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Contract

## **ESC22207 - Marcomms Framework**

Energy Systems Catapult

F03: Contract award notice

Notice identifier: 2022/S 000-030822

Procurement identifier (OCID): ocds-h6vhtk-030da3

Published 1 November 2022, 12:47pm

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

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

Energy Systems Catapult

7th Floor, Cannon House, The Priory Queensway

Birmingham

B4 6BS

#### **Contact**

Mr Jim Owen

#### **Email**

[jim.owen@es.catapult.org.uk](mailto:jim.owen@es.catapult.org.uk)

#### **Telephone**

+44 1212033700

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://es.catapult.org.uk/>

Buyer's address

<https://es.catapult.org.uk/>

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

Body governed by public law

**I.5) Main activity**

Other activity

Energy Sector RD&I

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

ESC22207 - Marcomms Framework

Reference number

DN592377

**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 purpose of this event is to set out a strategic framework for Energy Systems Catapult (ESC), aligned to deliver the key objectives of the Marketing and Communications (Marcomms) business plan. To fulfil these objectives, we are looking to build strong working relationships with specialist organisations who can offer the following expertise and skills:

- PR and content creation, to include copywriting and proofreading
- Digital marketing and social media specialists
- Digital and traditional design services
- Visual production and content creation to include photography, video and digital production

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

This contract is divided into lots: Yes

### **II.1.7) Total value of the procurement (excluding VAT)**

Lowest offer: £1 / Highest offer: £2,200,000 taken into consideration

## **II.2) Description**

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

PR (public relations) specialists, copywriting, content creation and proofreading

Lot No

1

### **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

Main site or place of performance

ESC Offices and or offices of successful suppliers.

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

Agencies on this lot are capable of translating communications strategy into marcomms deliverables, and producing, actionable, effective, cost efficient and measurable content across all relevant channels. This may include, but is not limited to:

- Offering a traditional public relations service using a wide variety of channels
- Providing detailed media and channel recommendations
- Offering recommendations for brand awareness and media management
- Using data and analytics to justify investment decisions
- Design and develop content in line with ESC's services and offerings
- Design and develop high-quality methods of dissemination for content
- Research, write and develop case-studies
- Develop positioning and messaging
- Development of creative propositions, inclusive of relevant research including the delivery of brand and values workshops
- Training, including media training, crisis handling etc.
- Public affairs strategy service

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

Quality criterion - Name: Technical / Weighting: 90

Quality criterion - Name: Commercial / Weighting: 10

Price - 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**

Digital marketing and social media specialists

Lot No

2

### **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

Main site or place of performance

ESC offices and or offices of successful provider

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

Agencies can provide digital marketing services and products both as sole services/products and to integrate with wider campaigns, with a particular focus on digital lead generation campaigns using all mediums and channels available to them. In addition, we are looking for agencies who are experts on social media and how to develop this channel for use and integration with marketing campaigns. This may include, but is not limited to:

- Digital campaign development and management
- Expertise and knowledge in the use of paid media, SEO, optimisation and analytics and reporting
- Content creation and management
- Social media execution/implementation and strategy
- Interactive tools including apps
- Digital collateral

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

Quality criterion - Name: Technical / Weighting: 80

Quality criterion - Name: Commercial / Weighting: 20

Price - 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**

Design, Digital and Traditional

Lot No

3

### **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

Main site or place of performance

ESC offices and or supplier offices

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

Agencies can provide a full design service across all types of project. This may include, but is not limited to:

- Creative direction and management
- Developing design concepts suitable across all media channels, including online and offline.
- Designing/developing brand collateral to include, but not limited to:
  - o Brochures
  - o Infographics and icons
  - o Magazines, booklets and programmes
  - o Stationery and marketing products

- o Large scale graphics including hoardings
- o Events stands, boards, banners, displays, vinyls
- o Bespoke collateral
- o Posters
- o Reports, guides, manuals and workbooks
- o Imagery / illustrations / animations
- o HTML emails
- o Digital brochures
- o Interactive tools and presentations
- Designing brand identity including:
  - o Logo
  - o Core messages
  - o Intellectual Property Rights
  - o Trademarking
- Developing/producing multi-channel brand guidelines
- Typesetting, proofing and pagination
- Liaison with printers/print managers and event or digital production teams

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

Quality criterion - Name: Technical / Weighting: 80

Quality criterion - Name: commercial / Weighting: 20

Price - 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**

Visual Content, including photography, video and digital production

Lot No

4

### **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

Main site or place of performance

ESC offices and or suppliers offices

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

Agencies are capable of producing one or more of the following:

- Production and editing of moving picture and video (TV, web, social etc) – including:
  - o Promotional films, online, content, interviews
  - o Videoing of events/workshops
  - o External or internal interview videos

o Editing of in-house produced content

- Animation and motion graphics including fly-throughs
- Drone footage
- Augmented reality and bespoke VR/AR technology (visual projection, goggles etc).
- Still photography
- Headshots
- External filming of case studies with partners/customers
- Sourcing of B roll and/or stock imagery to complement video production

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

Quality criterion - Name: Technical / Weighting: 60

Quality criterion - Name: commercial / Weighting: 40

Price - Weighting: 40

### **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

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## **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: [2022/S 000-001802](#)

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

### **Contract No**

ESC22207

### **Lot No**

1

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 19

Number of tenders received from SMEs: 19

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 19

The contract has been awarded to a group of economic operators: No

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

Allegory Communications Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £125,000 taken into consideration

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

### **Contract No**

as above

### **Lot No**

1

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 19

Number of tenders received from SMEs: 19

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 19

The contract has been awarded to a group of economic operators: No

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

April six Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £125,000 taken into consideration

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

#### **Contract No**

as above

#### **Lot No**

1

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 19

Number of tenders received from SMEs: 19

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 19

The contract has been awarded to a group of economic operators: No

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

Narrative Integrated Communications Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £125,000 taken into consideration

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

### **Contract No**

as above

### **Lot No**

1

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 19

Number of tenders received from SMEs: 19

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 19

The contract has been awarded to a group of economic operators: No

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

Peir Marketing Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £125,000 taken into consideration



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

### **Contract No**

as above

### **Lot No**

2

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: No

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

Go Genie Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £125,000 taken into consideration

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

### **Contract No**

as above

### **Lot No**

2

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: No

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

Speed Communications Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £125,000 taken into consideration

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

### **Contract No**

as above

### **Lot No**

2

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 8

Number of tenders received from SMEs: 8

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 8

The contract has been awarded to a group of economic operators: No

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

Voiceboxx communications Ltd t/a vbx.agency

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £125,000 taken into consideration

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

### **Contract No**

as above

### **Lot No**

3

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 21

Number of tenders received from SMEs: 21

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 21

The contract has been awarded to a group of economic operators: No

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

Corporate Document Services Limited

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

No

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

Lowest offer: £1 / Highest offer: £175,000 taken into consideration

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

#### **Contract No**

as above

#### **Lot No**

3

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 21

Number of tenders received from SMEs: 21

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 21

The contract has been awarded to a group of economic operators: No

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

Hey Moscow Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £175,000 taken into consideration

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

### **Contract No**

as above

### **Lot No**

3

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 21

Number of tenders received from SMEs: 21

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 21

The contract has been awarded to a group of economic operators: No

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

ID Design Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £175,000 taken into consideration



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

### **Contract No**

As above

### **Lot No**

3

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 21

Number of tenders received from SMEs: 21

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 21

The contract has been awarded to a group of economic operators: No

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

Sims Brand Design Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £175,000 taken into consideration

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

#### **Contract No**

As above

#### **Lot No**

3

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 21

Number of tenders received from SMEs: 21

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 21

The contract has been awarded to a group of economic operators: No

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

Stocks Taylor Benson Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £175,000 taken into consideration

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

### **Contract No**

as above

### **Lot No**

4

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 31

Number of tenders received from SMEs: 31

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 31

The contract has been awarded to a group of economic operators: No

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

Ark Media Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £125,000 taken into consideration

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

### **Contract No**

as above

### **Lot No**

4

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 31

Number of tenders received from SMEs: 31

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 31

The contract has been awarded to a group of economic operators: No

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

Hewitt Walker Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £125,000 taken into consideration

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

#### **Contract No**

as above

#### **Lot No**

4

A contract/lot is awarded: Yes

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

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

27 September 2022

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

Number of tenders received: 31

Number of tenders received from SMEs: 31

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 31

The contract has been awarded to a group of economic operators: No

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

HT Media Ltd

UK

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

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

Lowest offer: £1 / Highest offer: £125,000 taken into consideration

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## **Section VI. Complementary information**

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Royal Courts of Justice

London

Country

United Kingdom

#### **VI.4.2) Body responsible for mediation procedures**

Royal Courts of Justice

London

Country

United Kingdom

### **VI.4.3) Review procedure**

Precise information on deadline(s) for review procedures

In the first instance, all appeals should be promptly brought to the attention of the contact specified in Section I above, and will be dealt with in accordance with the requirements of the Public Contracts Regulations 2015. Any appeals must be brought within the timescales specified by the applicable law, including without limitation, the Public Contracts Regulations 2015. In accordance with the Public Contracts Regulations 2015, the contracting authority will also incorporate a minimum 10 calendar day standstill period from the date information on award of contract is communicated to tenderers.

As the UK does not have any special review body with responsibility for appeal/mediation procedures in public procurement competitions, any challenges will be dealt with by the High Court, Commercial Division, to which proceedings may be issued regarding alleged breaches of the Public Contracts Regulations 2015.

### **VI.4.4) Service from which information about the review procedure may be obtained**

Royal Courts of Justice

London

Country

United Kingdom