



CELTICSEAPOWER
NERTHMORKELTEK

RFQ: Marketing of NoTwoPaths – Launch Phase

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A CORNWALL
COUNCIL COMPANY





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1 Glossary

AV	Audio Visual
CC	Cornwall Council
CSP	Celtic Sea Power
EU	European Union
FLOW	Floating Offshore Wind
IP	Intellectual Property
IT	Information Technology
ITT	Invitation to Tender
OREC	Offshore Renewable Energy Catapult
Q&A	Question and Answer
RFQ	Request for Quotation
UoE	University of Exeter
UoP	University of Plymouth
VAT	Value Added Tax
WC	Week Commencing
WP	Work Package



2 Introduction

Celtic Sea Power's "Place-Based" Mission is to maximise the value of our assets, businesses, and communities to deliver national infrastructure with local benefits.

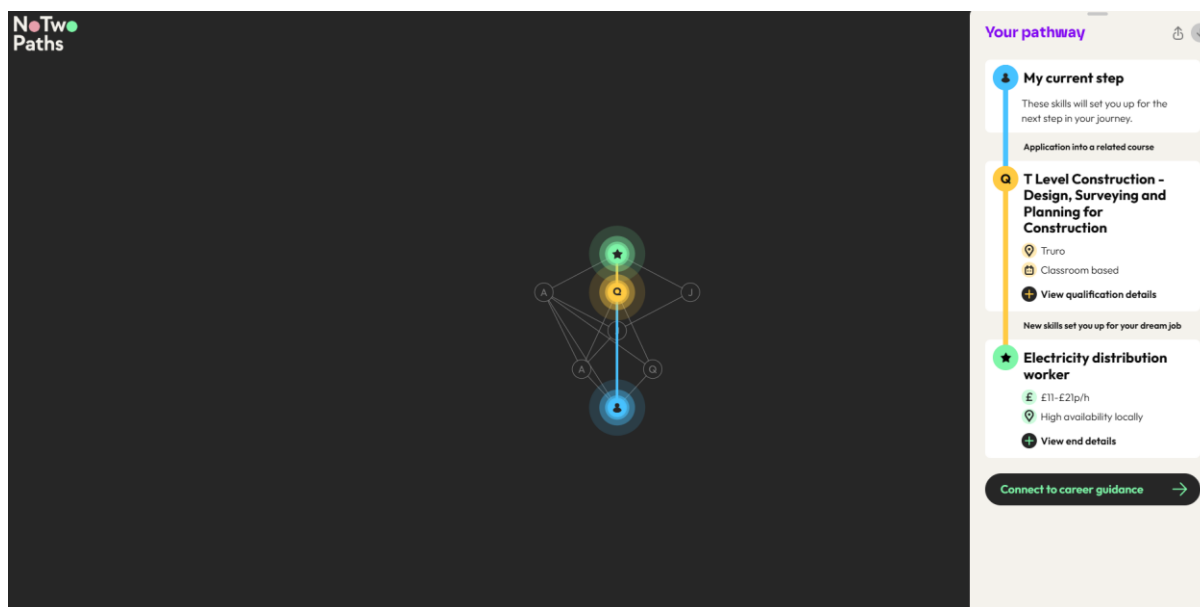
As an arms-length company owned by Cornwall Council, Celtic Sea Power (CSP) is working in the Celtic Sea region, for the Celtic Sea region to ensure that, wherever possible, local people feel the social and economic benefits of one of the most ambitious FLOW pipelines in the world. In support of this, we have developed a significant workforce programme which included the development of the NoTwoPaths app.

3 NoTwoPaths

NoTwoPaths is a web application designed for 14–19-year-olds to explore localised career pathways into renewable sectors.

Tailored for smartphones, the app guides the user through interactive prompts to gather data on where they are based, study and what their interests are. The app generates multiple job profiles within the users' area and displays it such that users can swipe right or left for yes or no.

Once ready to choose, the application will compile the jobs most swiped on and recommend four from which the user can select. The application will then generate a pathway to that occupation from the user's starting point, utilising local apprenticeships, qualifications and live jobs which are available. The user is then able to navigate between pathways and access careers support through the application.



<https://app.notwopaths.com>

The App went live on the 7th August 2025.

4 Scope of Work

Analysis has shown that there are approximately 7,000 14–19-year-olds currently living in Cornwall. To provide evidence of the projected take up/ usage of the app, we have targeted a



minimum of 700 individual users (10% of the target demographic) accessing the site by December 2025.

To support us achieve this aim, we seek a suitably competent consultant to;

- Design an age appropriate, digital marketing campaign targeting 14-19 year olds in Cornwall.
- Manage the delivery of the campaign, with completion by the end of October 2025.
- Design, cost and manage delivery of recommended content, collateral, materials, software, and other third-party costs.
- Recommend appropriate social media platforms and or media channels to achieve the requisite penetration within the limits of the budget.
- Deliver a post-campaign report highlighting reach, engagement and effectiveness of selected approach plus recommendations for follow-on marketing activities.
- Attendance in the Hayle Office, Cornwall for kick off meeting, weekly review meetings, close out meeting. Allow 2 hours for each.
- Allow for two additional MS Teams meetings of 1 hour per week.

4.1 Contract

It is intended to engage the successful tenderer using CSP's standard agreement for consultancy services. A template is appended to this RFQ as appendix 1.

Celtic Sea Power cannot accept any material changes to the terms and conditions of contract post award.

4.2 Budget & Price

The **Total Cost** budget is **£5,000** excluding VAT. The Total Cost shall include;

Fixed price + Expense Budget.

4.2.1 Fixed Price

Consultants' day rate inclusive of travel and subsistence but exclusive of VAT multiplied by maximum required days for delivery.

4.2.2 Expense Budget

Estimate for third party materials, content creation, software licenses, external costs etc excluding VAT.

****Note** CSP reserve the right to procure such third-party materials where it is cost effective to do so.

4.3 Confidentiality

All information supplied to you by Celtic Sea Power, including this RFQ, and all other documents relating to this procurement process, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers, consortium members and/or Subcontractors strictly for the purposes only of helping you to participate in this procurement process and/or prepare your tender response) unless the information is already in the public domain or is required to be disclosed under any applicable laws.

You shall not disclose, copy, or reproduce any of the information supplied to you as part of this Procurement Process other than for the purposes of preparing and submitting a tender response. There must be no publicity by you regarding the Procurement Process or the future



award of any Contract unless the Client has given express written consent to the relevant communication.

This RFQ and its accompanying documents shall remain the property of Celtic Sea Power and must be returned on demand.

Celtic Sea Power reserves the right to disclose all documents relating to this Procurement Process, including without limitation your tender response, to any employee, third party agent, adviser or other third party involved in the procurement in support of, and/or in collaboration with CSP. CSP further reserves the right to publish the Contract once awarded and/or disclose information in connection with Consultant performance under the Contract in accordance with any public-sector transparency policies (as referred to below). By participating in this Procurement Process, you agree to such disclosure and/or publication by CSP in accordance with such rights reserved by it under this paragraph.

5 RFQ submission requirements

All tenderers are to include the following in their submissions.

5.1 Covering letter to include:

- Contact name for further correspondence.
- For consortium bids, confirmation of which consortium member will lead which work package.
- Confirmation that the tenderer has the resources available to meet the requirements outlined in this ITT and its timelines.
- Confirmation that the tenderer accepts the Terms and Conditions of the agreement for consultancy services including, if relevant, any CSP clarifications issued during the tender process.
- Confirmation that the tenderer will be able to meet the Corporate Requirements to include confirmation that Equality and Diversity, Environmental and Data Protection policies are in place and, if successful, supporting documentation will be provided as evidence.
- Confirmation that the tenderer holds current valid insurance policies and, if successful, supporting documentation will be provided as evidence. Section 8.2
- Conflict of interest statement in accordance with Section 8.3.11 – Corporate Requirements – Conflicts of interest.

5.2 Project Proposal:

- Name the individual who shall be responsible for delivering the Scope of Work
- Explain how you will deliver the marketing campaign outlined in 4 Scope of Work. Within the confines of the Total Cost budget set out in section 4.2.
- Utilising your capability, creativity and knowledge, detail your approach to reaching the target demographic citing previous experience where appropriate.
- Describe any external resources, materials, software, platforms, content creators that you believe will be required and that fit within the envelope of the Total Cost.
- Set out a project timeline for development, design and delivery noting a campaign completion date of 30th October 2025 latest.



5.3 CVs and Key individual profiles

Provide a CV for the named individual who will be actively involved in supporting the project and who are costed into the tender. Please limit to 2 sides of A4.

5.4 Price and Budget

Provide a schedule of costs in line with 4.2 Budget (excluding VAT).

Unit	Unit Price GBP (Ex VAT)	Quantity	Price GBP (Ex VAT)	Fixed/ Budget
Day Rate including Travel & Subsistence		<i>[Total Days from timeline]</i>		Fixed
External Expense 1 Description				Budget
External Expense 2 Description				Budget
External Expense 3 Description				Budget
Continue as required				Budget

	Price GBP (Ex VAT)
Fixed Price (Evaluated)	
Expense Budget	
Total Cost (Evaluated)	

6 RFQ Response Timeline

The timetable for responses to this ITT are set out below:

Milestone	Date	Time
RFQ Published	18/08/25	1700
Deadline for clarifications	22/08/25	1200
Clarifications responded to	26/08/25	1700
Deadline for Submission	02/09/25	1700
RFQ Appraisal Complete/ Contract Award	04/09/25	

Table 1 - ITT Timelines

6.1 RFQ clarifications

Any clarification queries arising from this RFQ which may have a bearing on the offer should be raised by email to: **tenders@celticseapower.co.uk** by 12:00 on 22/08/2025 and strictly in accordance with the Timetable above. CSP will endeavour to answer queries submitted before



12:00 22/08/2025 in a timely manner by email and would encourage bidders to request clarifications as they arise.

No representation by way of explanation or otherwise to persons or corporations tendering or desirous of tendering as to the meaning of the tender, contract, or other tender documents or as to any other matter or thing to be done under the proposed contract shall bind CSP unless such representation is in writing and duly signed by a Director/Partner of the tenderer. All such correspondence shall be returned with the Tender Documents and shall form part of the contract.

7 Corporate Requirements

7.1 Introduction

CSP wishes to ensure that its contractors, suppliers, and advisers comply with its corporate requirements when facilitating the delivery of its services. It is therefore necessary to ensure that the tenderer can evidence their ability to meet these requirements when providing the services under this commission.

All Tender returns must include evidence of the following as pre-requisite if the Tender return is to be considered.

7.2 Indemnity and Insurance

The Consultant will maintain in force during the Engagement full and comprehensive Insurance policies in respect of the provision of the Services.

The tenderer will be required to provide a copy of their insurance policies if successful in securing this contract.

7.3 Corporate Requirements

7.3.1 Equality and Diversity

CSP is committed to providing services in a way that promotes equality of opportunity. It is expected that the successful tenderer will be equally committed to equality and diversity in its service provision and will ensure compliance with all anti-discrimination legislation. The tenderer will be required to provide a copy of their Equality and Diversity Policies/Practices if successful in securing this contract.

7.3.2 Environmental Policy

CSP is committed to sustainable development and the promotion of good environmental management. It is expected that the successful tenderer will be committed to a process of improvement with regards to environmental issues. The tenderer will be required to provide a copy of their Environmental Policies/Practices if successful in securing this contract.

7.3.3 Data Protection

The consultant will comply with its obligations under Data Protection Legislation (DPL), being the UK Data Protection Legislation and the General Data Protection Regulation (GDPR) and any other directly applicable European Union legislation relating to privacy.

The tenderer will be required to provide a copy of their Data Protection policy and privacy statement if successful in securing this contract.



7.3.4 Freedom of Information

CSP Ltd may be obliged to disclose information provided by bidders in response to this tender under the Freedom of Information Act 2000 and all subordinate legislation made under this Act and the Environmental Information Regulations 2004 (Freedom of Information Legislation). Tenderers should therefore be aware that the information they provide could be disclosed in response to a request under the Freedom of Information Legislation. CSP will proceed on the basis of disclosure unless an appropriate exemption applies. Tenderers should be aware that despite the availability of some exemptions, information may still be disclosed if it is in the public interest.

7.3.5 Prevention of Bribery

Tenderers are hereby notified that CSP is subject to the regulations of the Bribery Act 2010 and therefore has a duty to ensure that all tenderers will comply with applicable laws, regulations, codes, and sanctions relating to anti-bribery and anti-corruption including, but not limited to, this legislation.

7.3.6 Health & Safety

The Consultant must at all times comply with the requirements of the Health and Safety at Work Act 1974, the Management of Health and Safety at Work Regulations 1992 and all other statutory and regulatory requirements.

7.3.7 Exclusion

CSP shall exclude the tenderer from participation in this procurement procedure where they have established or are otherwise aware that the organisation, to include administrative, management or supervisory staff that have powers of representation, decision, or control of the applicant's company, has been the subject of a conviction by final judgment of one of the following reasons:

- Participation in a criminal organisation
- Corruption
- Fraud
- Terrorist offences or offences linked to terrorist activities
- Money laundering or terrorist financing
- Child labour and other forms of trafficking in human beings

7.3.8 Sub-Contracting

Tenderers should note that a consortium can submit a tender but the sub-contracting of aspects of this commission after appointment will only be allowed by prior agreement with CSP.

7.3.9 Content Ownership

By submitting a response to this RFQ, the tenderer acknowledges that the copyright to all material produced during the activity will be the property of CSP.

7.3.10 Document Retention

All documentation (electronic and hard copy) produced as part of this contract will need to be returned to CSP at the end of the contract so that we can retain them for future reference/audit. The consultant will not be expected to store these documents for future reference.



7.3.11 Conflicts of Interest

Tenderers must provide a clear statement with regard to potential conflicts of interests. Therefore, please confirm within your tender submission whether, to the best of your knowledge, there is any conflict of interest between your organisation and CSP or its programme team that is likely to influence the outcome of this procurement either directly or indirectly through financial, economic, or other personal interest which might be perceived to compromise the impartiality and independence of any party in the context of this procurement procedure.

8 Tender Evaluation Methodology

Each Tender will be checked for completeness and compliance with all requirements of the RFQ. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria. Tender returns will be assessed based on the following tender award criteria:

Ref 5.1 Covering Letter	
Acceptable covering letter including confirmation of the requirements detailed at 8 Corporate Requirements	Pass/ Fail
Ref 5.2 Proposal	60
Ref 5.3 CV	10
Ref 5.4 Price	30
<u>Fixed Price</u> The lowest bid will be awarded the full marks. Other bids will be awarded a mark that is proportionate to the level of their bid in comparison to the lowest bid i.e. Marks awarded = max marks (pp) x (lowest bid/ bid)	20
<u>Total Cost</u> The lowest bid will be awarded the full marks. Other bids will be awarded a mark that is proportionate to the level of their bid in comparison to the lowest bid i.e. Marks awarded = max marks (pp) x (lowest bid/ bid)	10

Table 2 - Tender Award Criteria

8.1 Assessment of the Tender

The reviewer will award the marks depending upon their assessment of the applicant's tender submission using the following scoring to assess the response:

Scoring Matrix for Award Criteria		
Score	Judgement	Interpretation
100%	Excellent	Exceptional demonstration of the relevant ability, understanding, experience, skills, resource and/or quality



		measures required to provide the goods/works/services. Full evidence provided where required to support the response.
80%	Good	Above average demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Majority evidence provided to support the response.
60%	Acceptable	Demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with some evidence to support the response.
40%	Minor Reservations	Some minor reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
20%	Serious Reservations	Considerable reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
0%	Unacceptable	Does not comply and/or insufficient information provided to demonstrate that there is the ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.

Table 3 - Scoring Matrix

During the RFQ response assessment period, CSP reserves the right to seek clarification in writing from the responders, to assist it in its consideration of the response. Responses will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria weightings in the table above.

CSP is not bound to accept the lowest price or any proposal. CSP will not reimburse any expense incurred in preparing RFQ responses. Any contract award will be conditional on the Contract being approved in accordance with CSP's internal procedures and CSP being able to proceed.

9 Tender returns

Please submit a response to this RFQ by 17:00 on 02/09/2025

Please send by email to **tenders@celticseapower.co.uk** with the following wording in the subject box: "RFQ Response - Strictly Confidential. NoTwoPaths Marketing"

Tenderers are advised to request an acknowledgement of receipt when submitting by email.

10 Disclaimer

The issue of this documentation does not commit CSP to award any contract pursuant to the tender process or enter into a contractual relationship with any provider of the service. Nothing in the documentation or in any other communications made between CSP or its agents and any



other party, or any part thereof, shall be taken as constituting a contract, agreement, or representation between CSP and any other party (save for a formal award of contract made in writing by or on behalf of CSP).

Tenderers must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their tender responses. Information supplied to the tenderers by CSP, or any information contained in CSP publications is supplied only for general guidance in the preparation of the tender response. Tenderers must satisfy themselves by their own investigations as to the accuracy of any such information and no responsibility is accepted by CSP for any loss or damage of whatever kind and howsoever caused arising from the use by tenderers of such information.

CSP reserves the right to vary or change all or any part of the basis of the procedures for the procurement process at any time or not to proceed with the proposed procurement at all.

Cancellation of the procurement process (at any time) under any circumstances will not render CSP liable for any costs or expenses incurred by tenderers during the procurement process.

11 Table of Appendices

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