



CELTICSEAPOWER

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ITT - Provision of communications and PR advice and support

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1 Introduction

Celtic Sea Power Limited (CSP) are a 100% subsidiary of Cornwall Council. CSP's purpose is to maximise the once-in-a-lifetime economic opportunity that the Celtic Sea Floating Offshore Wind (FLOW) initiative represents, with a potential GVA benefit as high as £1.96bn. The pipeline of floating offshore wind (FLOW) projects in the Celtic Sea is now one of the three largest in the world. The associated total investment, of over £100Bn, represents the single largest economic development opportunity in the Celtic Sea region for decades.

CSP is dedicated to leading the strategic development of the Celtic Sea for Floating Offshore Wind (FLOW). Critical to this, is our ability to effectively engage with a broad range of stakeholders to influence positive change for the region on the back of independent and credible evidence. To this end, we are looking to engage the services of a communications specialist to review our internal processes and help CSP develop an effective stakeholder and communications strategy, stakeholder management plan and integrate them into the business for day-to-day activity.

2 Scope of Work

2.1 Objective

CSP are looking to engage the services of a communications specialist to review our internal processes and help CSP develop an effective policy influence, stakeholder, communications strategy and management plan. This would be followed by integration into CSP's day-to-day activity, with ongoing delivery support. The overarching aim for Celtic Sea Power is to:

- a. Ensure that the CSP Purpose, Mission and Objectives are consistent and clear to all internal and external stakeholders.
- b. Develop effective Stakeholder mapping, development, and implementation of CSP's stakeholder engagement strategies.
- c. Support the building and maintaining of relationships with key stakeholders to ensure sufficient credibility and influence to deliver the CSP Purpose.
- d. Develop effective central and local government policy influence.
- e. Develop and implement key messages to ensure consistency across CSP's activities adding to the overall development and maintenance of CSP's reputation.
- f. Review CSP's tools (website, content and use of social media etc) and internal capability and capacity for effective stakeholder management to identify any gaps and suggest solutions to address any gaps.
- g. Review and support with ideas and strategies to enhance reach and interest in events, public and targeted communications.

2.2 Anticipated Delivery

In support of CSP's objectives as outlined in 2.1 we would require the contractor to deliver the following 3 phases.

2.2.1 Phase 1 – Complete by 31/03/24

- a. Review of current messages, content and external facing material,
- b. Sense check of current external and internal Stakeholder perception through interview, survey or other methods suggested by the specialist,





- c. Highlight any gaps or discrepancies between the defined and documented purpose, and internal/ external stakeholder perceptions,
- d. Work with the Senior Leadership Team to develop an initial communications management plan to meet the scope of work.

2.2.2 Phase 2 – Complete 28/02/25

- a. Online attendance at bi-weekly SLT meetings (90 minutes)
- b. Provide regular input into the execution of the communications plan, making recommendations for reviews and updates as required.
- c. Provision of ad hoc communications, stakeholder management and press relations advice/ guidance as required.

2.2.3 Phase 3 – Complete 28/02/25

- a. Delivery support
- b. Draft press releases, social media content, web content, and stakeholder correspondence as required. For estimating purposes, we currently publish LinkedIn updates bi-weekly, publish one technical article or update every one month. This should be considered a minimum.

3 Contracting and budget

3.1 Contract

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

CSP cannot accept any material changes to the terms and conditions of contract post award. Any contract clarifications must be dealt with during the tender process and should be submitted before the deadline for clarifications as specified in section 7.

3.2 Budget and Price

The total budget to deliver the scope of work up to, and including, 28th February 2025 is £30,000 excluding VAT. Within this budget, we seek cost proposals which align with the three phases of the scope of work.

3.2.1 Phase 1 – Fixed Price Lump Sum.

Fixed price excluding VAT to complete phase 1. Payable upon delivery of an initial communications management plan.

3.2.2 Phase 2 – Fixed Monthly Fee.

Fixed fee excluding VAT paid monthly for regular attendance at SLT (or other management meetings held in lieu) and provision of ad-hoc advice/ guidance via phone/ Teams/ Zoom, email, messaging services. To be invoiced quarterly.

3.2.3 Phase 3 – Fixed Blended hourly rate for drawdown against remaining budget

Fixed hourly rate common across all consultant's staff for delivery of content, copy and delivery activity. As the need for such work arises, it shall be costed at this rate, and approved by CSP, prior to costs being drawn down against the balance of budget, less the costs of Phases 1 and 2.





3.3 Confidentiality

All information supplied to you by CSP, including this ITT, 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 ITT and its accompanying documents shall remain the property of CSP and must be returned on demand.

CSP 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 Contractor 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.

4 Tender submission requirements

All tenderers are to include the following in their submissions.

4.1 Covering letter to include:

- a. Contact name for further correspondence.
- b. For consortium bids, confirmation of which consortium member will lead which work package.
- c. Confirmation that the tenderer has the resources available to meet the requirements outlined in this ITT and its timelines.
- d. 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.
- e. 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.
- f. Confirmation that the tenderer holds current valid insurance policies and, if successful, supporting documentation will be provided as evidence. Section 6.2
- g. Conflict of interest statement in accordance with Section 6.3.11 – Corporate Requirements – Conflicts of interest.





4.2 Project Proposal to include:

- a. Your approach to effective policy influence, stakeholder management and communications strategies.
- b. How you will apply this philosophy to scope of work detailed in section 2.
- c. Your practical approach to the delivery of the scope of work.
- d. Two examples of previous contracts or commissions which are relevant to this requirement and support your proposed approach. This should include links to content and copy that you have delivered.
- e. Details of the individuals who will support the project and their relevant experience.

4.3 Price and Budget

Provide a schedule of costs in line with 3.2 Budget (excluding VAT), using the table format below.

Phase	Proposed Cost (Ex VAT)	Basis
Phase 1		Fixed price payable on delivery of initial communications plan.
Phase 2		Fixed monthly fee invoiced quarterly.
Phase 3		Per Hour. Drawn down against balance of budget on a call off basis

5 ITT Response Timeline

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

Milestone	Date	Time
ITT Published	12/01/24	NA
Deadline for clarification requests	23/01/24	17:00
Clarifications posted by	24/01/24	
Deadline for Submission	02/02/24	17:00
ITT Appraisal Complete/ Contract Award	09/02/24	

Table 1 - ITT Timelines

5.1 ITT clarifications

Any clarification queries arising from this ITT which may have a bearing on the offer should be raised by email to: **tenders@celticseapower.co.uk** in accordance with the Timetable above. CSP will endeavour to answer queries submitted before 17:00 24/01/2024 in a timely manner and would encourage bidders to request clarifications as they arise. Clarifications will be anonymised and posted as a document on Contracts Finder and Sell to Wales.

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.



6 Corporate Requirements

6.1 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.

6.2 Indemnity and Insurance

The contractor must affect and maintain with reputable insurers such policy or policies of insurance as may be necessary to cover the contractor's obligations and liabilities under this contract, including but not limited to:

- i. Employers' liability insurance with a limit of liability of not less than £2,000,000 (two million pounds).
- ii. Third party liability insurance for any incident or series of incidents with cover of not less than £2,000,000 (two million pounds) for each and every claim.
- iii. Professional indemnity insurance with cover of not less than £1,000,000 (one million pounds) for each and every claim.

All insurances shall cover for any one occurrence or series of occurrences arising out of any one event during the performance of this contract. The tenderer will be required to provide a copy of their insurance policies if successful in securing this contract.

6.3 Corporate Requirements

6.3.1 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.

6.3.2 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 regard to environmental issues. The tenderer will be required to provide a copy of their Environmental Policies/Practices if successful in securing this contract.

6.3.3 Data Protection

The contractor 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.



6.3.4 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.

6.3.5 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.

6.3.6 Health and 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.

6.3.7 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

6.3.8 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.

6.3.9 Content Ownership

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

6.3.10 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 contractor will not be expected to store these documents for future reference.





6.3.11 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.

7 Tender Evaluation Methodology

Each Tender will be checked for completeness and compliance with all requirements of the ITT. 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 6.1 Covering Letter	
Acceptable covering letter including confirmation of the requirements detailed at 6 Corporate Requirements	Pass/ Fail
Ref 4.2 Project Proposal	70
a. Your approach to effective policy influence, stakeholder management and communications strategies.	50
b. How you will apply this philosophy to scope of work detailed in section 2.	
c. Your practical approach to the delivery of the scope of work.	
d. Two examples of previous contracts or commissions which are relevant to this requirement and support your proposed approach. This should include links to content and copy that you have delivered.	10
e. Details of the individuals who will support the project and their relevant experience.	10
Ref 4.3 Price	30
The lowest Price for each phase will be awarded 10 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 = $10 \times \text{bid} / \text{lowest bid}$. The total score (out of 30) will be the sum of the score for each phase.	
4.3.1 Phase 1 Fixed Price	10
4.3.2 Phase 2 – Fixed Monthly Fee	10
4.3.3 Phase 3 – Blended Hourly Rate	10

Table 2 - Tender Award Criteria



7.1 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 ITT 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 ITT 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.



8 Tender returns

Please submit a response to this ITT by 17:00 on 02/02/2024

Please send by email to **tenders@celticseapower.co.uk** with the following wording in the subject box: "ITT Response - Strictly Confidential. Communications and PR Specialist"

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

9 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.

10 Table of Enclosures

1	Consultancy Agreement CSP
2	
3	
4	