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Tender

## **Internal communication and employee engagement Framework Agreement**

British Council

F02: Contract notice

Notice identifier: 2023/S 000-031234

Procurement identifier (OCID): ocds-h6vhtk-040e4a

Published 23 October 2023, 3:39pm

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

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

British Council

M16BB

Manchester

#### **Email**

[UKProcurement@britishcouncil.org](mailto:UKProcurement@britishcouncil.org)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

#### **Internet address(es)**

Main address

<https://www.britishcouncil.org/>

### **I.3) Communication**

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

<https://in-tendhost.co.uk/britishcouncil.aspx/Home>

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**

Other activity

Registered Charity

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Internal communication and employee engagement Framework Agreement

Reference number

BC/03174

#### **II.1.2) Main CPV code**

- 79400000 - Business and management consultancy and related services

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

The British Council's Internal Communications Team is seeking occasional, additional resource and expertise to establish a framework of UK based consultants and suppliers ("the framework") for the delivery of technical expertise in: internal communications, change communications and employee engagement – to provide both strategic and tactical support.

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

This contract is divided into lots: Yes

Tenders may be submitted for maximum number of lots  
2

Maximum number of lots that may be awarded to one tenderer: 2

## **II.2) Description**

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

Strategic internal communications and employee engagement

Lot No

1

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

- 72221000 - Business analysis consultancy services

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

NUTS codes

- UK - United Kingdom

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

1. Employee audience research; collecting and analysing insight from (or about) our global workforce to inform our internal communications strategy, employee experience strategy, or to support specific internal communication and engagement campaigns2. Internal communication audits and associated development projectsa. channel audits and project management of channel developmentb. content audits and content strategy development3. Reviews and recommendations for changes to internal communication frameworks, policies, processes, governance and resourcing.

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

Price

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

18 December 2023

End date

1 December 2025

This contract is subject to renewal

Yes

Description of renewals

2 years extension

## **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**

Change communications and internal engagement campaigns.

Lot No

2

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

- 72221000 - Business analysis consultancy services

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

NUTS codes

- UK - United Kingdom

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

1. Working with internal stakeholders to agree a comprehensive communications brief, ensuring business objectives and desired outcomes are understood and the scope of the work agreed – and then assessing and meeting (or managing) stakeholder expectations throughout the project.2. Conducting baseline research or gathering insight, to assess how comms can measure its impact on achieving business objectives and desired outcomes.3. Developing change communication strategies, narratives and communication action plans (including running communication strategy and planning workshops).4. Developing stakeholder engagement plans.5. Assessing communication risks and potential resistances to change and putting in place mitigating actions. This may include scenario planning, as well as assessing and articulating ambiguity.6. Devising creative ideas and concepts to amplify engagement with change7. Designing and producing creative materials and assets, including various forms of film/video, animation, podcasts, branding, graphic design, gamification, etc. 8. Copywriting, creative writing, message drafting, editing and proofreading9. Creating engaging presentations10. Event design and management11. Conducting ongoing and final measurement to assess how well communication strategies and campaigns are meeting business objectives and desired outcomes – measuring reach, engagement, sentiment, impact/behaviour change and return on investment.

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

Price

## **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

2 years extension option

## **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

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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

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 6

In the case of framework agreements, provide justification for any duration exceeding 4 years:

N/A

#### **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

17 November 2023

Local time

12:00pm

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 18 December 2023

#### **IV.2.7) Conditions for opening of tenders**

Date

17 November 2023

Local time

12:00pm

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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**

British Council

Manchester

Country

United Kingdom