Mini Competition

Mini Competition against an existing Framework Agreement (MC) on behalf of UK Research and Innovation

Subject ISCF Campaign Content Agency

Sourcing reference number PS18179

Table of Contents

Section 1 – About UK Shared Business Services

Putting the business into shared services

UK Shared Business Services Ltd (UK SBS) brings a commercial attitude to the public sector; helping Contracting Authorities improve efficiency, generate savings and modernise.

It is our vision to become the leading service provider for Contracting Authorities for in the UK public sector, continuously reducing cost and improving quality of business services for Government and the public sector**.**

Our broad range of expert services is shared by our Contracting Authorities . This allows Contracting Authorities the freedom to focus resources on core activities; innovating and transforming their own organisations.

Core services include Procurement, Finance, Grants Admissions, Human Resources, Payroll, ISS, and Property Asset Management all underpinned by our Service Delivery and Contact Centre teams.

UK SBS is a people rather than task focused business. It's what makes us different to the traditional transactional shared services centre. What is more, being a not-for-profit organisation owned by the Department for Business, Energy & Industrial Strategy (BEIS), UK SBS' goals are aligned with the public sector and delivering best value for the UK taxpayer.

Growing from a foundation of supporting the Research Councils, 2012/13 saw Business Innovation and Skills (BEIS) transition their procurement to UK SBS and Crown Commercial Service (CCS) agree a Memorandum of Understanding with UK SBS to deliver two major procurement categories (construction and research) across Government.

UK SBS currently manages £700m expenditure for its Contracting Authorities.

Contracting Authorities who have access to our services and Contracts are detailed here.

Section 2 – About the Contracting Authority

Innovate UK

Innovate UK works with people, companies and partner organisations to find and drive the science and technology innovations that will grow the UK economy. They drive growth by working with companies to de-risk, enable and support innovation.

https://www.gov.uk/government/organisations/innovate-uk

UK Research and Innovation

Operating across the whole of the UK and with a combined budget of more than £6 billion, UK Research and Innovation represents the largest reform of the research and innovation funding landscape in the last 50 years.

As an independent non-departmental public body UK Research and Innovation brings together the seven Research Councils (AHRC, BBSRC, EPSRC, ESRC, MRC, NERC, STFC) plus Innovate UK and a new organisation, Research England.

UK Research and Innovation ensures the UK maintains its world-leading position in research and innovation. This is done by creating the best environment for research and innovation to flourish.

For more information, please visit: www.ukri.org

Section 3 - Working with UK Research and Innovation

In this section you will find details of your Procurement contact point and the timescales relating to this opportunity.

Section 3 – Contact details		
3.1	Contracting Authority (CA) Name and address	UK Research and Innovation (UKRI), Polaris House, North Star Avenue, Swindon, SN2 1FL
3.2	Buyer name	Liz Vincent
3.3	Buyer contact details	professionalservices@uksbs.co.uk
3.4	Maximum value of the Opportunity	£458,000 excluding VAT Initial period of a year with the option to extend for a futher year. For the avoidance of doubt the maximum value of the opportunity includes the optional year extension.
3.5	Process for the submission of clarifications and Bids	**All correspondence shall be submitted within the Emptoris e-sourcing tool. Guidance Notes to support the use of Emptoris is available here.** **Please note submission of a Bid to any email address including the Buyer will result in the Bid not being considered.**

Section 3 - Timescales		
3.6	Date of Issue of Mini Competition to all Bidders	12/09/2018
3.7	Latest date/time Mini Competition clarification questions shall be received through Emptoris messaging system	19/09/2018 14:00
3.8	Latest date/time Mini Competition clarification answers should be sent to all Bidders by the Buyer through Emptoris	21/09/2018
3.9	Latest date/time Mini Competition Bid shall be submitted through Emptoris	05/10/2018 14:00
3.10	Date/time Bidders should be available for interview	17/10/2018

3.11	Anticipated selection and de selection of Bids notification date	22/10/2018
3.12	Anticipated Award Date	22/10/2018
3.13	Anticipated Contract Start Date	29/10/2018
3.14	Anticipated Contract End Date	28/10/2019 optional extended end date 28/10/2020
3.15	Bid Validity Period	60 Working Days
3.16	Framework and or Lot the Mini competition will be based on	CCS RM3774 Campaign Solutions

- ## **Section 4 – Specification**

Tender specification

Brief for Industrial Strategy Challenge Fund campaign content agency

Innovate UK is seeking a content agency to provide campaign content to help deliver Industrial Strategy Challenge Fund (ISCF) communications campaigns.

This tender includes content strategy, creative development, production and delivery of content only.

Other campaign requirements are included in separate contracts.

1. **Background: UK Research and Innovation**

Innovate UK is part of UK Research and Innovation. UK Research and Innovation is a new organisation that brings together the UK Research Councils, Innovate UK and Research England into a single organisation. The vision is to ensure the UK maintains its world-leading position in research and innovation. For more information visit www.ukri.org

Innovate UK, together with the Research Councils, is responsible for delivering the Industrial Strategy Challenge Fund (ISCF) on behalf of UK Research and Innovation. Innovate UK manages delivery of ISCF communications campaigns and associated content production.

UK Research and Innovation launched on the 1st April 2018. The UKRI website and social channels have been launched and are undertaking a major brand development programme with embryonic web and social channels. The development of these channels will impact on the launch of these campaigns.

[UK Research and Innovation website](https://www.ukri.org/innovation/industrial-strategy-challenge-fund/) (https://www.ukri.org/innovation/industrial-strategy-challenge-fund/)

[UK Research and Innovation Twitter](https://twitter.com/UKRI_News) (https://twitter.com/UKRI_News)

[UK Research and Innovation YouTube Channel](https://www.youtube.com/channel/UCkf0YxotdFTrxDKcfTV5tiA)
https://www.youtube.com/channel/UCkf0YxotdFTrxDKcfTV5tiA)

About Innovate UK

Innovate UK drives productivity and economic growth by supporting businesses to develop and realise the potential of new ideas.

We connect businesses to the partners, customers and investors that can help them turn ideas into commercially successful products and services and business growth.

We fund business and research collaborations to accelerate innovation and drive business investment into R&D. Our support is available to businesses across all economic sectors, value chains and UK regions.

2. Agency support services

We have a package of content requirements to support our Industrial Strategy Challenge Fund campaign development over the coming 12 months.

The agency will provide 3 types of service:

1. Content strategy development
2. Creative concept generation
3. Content production and delivery

The agency appointed will help devise content strategy and narrative for ISCF campaigns overall, including development of audience personas, channel strategy and content series.

Collaborative brainstorming sessions will take place at the start of each project, often involving Innovate UK staff and other suppliers such as PR agencies, with the aim of developing the creative ideas and content strategy.

Once there is an agreed strategy and creative brief the agency will then develop the content.

We expect the agency appointed will develop high quality creative content with digital and print solutions to support the campaigns throughout the year (12 months from the start date of the contract).

The content created will include campaign video content, copywriting and editorial, design of web enabled PDFs, print brochures, slide decks, social media assets, graphics, event collateral design and commissioned photography.

The appointed agency will support the creative development, production and delivery of content to support up to 5 content packages for the Industrial Strategy Challenge Fund.

3. Our audiences

1. Primary – operating entrepreneur
2. Primary – academic researcher
3. Secondary – influencer – including government stakeholders.

These audiences will need to be further developed as part of the contract.

4. Industrial Strategy Challenge Fund

The government is investing £1.7 billion over 4 years in technologies that will transform existing industries and create new ones. It aims to bring researchers and businesses

together to exploit areas where the UK has research expertise and the capacity to develop it commercially.

The ISCF is a flagship programme for the newly formed UK Research and Innovation.

Find out [more](https://www.ukri.org/) (https://www.ukri.org/)

The ISCF provides funding to both researchers and businesses. This could be in the form of support for individual projects where participants work alone or for collaborative projects involving a mix of businesses, researchers and research and technology organisations. Funding could also be used to set up centres that enhance the UK's ability to develop and commercialise new technologies.

The ISCF is central to government's Industrial Strategy announced in the November 2017 white paper, Industrial Strategy: Building a Britain fit for the future. It commits government to raise total research and development investment to 2.4% of GDP by 2027 – a potential £80 billion of investment in advanced technology over the next decade.

Specific campaigns under the Industrial Strategy Challenge Fund will focus on a campaign sitting underneath each of the [4 grand challenges](https://www.ukri.org/innovation/industrial-strategy-challenge-fund/) (https://www.ukri.org/innovation/industrial-strategy-challenge-fund/) as well as an overarching ISCF campaign. Specific challenges have already been launched and some of these may form the basis for our campaign execution:

- Transforming construction
- National Satellite test facility
- Creative Industries cluster
- Next generation services
- Manufacturing and future materials
- Driverless cars
- Prospering from the energy revolution
- Faraday battery challenge
- Audience of the future
- Data to early diagnosis and precision medicine
- Robots for a safer world
- Transforming food production
- Leading-edge healthcare
- Quantum technologies
- Healthy ageing

Further challenges are expected to be announced later in the year.

5. Industrial Strategy branding

The Industrial Strategy brand is managed by the Department for Business, Energy and Industrial Strategy (BEIS). BEIS is the government department that sponsors the work of and funds UKRI and Innovate UK.

For communications and content within the ISCF campaigns the Industrial Strategy and UKRI branding are currently being used exclusively.

This brand is still in development. A copy of the current brand guidelines can be found in Appendix 3.

6. Content projects in the contract

There are 5 content packages in this contract:

1x Clean Growth

1x Future of mobility

1x AI & data

1x Ageing society

1x Overarching ISCF campaign

Each content package in the contract will help to deliver a defined communications campaign. As each communications campaign will be different, with differing objectives, we expect the package of content required for each to be different.

At the start of the process for each content package the agency will develop a creative brief, based on the campaign objectives, and recommend content formats, types and channels

A content package could include: video, twitter cards and other assets for social media, graphics, slides, publications, blog posts, email newsletters and banners, and marketing collateral for events. We'll expect the agency to advise and ensure the right deliverables for each content package are developed based on continuing development and evaluation.

Each of the 5 campaigns will have individual campaign objectives, schedules and content production deliverables. One campaign may focus on the promotion of the ISCF overall while others are likely to focus on a specific challenge area. An indicative outline of campaign content deliverables is shown below.

Note that these are only for the purposes of benchmarking costs against typical packages of work. The exact package of content deliverables for each content package will be developed and agreed with the agency.

Note that the costs for each package quoted here is the maximum possible expenditure. Some content packages will not require this level of expenditure to meet campaign objectives and spend will be appropriate to the communications objectives.

Indicative package example

- Hero campaign video live action with graphics - variable running time (30 second to 2 minute) videos up to £35,000
- Animated video content – variable running time (15 second to 2 minute) videos up to £8000

- Flagship design & print projects - 1 (pagination of up to 32pp) up to £15,000
- Corporate brochure design & print projects - (pagination of up to 32pp report style) 2 up to £15,000
- Various copywriting and editorial projects up to £10,000
- Various social media assets - up to £5,000
- Brand photography – up to £5,000

Prices quoted in the pricing grid should take account of all the associated deliverables

7. Contract budget

The total maximum budget for each of the individual content packages would be **up to a maximum of £93,000 excluding VAT** and includes all expenses for each year, each package budget may vary slightly.

The total maximum budget for provision of these services and delivery of x5 content packages under the ISCF content tender is **up to £458,000 excluding VAT** and includes all expenses for the contracted 12 month period.

N.B the pricing grid supplied will allow suppliers to price against individual typical assets

8. Content services and deliverables

In this contract we are looking for a supplier that can produce top quality content utilising the appropriate guidelines and assets.

The agency will provide services including:

- Content strategy development
- Creative concept generation
- Short-form video to support campaign launches and development
  - including creative concept, pre- and post- production
  - scriptwriting and editing, voiceover commissions, sourcing music
  - supply of supporting assets such as thumbnails, stills, and captioned version
  - direction and interviewing where needed
  - obtaining all releases and location permissions
  - including animation and motion graphics where appropriate
- Copywriting and editorial content to support campaign development
  - across multiple channels and for multiple purposes including websites, publications, marketing on and off-line
  - applying house style and brand rules
  - iterating as needed from draft through to publication
  - calling on journalistic, corporate and marketing copywriting styles as and where needed
- Design & print for online and offline publications to include:
  - x 3 creative concepts for each job unless there is already a template

- o application of existing style templates
- o design and artwork of chosen design route
- o to include up to 6 routes of amends per publication
- o picture research from the Innovate UK asset library (as our preference although stock is used occasionally)
- o commissioned photography (where budget is available)
- o proofreading and copywriting
- o supply of standard deliverables for publications
- o supply of any print requirements (usually short run typically 300-500 with delivery to 2 addresses)
- Design of campaign social media assets and graphics
  - o applying brand guidelines and house style
  - o recommending most effective formats
  - o effective copywriting
  - o production and supply in relevant formats
- Commissioned campaign brand photography
  - o delivery to brief and brand

Standard deliverables for a project within this contract may include:

- o 2-4 video versions – high res/low res/subtitled/standard edit for YouTube plus other edits for different channels
- o animated gifs
- o 4-5 video and publication thumbnails for different channels
- o curated selection of commissioned photography for our asset library
- o video transcript
- o web-enabled pdf for online
- o banners for campaign events
- o copy written for different channels – website and social primarily
- o print pdf
- o graphics from publication repurposed for social media
- o animated gifs
- o others depending on campaign objectives

Working approach

We expect the agency to work collaboratively with the in-house Innovate UK content team – specifically liaising with the content strategy and development manager and brand and content coordinator on all aspects of the creative development and on the delivery of assets.

The agency may also need to work closely with colleagues in campaign teams across UK Research and Innovation and with external agencies also delivering on other elements of campaign work.

We expect the agency to be responsible for:

- agreeing the scope of work at each stage of the project
- creative concept and development

- understanding the client needs by throughly researching Innovate UK, UKRI, industrial Strategy and the Department for Business, Energy and Industrial Strategy as well as our current channels and formats
- agree a final list of deliverables with Innovate UK for each project
- agree a schedule with milestones with Innovate UK for each project
- take part in update calls with the Content and brand co-ordinator for regular project updates
- collection of existing assets through the Flowzone asset library
- production of all assets to our standards
- upload of final assets to Flowzone asset library

Innovate UK will sign off at key milestones.

Supporting administration

Each of the projects will be managed using our project management system – Flowzone. This will involve uploading:

- quotes
- design concepts
- proofs and development work
- updating the job regularly with work in progress and status updates
- managing schedule updates
- uploading correctly named final assets on approval
- uploading final costs for approval before invoice
- submitting final invoices for approval

We anticipate an average of 3.5 hours of administration work per project. This must be included in your pricing. We do not pay for meetings and would expect to hold a pre-production meeting before the project kicks off and regular calls to update on production progress. This must be included in your overall project costings.

Note: final assets may vary depending on the specific needs for each job and part of the project involves uploading of tagged assets to Innovate UK's asset library.

Service levels and KPIs

We will agree key performance indicators and service levels with the selected agency.

These will cover our expectations on:

- creative quality
- project management leading to delivery on time and to budget – utilising an agreed project plan with milestone dates
- responsiveness
- pace of work and flexibility
- effectiveness of approach to working with Innovate UK

Innovate UK has standard processes for project management and workflow and the agency will need to work to these. On appointment you should plan to attend an 'onboarding session' where the production team and Innovate content team discuss these processes. Training will be given on our project management and asset library systems via a suite of videos, further advice can be given as required.

Budgets and prices

The budgets and prices in this specification are subject to budgetary approval and are not a commitment to spend. As a public sector body we welcome any efforts to get better value for money without compromising on quality and timeframes.

There may be additional work not scoped in this tender, which would require detailed quotes on a competitive quote basis, should the agency be asked to respond to a brief outside of this tender.

Duration

The contract will be offered for an initial period of a year from October 2018 to October 2019, with an option to renew for a further 12 month period. Within the contract period there will be quarterly reviews and a two-month notice period on either side.

GDPR

In relation to this contract it is our understanding that the successful supplier will be the data controller of personal details. When information/data is transferred to UK Reaseach and Innovation in accordance with this contract it will be the responsibility of the supplier/data controller to ensure all GDPR regulations are considered and where applicable data sharing agreements are provided and all participants whose information is to be shared with Innovate UK and UK Reseach and Innovation are contacted for consent.

Any individual looking to raise a subject access request in relation to the personal data being held by UK RI will need to do so by contacting them directly on david.hyatt@ukri.co.uk

Any individual looking to raise a subjet access request in relation to the personal data being held by the sucessful supplier (Data Controller), will need to do so by contacting them directly, these details will become available once a supplier has been appointed.

Section 5 – Evaluation of Bids

The evaluation model below shall be used for this Mini Competition, which will be determined to two decimal places.

Where a question is 'for information only' it will not be scored.

To maintain a high degree of rigour in the evaluation of your bid, a process of moderation will be undertaken to ensure consistency by all evaluators.

After moderation the scores will be finalised by performing a calculation to identify (at question level) the mean average of all evaluators (Example – a question is scored by three evaluators and judged as scoring 5, 5 and 6. These scores will be added together and divided by the number of evaluators to produce the final score of 5.33 (5+5+6 =16÷3 = 5.33)

Pass / fail criteria		
Questionnaire	**Q No.**	**Question subject**
Commercial	SEL3.12	Cyber Essentials
Commercial	SEL3.13	General Data Protection Regulations (GDPR)
Commercial	FOI1.1	Freedom of Information Exemptions
Commercial	AW1.1	Form of Bid
Commercial	AW1.3	Certificate of Bona Fide Bid
Commercial	AW4.1	Special Terms
Commercial	AW4.2	Non-disclosure agreement
Price	AW5.1	Maximum Budget
Price	AW5.5	E Invoicing
Price	AW5.6	Implementation of E-Invoicing
Quality	AW6.1	Compliance to the Specification
Quality	AW6.2	Variable bids
-	-	Invitation to Quote – received on time within e-sourcing tool

Scoring criteria

Evaluation Justification Statement

In consideration of this particular requirement the Contracting Authority has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this Mini Competition. The Contracting Authority considers these weightings to be in line with the framework .

Questionnaire	Q No.	Question subject	Maximum Marks
Price	AW5.2	Price	20%
Quality	PROJ1.2	Understanding of the brief	20%
Quality	PROJ1.3	Project Team	10%
Quality	PROJ1.5	Collaborative Working	20%
Quality	PROJ1.6	Project Management	15%
Interview	PROJ1.8	Interview	15%

Evaluation of criteria

Non-Price elements

Non-Price (Quality) elements

Each question will be judged on a score from 0 to 100, which shall be subjected to a multiplier to reflect the percentage of the evaluation criteria allocated to that question.

> Where an evaluation criterion is worth 20% then the 0-100 score achieved will be multiplied by 20**%**.

> Example if a Bidder scores 60 from the available 100 points this will equate to 12% by using the following calculation:

Score = {weighting percentage} x {bidder's score} = 20% x 60 = 12

The same logic will be applied to groups of questions which equate to a single evaluation criterion.

The 0-100 score shall be based on (unless otherwise stated within the question):

0	The Question is not answered or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.

40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

All specific: Quality questions will be marked based on the above mechanism. Please be aware that there may be multiple evaluators. If so, their individual scores will be averaged to determine your final score as follows: :

Example

Evaluator 1 scored your bid as 60

Evaluator 2 scored your bid as 40

Evaluator 3 scored your bid as 80

Evaluator 4 scored your bid as 60

Your final score will be calculated as follows (60+40+80+60) ÷ 4 = 60

Price elements will be judged on the following criteria.

The lowest price for a response which meets the pass criteria shall score 100.
All other bids shall be scored on a pro rata basis in relation to the lowest price. The score is then subject to a multiplier to reflect the percentage value of the price criterion.

For example - Bid 1 £100,000 scores 100,
Bid 2 £120,000 differential of £20,000 or 20% remove 20% from price scores 80
Bid 3 £150,000 differential £50,000 remove 50% from price scores 50.
Bid 4 £175,000 differential £75,000 remove 75% from price scores 25.
Bid 5 £200,000 differential £100,000 remove 100% from price scores 0.
Bid 6 £300,000 differential £200,000 remove 100% from price scores 0.

Where the scoring criterion is worth 50% then the 0-100 score achieved will be multiplied by 50

In the example if a supplier scores 80 from the available 100 points this will equate to 40% by using the following calculation: Score/Total Points multiplied by 50 (80/100 x 50 = 40)

The lowest score possible is 0 even if the price submitted is more than 100% greater than the lowest price.

Section 6 – Evaluation questionnaire

Bidders should note that the evaluation questionnaire is located within the **e-sourcing questionnaire.**

Guidance on completion of the questionnaire is available at
http://www.uksbs.co.uk/services/procure/Pages/supplier.aspx

PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY

Section 7 – General Information

DO:

7.1   Do comply with Procurement document instructions. Failure to do so may lead to disqualification.

7.2   Do provide the Bid on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions.

7.3   Do ensure you have read all the training materials to utilise e-sourcing tool prior to responding to this Bid. If you send your Bid by email or post it will be rejected. Unless formally requested to do so by UK SBS e.g. Emptoris system failure

7.4   Do use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless agreed in writing by the Buyer. If you use another file format without our written permission we may reject your Bid.

7.5   Do ensure you utilise the Emptoris messaging system to raise any clarifications to our Mini Competition. You should note that we will release the answer to the question to all Bidders and where we suspect the question contains confidential information we may modify the content of the question to protect the anonymity of the Bidder or their proposed solution

7.6   Do answer the question, it is not enough simply to cross-reference to a 'policy', web page or another part of your Bid, the evaluation team have limited time to assess bids and if they can't find the answer, they can't score it.

7.7   Do consider who the Contracting Authority is and what they want a generic answer does not necessarily meet every Contracting Authority's needs.

7.8   Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.

7.9   Do provide clear and concise and ideally generic contact details; telephone numbers, e-mail details.

7.10   Do complete all questions in the questionnaire or we may reject your Bid.

7.11   Do check and recheck your Bid before dispatch.

What makes a good bid – some simple do not's ☹

DO NOT

7.12   Do not cut and paste from a previous document and forget to change the previous details such as the previous buyer's name.

7.13   Do not attach 'glossy' brochures that have not been requested, they will not be read unless we have asked for them. Only send what has been requested and only send supplementary information if we have offered the opportunity so to do.

7.14   Do not share the Procurement documents, they are confidential and should not be shared with anyone without the Buyers written permission.

7.15   Do not seek to influence the procurement process by requesting meetings or contacting UK SBS or the Contracting Authority to discuss your Bid. If your Bid requires clarification the Buyer will contact you. All information secured outside of formal Buyer communications shall have no Legal standing or worth and should not be relied upon.

7.16   Do not contact any UK SBS staff or the Contracting Authority without the Buyers written permission or we may reject your Bid.

7.17   Do not collude to fix or adjust the price or withdraw your Bid with another Party as we will reject your Bid.

7.18   Do not offer UK SBS or the Contracting Authority staff any inducement or we will reject your Bid.

7.19   Do not seek changes to the Bid after responses have been submitted and the deadline for Bids to be submitted has passed.

7.20   Do not cross reference answers to external websites or other parts of your Bid, the cross references and website links will not be considered.

7.21   Do not exceed word counts, the additional words will not be considered.

7.22   Do not make your Bid conditional on acceptance of your own Terms of Contract, as your Bid will be rejected, unless the Framework explicitly permits this.

Some additional guidance notes

7.23   All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool must be submitted to Crown Commercial Service (CCS – previously Government Procurement Service), Telephone 0345 010 3503.

7.24   Bidders will be specifically advised where attachments are permissible to support a question response within the e-sourcing tool.   Where they are not permissible any attachments submitted will not be considered as part of the evaluation process.

7.25   Question numbering is not sequential and all questions which require submission are included in the Section 6 Evaluation Questionnaire.

7.26   Any Contract offered may not guarantee any volume of work or any exclusivity of supply.

7.27   We do not guarantee to award any Contract as a result of this procurement

7.28   All documents issued or received in relation to this procurement shall be the property of the Contracting Authority / UKSBS.

7.29   We can amend any part of the procurement documents at any time prior to the latest date / time Bids shall be submitted through Emptoris.

7.30   If you are a Consortium you must provide details of the Consortiums structure.

7.31   Bidders will be expected to comply with the Freedom of Information Act 2000 or your Bid will be rejected.

7.32   Bidders should note the Government's transparency agenda requires your Bid and any Contract entered into to be published on a designated, publicly searchable web site. By submitting a response to this Mini Competition Bidders are agreeing that their Bid and Contract may be made public

7.33   Your bid will be valid for 60 days or your Bid will be rejected.

7.34   Bidders may only amend the contract terms during the clarification period only, if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the contract terms without such grounds and the Contracting Authority fail to accept your legal or statutory reason is reasonably justified we may reject your Bid.

7.35   We will let you know the outcome of your Bid evaluation and where requested will provide a written debrief of the relative strengths and weaknesses of your Bid.

7.36   If you fail mandatory pass / fail criteria we will reject your Bid.

7.37   Bidders are required to use IE8, IE9, Chrome or Firefox in order to access the functionality of the Emptoris e-sourcing tool.

7.38   Bidders should note that if they are successful with their proposal the Contracting Authority reserves the right to ask additional compliancy checks prior to the award of any Contract. In the event of a Bidder failing to meet one of the compliancy checks the Contracting Authority may decline to proceed with the award of the Call Off Contract to the successful Bidder.

7.39   All timescales are set using a 24 hour clock and are based on British Summer Time or Greenwich Mean Time, depending on which applies at the point when Date and Time Bids shall be submitted through Emptoris

7.40   All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

For these purposes, the Contracting Authority may disclose within Government any of the Bidders documentation/information (including any that the Bidder considers to be confidential and/or commercially sensitive such as specific bid information) submitted by the Bidder to the Contracting Authority during this Procurement. The information will not be disclosed outside Government. Bidders taking part in this Mini Competition consent to these terms as part of the competition process.

7.41   The Government is introducing its new Government Security Classifications (GSC) classification scheme on the 2nd April 2014 to replace the current Government Protective Marking System (GPMS). A key aspect of this is the reduction in the number of security classifications used. All Bidders are encouraged to make themselves aware of the changes and identify any potential impacts in their Bid, as the protective marking and applicable protection of any material passed to, or generated by, you during the procurement process or pursuant to any Contract awarded to you as a result of this tender process will be subject to the new GSC . The link below to the Gov.uk website provides information on the new GSC:

https://www.gov.uk/government/publications/government-security-classifications

The Contracting Authority reserves the right to amend any security related term or condition of the draft contract accompanying this Mini Competition to reflect any changes introduced by the GSC. In particular where this Mini Competition is accompanied by any instructions on safeguarding classified information (e.g. a Security Aspects Letter) as a result of any changes stemming from the new GSC, whether in respect of the applicable protective marking scheme, specific protective markings given, the aspects to which any protective marking applies or otherwise. This may relate to the instructions on safeguarding classified information (e.g. a Security Aspects Letter) as they apply to the procurement as they apply to the procurement process and/or any contracts awarded to you as a result of the procurement process.

USEFUL INFORMATION LINKS

- Emptoris Training Guide
- Emptoris e-sourcing tool

Appendix 1 – Campaign Scenario

Industrial Strategy Challenge Fund campaign: Scenario

The scenario is based on the production of a package of campaign content and assets to support the communications objectives for the Industrial Strategy Challenge Fund.

Background information

Find out about the Fund: https://www.ukri.org/innovation/industrial-strategy-challenge-fund/

The Industrial Strategy Challenge Fund is part of government's Industrial Strategy, the long-term plan to raise productivity and earning power in the UK.

The fund is a core pillar in the government's commitment to increase funding in research and development by £4.7 billion over 4 years to strengthen UK science and business. This is the target for investment in research and innovation to reach 2.4% of GDP compared with the 2015 level of 0.7%.

It will invest in the world-leading research base and highly-innovative businesses to address the biggest industrial and societal challenges today.

The Industrial Strategy Challenge Fund is a flagship programme for the newly formed UK Research and Innovation which will provide funding through open competition to establish centres of research excellence, fund collabrative research and development projects between business and researchers and help commercialise the cutting edge research coming out of UK universities.

The overarching communications objectives are to:

- Encourage high quality proposal ideas from businesses and researchers to address the challenges
- Encourage a two-way dialogue with the public on the Fund and its challenges to ensure the wider public understand and advocate the investment and ambition

Scenario

Thinking about the Industrial Strategy Challenge Fund as a whole and the objectives above, how would you approach developing an engaging suite of content that would support meeting them?

- What would be our content strategy?
- What would be the narrative(s)?
- What stories would we tell?
- How would we engage businesses and researchers?
- What would be the impetus to spark public debate in a positive way?
- Which channels would we focus on?
- What would be your creative approach to hook in the audiences?

In this scenario, we want to see a proposal that covers on and offline executions, a variety of content formats and channels utilised as well as fresh creative which reflects the innovative nature of the organisations involved.

Please provide your proposals for the creation of this campaign content to deliver on these objectives. You should include:

- Project methodology
- Moodboards showing visual approach
- Content references and examples that would influence your development work
- Outline for a package of content to meet the objectives and channels for usage

Audiences

Researchers

- Typically working in a university or research and technology organisation
- Focus on early stage research which may not have a clear real-world application yet

Operating entrepreneur

- Startups, SMEs, enterprise size businesses aiming to develop new products and services
- Looking for funding, support, networks and collaboration partners

Influencer

Not just one single persona – a very diverse group of people

- Government / Stakeholders, because they fund & support us
- Media, because they write & comment on our actual / perceived success
- Bloggers, because they share our stories
- Investors, because they make us visible in the very competitive 'investment' sector.

Appendix 2 - Personas

Persona 1b – Operating Entrepreneur

Innovate UK

Profile

Name:	Richard
Age:	45
Company:	PolyPhotonix
Industry:	OLED Lighting
Industry	
Job title:	CEO
Location:	Cambridge
Company Size:	20
Twitter:	@ppxrichardkirk
LinkedIn	
richardkirkpolyphotonix	

About

- 15 years experience in medical research and printed electronics
- Pioneer in material science and its applications
- Founded Polyphotonix in 2008
- Developed light treatment for retinal disease
- Credited for many world's first' applications using inorganic and organic light emitting materials
- Won many international awards for innovation, research and business
- Won 'National Emerging Entrepreneur'

Challenge & Pain Points

- Staff / Tallent
- Funding
- Partners
- Growth

Attitude

- Likes communication direct, clear & personal
- Hates bureaucracy, lengthy application, paperwork
- Loves turning scientific research into life saving products and services

Appealing Messages / Topics

- Science and technology excellence
- Advanced research
- Sector leadership
- Collaboration
- Research
- Success

Channel Preference

- Google Search
- Email subscription
- Online Publishers
- Innovate UK sites
- Social
  - LinkedIn
  - Twitter
  - YouTube

Format Preference

- Case Studies
- Newsletters
- Whitepapers
- Reports / Surveys
- Webinars
- Demos

unaware	aware	interest	research	convert / retain
What is my problem?	How do I fix it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: • Information	**Looking for:** • Insights • Networks	**Looking for:** • Funds • Partners	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Innovations, technology & science news • Upcoming events	**Content Needs:** • Events highlights & updates • Interviews with leaders & influencers	**Content Needs:** • New competitions	**Content Needs:** • Sector, & Industry reports • Market insights • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process • Post funding support

Persona 2a – Aspiring Entrepreneur

Innovate UK

Profile

Name: Vivian
Age: 24
Company: Sparrho
Industry: Software
Job title: Business Dev Manger
Location: Swindon
Company Size: 5
Twitter: @vivianchan_s
LinkedIn: vchan

About

- PhD at University of Cambridge in Biochemistry
- One year working in a venture fund in Australia.
- Joined the Cambridge University Technology Enterprise Club (CUTEC)
- CUTEC President and Chairman.
- Took part in the inaugural cohort of Entrepreneur First
- Just starting Sparrho as co-founder

Challenge & pain point

- Relies on her own network
- Validating business ideas
- Business proposition / pricing
- Start-up funding
- Recruitment

Attitude

- Strong advocate for women in STEM
- Taught herself coding
- Likes to work with female entrepreneurs with a passion to shape their world with innovative products and services

Appealing Messages / Topics

- Audience-led storytelling
- Audience involvement / contests
- Up and coming superstars
- Women in tech
- Science explainers
- What's hot in tech

Channel Preference

- Social Media
  - Twitter
  - Facebook
  - Instagram
  - YouTube
  - LinkedIn
- Google Search
- Bloggers
- Online publishers

Format Preference

- Forums
- Video
- Blog Posts
- Articles
- Infographics
- Gifs
- Webinars / Hangouts

unaware	aware	interest	research	convert / retain
What do I want to do?	**How do I go about it?**	**How can Innovate UK help?**	**Is Innovate UK right for me?**	**Where do I sign?**
Looking for: • Ideas • Inspiration • Career Opportunities	**Looking for:** • Advice • Mentors • Startup	**Looking for:** • Funds • Partners • Networks	**Looking for:** • Credentials • Decision Support	**Looking for:** • Support
Content Needs: • Cool tech & science stories • Fun science applied • Inspirational people / stories • Hot trends / future predictions • Event previews • Future predictions	**Content Needs:** • How to & starter guides • Tips & latest trends • Contest participation • Mentor / influencer interviews • Live event / contests • Top resources	**Content Needs:** • How to choose a program • Funding options explained • Events updates • Catapult, Connect, KTN • Latest competitions • Collaboration examples	**Content Needs:** • Quick explainers • Roundup of current activities • Sector, & Industry reports • Case Studies • Success Stories • Demos	**Content Needs:** • FAQs • Guides • Application process

Persona 3 – Influencer (example MP)

Innovate UK

Profile

Name: Elizabeth
Age: 40
Industry: Government
Job title: Member of Parliament
Location: Norfolk
Twitter: @trussliz
LinkedIn: elizabeth-truss

About

- Studied Philosophy, Politics & Economics at the University of Oxford
- Worked for Shell as Commercial Manager, during which also became a qualified Management Accountant
- Became Deputy Director of Reform in 2008
- Selected for South West Norfolk conservative seat in 2009, and elected to parliament in 2010.
- Became Junior minister in the Department of Education
- Is currently Environment Secretary

Challenge & pain point

- Offering support to constituents
- Helping SMEs in her constituency to succeed in business
- Explain how Innovate UK and government grants works her local businesses
- Regional / local funding
- Generating well paid jobs locally
- Regional investments

Attitude

- Extremely hard-working & driven
- Wants to make a difference and help her constituents
- Advocates more rigorous academic standards in schools
- Determined to ensure young people get a good education
- Passionate about protecting local villages e.g. shops, GP surgeries, pubs

Appealing Messages / Topics

- Local success stories
- Community programmes
- Economic Insights
- New job creation
- Collaboration
- Research

Channel Preference

- Google Search
- Social
  - LinkedIn
  - Twitter
  - Facebook
  - YouTube
- Forums
- Online Publishers
- Innovate UK sites

Format Preference

- Articles
- Newsletters
- Policy Papers
- Reports / Surveys
- Data Visualisation
- Research Reports
- Videos

unaware	aware	interest	research	convert / retain

What is my problem?	How do I fix it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
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