.

We are looking for an agency that can support us in two main ways:

1) Strategic Corporate Communications advisory – in particular:

- Narrative development
- Strategic corporate communications counsel, including issues management
- Integrated communications campaigns – strategy, content and implementation
- CEO and exec team profiling, communications and engagement, including conferences and speaking opportunities
- Media Training and leadership coaching
- Digital communications strategy
- Media analysis and insights

2) PR and social media delivery – support to deliver communications strategies and campaigns including:

- Creating materials and content
- Selling-in news stories
- Managing social media
- Media monitoring

- Social listening
- Securing interviews and speaking opportunities

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

24

This contract is subject to renewal

Yes

Description of renewals

Possible 1 + 1 year extension options

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 III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

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 a single operator

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

11 September 2024

Local time

5:00am

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

20 September 2024

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

English

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

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Country

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