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Contract

ESC22207 - Marcomms Framework

Energy Systems Catapult

F03: Contract award notice

Notice identifier: 2022/S 000-030822

Procurement identifier (OCID): ocids-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

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

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

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](#)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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