**Invitation to Tender**

**Gulf Technology Campaign PR Requirement**

**DN424173**

**Version**

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| Version | Author | Date |
| 1 | Samuel Nicholls | 02 October 2018 |
| 2 | Helena Tyler | 31 October 2018 |
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**Approvals**

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|  |
|  | Our Reference: **DN424173** |
|  |
|  | Date: 31/07/2019 |

To Whom it May Concern,

**Invitation to Tender**

**Reference Number. DN424173**

You are invited to tender for the Gulf Technology PR Campaign requirement in competition in accordance with the attached document. DIT wishes to commission a PR agency to deliver the communications element of a regional digital and press marketing and communications campaign to promote the UK’s capability in technology (especially Artificial Intelligence) to public sector and private sector buyers of technology and innovation for smart cities, healthcare, and education, in the UAE, Saudi Arabia, Qatar, and Bahrain.

1. The requirement and subsequent contract shall be for a period of 6 months. Funding has been approved. The maximum budget is £40,000 and is exempt from VAT.
2. This Procurement is being carried out in accordance with the Public Contract Regulations 2015 under the Open Tender procedure. Tenderers can submit a bid as a single legal entity, with other legal entities (to form a consortium) or with named sub-contractors.
3. The anticipated date for the contract award decision is 22/08/2019 Please note that this is an indicative date and may change.
4. The clarification period ends on 07/08/2019 at 12pm BST (3pm GST). You must submit your tender to arrive no later than 14/08/2019 at 12pm BST (3pm GST).

Yours faithfully,

Alistair Goldspink

Assistant Contract Manager

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# **SECTION 1: INTRODUCTION**

## Definitions[[1]](#footnote-1)

|  |  |
| --- | --- |
| TERM[[2]](#footnote-2) | MEANING |
| **“Authority”** | means the Secretary of State acting through the Department for International Trade acting as part of the Crown. |
| **“Contract”**  | means the contractually bindng terms and conditions set out in Appendix B of this ITT to be entered into by the Authority and the successful Tenderer at the conclusion of this Procurement. |
| **“Contract Deliverables”** | means the services and any associated technical data which the winning Tenderer is required to provide under the contract.  |
| **“Conflict of Interest (COI)"** | means any circumstance or situation where relevant staff members of the Tenderer invovled in this Procurement have, directly or indirectly, a financial, economic or other personal interest which might be percieved to compromise their impartiality and independence in the context of the Procurement and/or affect the intergrity of Contract Award and any resultant Contract. |
| **“EIR”** | means the Environmental Information Regulations 2004 (as amended) together with any guidance and/or codes of practice issued by the Information Commissioner or any Government Department in relation to those Regulations.  |
| **“FOIA”** | means the Freedom of Information Act 2000 (as amended) and any subordinate legislation made under that Act together with any guidance and/or codes of practice issued by the Information Commissioner or any Government Department in relation to that legislation. |
| **“Invitation to Tender (ITT)”**  | Means the document together with its attachements which the Authority sends out to potential Tenderers to initiate participation in the competition. |
| **“Specification of Requirement”** | Detail the technical requirements and acceptance criteria of the contract delvierables. |
| **“Tender”** | means the formal offer that the Tenderer makes to the Authority in response to this ITT. |
| **“Tenderer”** | means the economic operator or group of operators in the form of a consortium, icluding sub-contractors, who have been invited to submit a Response to this ITT. Where “You” is used this means an action on the Tenderer. |

##  Part A: General

* 1. The purpose of this ITT is to invite Tenderers to propose a solution to meet the Authority’s requirement. This document explains and sets out the:
	2. Tender process and timetable for the stages of the procurement;
	3. Instructions and conditions that govern this competition;
	4. Information you must include in your Tender and the required format;
	5. Specification of Requirements;
	6. Arrangements for the receipt and evaluation of Tenders; and
	7. Contract Conditions that shall apply in the event that the Authority awards a contract following this competition.
	8. Tenderers acknowledge and agree that nothing contained within this ITT shall constitute an inducement or incentive nor shall have in any other way persuaded a Potential Supplier to submit a Tender or enter into any other contractual agreement.
	9. Tenderers are responsible for ensuring that they understand the requirements for this procurement. If any information is unclear or if a Tenderer considers that insufficient information has been provided, Tenderers should raise a clarification with the Authority in accordance with Section 3 Part I to this ITT.
	10. Tenderers are responsible for ensuring that they have submitted a complete and accurate Tender and that prices quoted are arithmetically correct for the units stated.

## Part B: Disclaimer

* 1. Whilst the information contained in this ITT and any supporting information referred to herein or provided to Tenderers by the Authority have been prepared in good faith. The Authority does not warrant that this information is comprehensive or that is has been independently verified. Neither the Authority not its representatives accepts any liability for the information contained in this ITT or shall be liable for any loss or damage arising as a result of this ITT.
	2. Any Tenderer considering entering into contractual relationships with the Authority should make its own investigations and independent assessment of the Authority.

## Part C: Contract Conditions

* 1. The full text of the Contract conditions is attached at Schedule 07 to this ITT.

## Part D: Tender Expenses

* 1. The Tenderer shall bear all costs associated with preparing and submitting your Tender. If the Tender process is terminated or amended by the Authority, the Authority shall not reimburse you.

## Part E: E-Tendering

* 1. The Authority is using e-Tendering for this Procurement. ProContract is the Authority’s e-Tendering Platform. It can be accessed via your web browser at <https://procontract.due-north.com/>. If there is any conflict between the information set out in this ITT and associated documents and the information displayed in the Authority’s e-Tendering Platform (ProContract), the information set out in this ITT shall take precedence.
	2. Unless otherwise stated in this ITT or in writing by the Authority, all communications from Tenderers and the Authority during the Procurement must be made using the Authority’s e-Tendering Platform (ProContract). The Authority shall not respond to communications made by other means and Tenderers should not rely on communications from the Authority unless they are made through the Authority’s e-Tendering Platform (ProContract).
	3. If a Tenderer experiences technical difficulty with the Authority’s e-Tendering Platform (ProContract), the Tenderers shall contact the e-Tendering Platform (ProContract) helpdesk. The Tenderer shall also inform the Authority.

# **SECTION 2: KEY DATES**

* 1. The key dates for this procurement are currently anticipated to be as follows.[[3]](#footnote-3)

|  |  |  |  |
| --- | --- | --- | --- |
| STAGE | DATE AND TIME | INITIATED BY | SUBMIT TO: |
| ITT Publication | 31/07/2019 | The Authority | All Tenderers |
| Deadline for Clarification Questions / Requests for additional informaiton. | 07/08/2019 at 12pm BST (3pm GST) | Tenderers | The Authority |
| ITT Submission Deadline | 14/08/2019 at 12pm BST (3pm GST) | Tenderers | The Authority |
| Tender Evaluation | 15/08/2019 to 21/08/2019 | The Authority | N/A |
| Contract Award | 22/08/2019 | The Authority | The Winning Tenderer |
| Contract Formation | 22/08/2019 to 26/08/2019 | The Authority | The Winning Tenderer |
| Contract Commencement | 02/09/2019 | The Winning Tenderer | N/A |

# **SECtION 3: TENDER PREPARATION AND SUBMISSION**

* 1. By submitting a Tender, Tenderers agree:
		+ to be bound and accept the terms and conditions set out in this ITT; and
		+ that if the Authority accepts the Tender in writing, the Tenderer shall execute the Contract in the form set out in Schedule 7.
	2. The Authority may withdraw, terminate or amend the Procurement or this ITT at any time. Any amendment to the Procurement or this ITT shall be notified in writing to Tenderers. The Authority shall reissue the procurement documents before the Tender Deadline and may, at its discretion or (where applicable) in accordance with the Public Contract Regulations 2015, extend the deadline for the submission of Responses and / or any other stages of the Procurement for amendments.

## PART A: Tenders for Selected Contract Deliverables

* 1. Tenderers must Tender for all the Contract Deliverables listed in the Specification of Requirements. The Authority reserves the right to reject Tenders where Tenderers have not tendered for all the Contract Deliverables.

## Part B: Construction of Tenders

* 1. The Tender must be written in English (UK) language with Arial 11-point font and 2.54cm margins (where applicable). The Tender and accompanying documents must be compatible with Microsoft Office Word and other Microsoft Office applications.

## Part C: Tender Validity

* 1. It is a condition of tendering that all Tenderers holds their tender open for acceptance for one hundred and twenty (120) calendar days from the ITT submission deadline.
	2. If successful, the winning Tender must be open for a further thirty (30) calendar days. This period starts on the day the Authority announces its decision to award the contract to the winning Tenderer in accordance with the Tender. In the event legal proceedings are instigated, challenging the award of the contract, prior to entry into contract, it is a condition of this ITT that the winning Tenderer holds their Tender open for acceptance during this period and up to fourteen (14) calendar days after the result of the legal proceedings

## Part D: Variant Tenders

* 1. A variant tender is a Tender that offers an alternative approach to, or method of, meeting the Authority’s requirements as set out in this ITT and associated documents. Where the tender evaluation has a pass/fail for the Contract Conditions the Authority may reject the Tender on the grounds of additional or alternative Contract Conditions.
	2. The Authority shall not accept or evaluate any Variant Tenders for this Procurement.

## Part E: Submission of Tender

* 1. Tenders must be uploaded onto Authority’s e-Tendering Platform (ProContract) by the time and date stated in the covering letter to this ITT and Schedule 5. The Authority reserves the right to reject any Tender received after the stated date and time.
	2. Tenderers must complete all parts of the response form in the Authority’s e-Tendering Platform (ProContract) in accordance with the instructions therein. Tenders shall be checked for completeness and only compliant responses shall be evaluated.
	3. Tenderers must not exceed stipulated page/word limits or include attachments not requested. The Authority shall disregard attachments which have not been requested any part of the Tender which goes beyond defined page/word limits.
	4. Samples are not required for this Procurement.
	5. The Tender shall be the single source of information used to evaluate Tenders. The Authority shall only take account of information which is specifically asked for in this ITT.

## Part F: Pricing

* 1. Prices must be submitted in £GBP, exclusive of VAT.
	2. The Contract shall be awarded as a fixed cost against deliverables and shall be paid according to the Specification of Requirements.
	3. The pricing schedule within the Authority’s e-Tendering Platform (ProContract) identifies the minimum level of information required.
	4. If the Authority believes that any element of pricing submitted is abnormally low it will conduct a further analysis of the offer in accordance with Regulation 69 of PCR 2015.
	5. The Authority reserves the right to seek verification of any prices that it deems to be unsustainable in respect of this Procurement.

3.19 The Authority reserves the right to treat any bid which is caveated by reference to the UK exiting the EU with a deal or without a deal as non-compliant and, as with any procurement exercise, a bidder in submitting its prices for evaluation does so in acceptance of all business risks and circumstances arising from time to time.

## Part G: Sub-Contracting

* 1. All information requested in the Tender should be given in respect of the Prime Contractor.
	2. Where the Tenderers propose to use sub-contractors to deliver some or all of the requirement, the Tenderer must complete the Tenderers Sub-Contracting Information Form at Schedule 1.
	3. The Authority recognises that arrangements in relation to sub-contracting may be subject to change and may not be finalised until a later date. The Tenderer shall inform the Authority immediately of any changes to the supply chain following Tender submission.

## Part H: Consortia

* 1. Where a Tenderer is submitting a Tender as part of a proposed consortium, the Tenderer must complete the Tenderers Consortium Information Form at Schedule 2.
	2. In accordance with Regulation 19(6) of PCR 2015, the Authority may require a successful consortium to form a separate corporate entity.
	3. All members of the consortium shall be required to provide the information required in the Tender as part of a single composite response to the Authority.
	4. The Authority recognises that arrangements in relation to a consortium may be subject to change and may not be finalised until a later date. Tenderers shall Tender on the basis of envisaged arrangements. The Tenderer shall inform the Authority immediately of any changed to the consortium following Tender submission.

## Part I: Clarifications

* 1. Tenderers may raise questions or seek clarification regarding any aspect of this Procurement prior to the clarification deadline (as set out in Section 3 Part I to this ITT). The Authority shall respond to all reasonable clarifications submitted prior to the clarification deadline as soon as possible but cannot guarantee a minimum response time.
	2. If a Tenderer believes that a clarification request is commercially sensitive or that publishing the clarification with the Authority’s response would reveal confidential information, disclosure of which would be detrimental to the Tenderer. The Tenderer must clearly state that the clarification is sensitive and provide a justification upon submission. If the Authority considers the clarification and response is not commercially sensitive or all Tenderers may benefit from its disclosure the Authority will notify the Tenderer. The Tenderer shall have two (2) working days of the notification to withdraw their clarification. If the clarification is not withdrawn the clarification request and Authority’s response will be published to all Tenderers.
	3. The Authority may not respond to a clarification or publish it where the Authority considers that the response may prejudice the Authority’s commercial interests. In such circumstances, the Authority will inform the Tenderer of its view.
	4. The Authority reserves the right (but is not obliged) to seek clarification of any aspect of a Tender and/or provide additional information during the evaluation phase in order to carry out a fair evaluation. Failure to respond within the timescales specified and/or to provide an adequate response to such a request may result in the Tender being rejected.

## Part J: Changes to Responses

* 1. Tenderers may modify their submitted Tenders at any time prior to the Tender submission deadline. Tenders submitted before the deadline shall remain unopened until the deadline or such time thereafter when all Tenders shall be opened together.
	2. Tenderers may withdraw their response at any time by submitted a notice via the Authority’s e-Tendering Platform (ProContract).

# **SECTION 4 – CONDITIONS OF TENDERING**

* 1. By issuing this Tender, communicating with a Tenderer or any other communication in respect of this Procurement, the Authority shall not be bound to accept any Tender or award any Contract. The Authority reserves the right to:
		+ 1. seek clarification of any aspect of a Tender and/or provide additional information in respect of Tenderers submission;
			2. disqualify any Tenderer that does not submit a compliant Tender in accordance with the instructions set out in this ITT;
			3. disqualify any Tenderer for the provision of false, inaccurate or misleading information;
			4. withdraw or terminate this ITT/Procurement at any time. Any withdrawal or termination shall be notified in writing to all Tenderers;
			5. choose not to award any contract as a result of the current Procurement;
			6. ask for an explanation of the costs or price proposed in the Tender where the Tender appears to be abnormally low.
	2. The contract shall be entered into when the Authority sends written notification of its entry into the contract.
	3. The Authority shall not provide any references in relation to Services received from any external organisation.

## Part A: Conforming to the Law

* 1. Tenderers must comply with the UK Competition Act 1998; the UK Bribery Act 2010, applicable EU and UK legislation and any equivalent legislation in a third state.
	2. Tenderers attention is drawn to legislation relating to the canvassing of a public official, collusive behaviour and bribery. If you act in breach of this legislation Tenderers may be disqualified from this Procurement. Disqualification will be without prejudice to an civil remedy available to the Authority or any criminal liability that your conduct may attract.
	3. Tenderers attention is drawn to the Agency Workers Regulations 2011. The Tenderer shall fully indemnify the Authority for any claims instituted in any court or tribunal, the legal costs of defending such claims and reimburse for any monetary awards given in regards to any actions brought under the Agency Workers Regulations 2011 against the Authority, by any agency worker engaged by the Tenderer to supply the Services to the Authority.
	4. The courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Procurement (including non-contractual disputes or claims).

## Part B: Intellectual Property Rights

* 1. The Tenderer grants the Agent an irrevocable, perpetual, non-exclusive license to copy, amend and reproduce any intellectual property contained within its Tender for the purposed of carrying out this Procurement; complying with the law and/or any government guidance; and/or carrying out the Agent’s business activities. This license shall also permit the Agent to sublicence the use of the Potential Supplier’s Tender to its advisers or sub-contractors for the same purpose.

## Part C: Changes to a Tenderers Circumstances

* 1. The Authority may:
		+ Reject a Tender if there is a subsequent change of identity, control, financial standing or other factor throughout any point during this Procurement;
		+ Revisit information contained in a Tender at any time to take account of subsequent changes to a Tenderers circumstances; or
		+ Require a Tenderer to certify that there has been no material change to the information submitted in their Tender at any point during this Procurement. Failure to do so, may result in the rejection of the Tender.

## Part D: Confidentiality

* 1. The contents of this ITT, associated documents or information provided by the Authority are provided on condition that they remain the property of the Authority and are kept confidential. The Tenderer shall take all necessary precautions to ensure that they remain confidential and are not disclosed, save as described below.
	2. Tenderers may disclose information relating to the Procurement to their advisers and sub-contractors in the following circumstances:
		+ disclosure is for the purpose of enabling a Tender to be submitted and the recipient of the information undertakes in writing to keep it confidential on the same terms as the Tenderer;
		+ the Authority gives prior consent in writing to the disclosure;
		+ the Tenderer is legally required to disclose the information.
	3. When providing details as part of a Tender, Tenderers agree to waive any contractual or other confidentiality rights and obligations associated with these contracts.
	4. The Authority reserves the right to, but is not obliged to, contact any named customer contact given as a reference or otherwise referred to as part of a Tender. The named customer contact does not owe the Authority any duty of care or have any legal liability, except for any deceitful or maliciously false statements of fact.
	5. Subject to Section 3 Part E to this ITT, the Authority confirms that it will keep confidential and will not disclose to any third parties any information obtained from a named customer contact
	6. In addition to the provisions of Section 3 Part E to this ITT, Tenderers agree and acknowledge that the Authority may use third parties in the course of its evaluation of Tenders. The Authority may disclose information contained therein to such third parties for the purposes of the Authority’s Tender Evaluation

## Part E: Publicity Announcements, Transparency, Freedom of Information and Environmental Regulations

* 1. Tenderers acknowledge there may be circumstances in accordance with the FIOA and the EIR, the Authority may be required to disclose information submitted to it by a Tenderer in addition to any other transparency obligation identified within this ITT. If a Tenderer considers any information to be commercially sensitive or of a confidential nature, then Tenderers must complete the Tenderers Commercially Sensitive Information Form (Schedule 03). The Authority will, where practicable, consult the Tenderer before publishing or disclosing information under the FOIA and/or the EIR to establish whether an exemption may apply.
	2. If a Tenderer receives a request for information relating to this Procurement under the FOIA or the EIR during the Procurement, this should be immediately passed on to the Authority and the Tenderer should not respond to the request without first consulting the Authority.
	3. Tenderers must be aware that the Authority shall publish notification of the contract and shall publish the contents of any resultant contract. Before publishing the contract, the Authority shall redact any information which is exempt from disclosure under the FIOA and/or the EIR. Information exempt from publication could include information which would hinder law enforcement; would otherwise be contrary to the public interest or would prejudice the legitimate commercial interest of any person.
	4. No Tenderer shall undertake any publicity activities in relation to this Procurement without the prior written agreement of the Authority, including the format and content of any publicity. Tenderers should not, before the Authority has announced the outcome of the Procurement, disclose or make any statement, which confirms that they have submitted a Tender for this Procurement.
	5. Under no circumstances should Tenderers confirm to any Third Party the Authority’s acceptance of an offer of contract prior to either information the Authority of your acceptance or the Authority’s announcement of the award of contract, whichever occurs first.
	6. All Central Government Departments, 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 Authority may disclose within Government any of the Tenderer’s documents and information (including any that the Tenderer considers to be confidential and/or commercially sensitive) provided in its Tender. The information will not be disclosed outside Government during the Procurement. Tenderers consent to these terms as part of the Procurement.

## Part F: Conflict of Interest

* 1. You must inform the Authority immediately of any conflict of interest (COI) that have arisen or that arise at any point during this Procurement. Tenderers must remain alert to COI and update the Authority if any new circumstance or information arises or changes. Failure to do so and/or manage COI effectively may result in a Tenderers disqualification.
	2. Where there is an existing or potential COI Tenderers must include a proposed statement with their Tender detailing how the COI will be managed. As a minimum Tenderers COI statements must include:
		+ 1. Details of the COI;
			2. Roles and responsibilities;
			3. Standards for integrity and fair dealing;
			4. Levels of access to and protection of competition sensitive information
			5. Confidentiality/Non-Disclosure Agreements
			6. The Authority’s rights of audit; and
			7. Physical and managerial separation.

In the event a Tender is accepted, any COI Statements shall become part of the Contract and shall be legally binding.

## Part G: Standstill

* 1. The Authority is obliged under certain circumstance to allow a space of ten (10) calendar days between the date of dispatch of notice to Tenderers before entering into a contract, known as the standstill period. The standstill period ends at midnight at the end of the 10th day after the date the contract award notification letters have been issued. Where this is not a working day, this will extend to midnight at the end of the next working day. The standstill period shall not apply to this Tender.

## Part H: Cyber Essentials

* 1. The Cyber Essentials Scheme (CES) has been a mandatory requirement for suppliers with contracts involving sensitive or personal information since 01 October 2014. Tenderers can view details of CES at <https://www.gov.uk/government/publications/cyber-essentials-scheme-overview>. Suppliers shall hold Cyber Essentials Certification as a minimum on all Government Contracts awarded which include in the transfer of identifiable data/information.
	2. The Authority has conducted a Cyber Risk Assessment to identify the level of cyber risk to this requirement. It has been identified that no specific cyber essentials certification is required, but it is the Authority’s preference that all Suppliers as a minimum hold Cyber Essentials as a minimum.
	3. Where the Prime Contractor intends to sub-contract any part of the requirement, the level of cyber risk identified must be transferred through the supply chain. No sub-contract can be awarded until it has demonstrated to the Prime Contractor that it has met the minimum standards required.

## Part I: Transfer of Undertakings (Protection of Employment) Regulations 2006 (TUPE)

* 1. Tenderers should determine whether they believe the TUPE applies to this Procurement. Notwithstanding this, Tenderers will note that it is the Authority’s view that TUPE is not likely to apply if this Procurement results in a contract being awarded, although the Authority is not liable for this opinion. The Authority’s view is based on the fact that this is a new requirement.
	2. It is the responsibility of Tenderer to take their own advice and consider whether TUPE is likely to apply in the particular circumstances of the Contract and to act accordingly. The Tenderer is encouraged to carry out its own due diligence exercise.
	3. If Tenderers have a contrary view to that of the Authority on the applicability of TUPE they should advise the Authority, giving reasons, prior to the deadline for Tenders

# **SECTION 5 – TENDER EVALUATION**

## Part A: Tender Evaluation Criteria

* 1. Tenders shall be evaluated by a panel appointed by the Authority. Each panel member shall undertake an independent evaluation. There shall be a minimum of two (2) commercial officers evaluating the commercial and price criteria and a minimum of three (3) technical experts evaluating the technical criteria. Once complete, a moderation meeting shall be held where the panel shall reach a consensus on the results.
	2. Tenders shall be evaluated using the Most Economically advantageous Tender (MEAT) methodology. This is where the Authority assesses a Tender based on a combination of commercial, technical and price elements. The Authority shall award the Contract to the Tenderer which submits the highest scoring response.
	3. The MEAT ratio for this Tender is as follows:

|  |  |
| --- | --- |
| **Award Criteria** | **Weighting** |
| Commercial | Pass/Fail |
| Technical | 70% |
| Price | 30% |

* 1. Any mandatory elements shall be evaluated as pass / fail and any non-mandatory elements shall be given a weighting. For weighted commercial and technical elements, the following scoring methodology shall be applicable. Weighing values indicate the relative importance of the question in the overall evaluation. Tenderers must score a mark of three (3) or above against each weighted element.

|  |  |  |
| --- | --- | --- |
| **Score** | **Quality** | **Description** |
| 0 | No evidence | No evidence provided that the Tender meets the requirement. No confidence that the Tenderer can meet the requirement.  |
| 1 | Poor Response | Very limited evidence provided to support that the Tender meets the requirement, with major concerns leading to the conclusion of a low level of confidence that the Tenderer can meet the requirement.  |
| 2 | Minimal Response | Limited evidence to support that the Tender meets the requirement, with major concerns leading to the conclusion of a low level of confidence that the Tenderer can meet the requirement.  |
| 3 | Acceptable Response | Acceptable evidence provided to support that the Tenders meets most of the requirement with minor concerns leading to the conclusion of a medium level of confidence that the Tenderer can meet the requirement.  |
| 4 | Good Response | Good evidence provided to support that the Tender meets the entire requirement leading to the conclusion of a high level of confidence that the Tenderer can meet the requirement.  |
| 5 | Excellent Response | Comprehensive evidence provided to support that the Tender fully meets and/or exceeds the requirement, leading to the conclusion of a high level of confidence that the Tenderer can meet the requirement.  |

* 1. Tenderers shall not cross-refer to answers given elsewhere in a Tender. Tenderers shall answer each question so that it acts as a stand-alone answer. Tenderers may need to repeat certain information in answer to different questions if required.
	2. For the pricing element, the total overall price (30%) shall be calculated based on the lowest priced compliant tender gaining the full 30% award with the remaining marks allocated based on:

|  |  |  |
| --- | --- | --- |
| Score = | Lowest Tender Price | x30% |
| Tender Price |
|  |  |  |
| For example if three Tenders are received and Tenderer A has quoted £3000 as their total overall price, Tenderer B has quoted £5000 and Tenderer C has quoted £8000 then the calculation will be as follows: * Tenderer A score = £3000/£3000 x 30% (maximum marks available) = 30
* Tenderer B score = £3000/£5000 x 30% (maximum marks available) = 18
* Tenderer C score = £3000/£8000 x 30% (maximum marks available) = 11.25
 |

## Part B: Tender Evaluation Matrix

* 1. Evaluation of Tenders shall compromise of the following:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item** |  | **Evaluation Criteria** | **Question Scoring / Weighting** | **Comments** |
| Commercial Criteria |
| 1 | Form of Tender (Schedule 04) | Tenderers shall print, sign, scan and upload to ProContract along with their tender submission. | Pass/ Fail | Please upload response with the file name “[Insert Company Name]-Form of Tender”. |
| 2 | Selection Questionnaire (Schedule 05) | Tenderers shall complete and upload to ProContract along with their tender submission. | Pass/Fail | Please upload response with the file name “[Insert Company Name]-Selection Questionnaire”. |
| Technical Criteria |
| 3 | A01: Demonstration of relevant experience | Tenderers should include evidence of the following in their response:* Previous experience of engaging copy-writing/story-telling featured in trade and business publications, with content that includes interviews with business leaders/professionals;
* Previous experience of developing and delivering effective marketing or PR campaigns that successfully delivered against client’s objectives in the countries listed in Schedule 7;
* Previous experience of developing and delivering effective marketing or PR campaigns covering technology, especially the sectors specified in Schedule 7;
 |  [20]% | Please upload response with the file name “[Insert Company Name]-A01”.Responses must be limited to 5 A4 sides. The pages that are over the above limit will not be evaluated.  |
| 4 | A02: Supplier audience reach | In their Response, Tenderers must include evidence in their response of innovative and effective channel strategies and ways that they have successfully reached the target the audience groups outlined in Schedule 7. Response must include an overview of the agency’s existing relationships with key media outlets in the four markets and with regional business and trade publications, how they propose to engage with any new target outlets/influencers, and the approach used for pitching/placing content. | [20]% | Please upload response with the file name “[Insert Company Name]-A02”.Responses must be limited to 5 A4 sides. The pages that are over the above limit will not be evaluated.  |
| 5 | A03: Delivery plan | In their Response, tenderers must explain how they intend to achieve the deliverables specified in Schedule 7. Response must include how they will apply previous experience and expertise to the delivery of this campaign, including creative and innovative recommendations on how best to engage and inspire the target audience. Must also include detailed project plan, proposed milestones for delivery of initial drafts, feedback lead times for client, and final approvals. Response must also specify the project team and each member’s key responsibilities. Must also provide an overview of internal quality control processes to ensure quality of deliverables (e.g., proof-reading, editing, fact-checking). | [30]% | Please upload response with the file name “[Insert Company Name]-A03”.Responses must be limited to 5 A4 sides. The pages that are over the above limit will not be evaluated. |
| Price  |
| 6 | B01: Price | The Tenderer must complete the attached Pricing Schedule document, submitting a fixed price for each deliverable package in Schedule 8 and a total fixed price for all deliverables. | 30% | Please upload response with the file name “[Insert Company Name]-Pricing Schedule”.  |

# SCHEDULE 01 – TENDERERS SUB-CONTRACTING INFORMATION FORM

|  |  |
| --- | --- |
| **Contract Ref No** |  |
|  | [insert name of Sub-contractor] | [insert name of Sub-contractor] | [insert name of Sub-contractor] | [insert name of Sub-contractor] |
| **Is the sub-contractor a Small Medium Sized Enterprise (SME)** |  |  |  |  |
| **Percentage of work being delivered by sub-contractor** |  |  |  |  |
| **The key contract deliverables each sub-contractor will be responsible for** |  |  |  |  |
| **Any other information** |  |  |  |  |

# SCHEDULE 02 – TENDERERS CONSORTIUM INFORMATION FORM

|  |  |
| --- | --- |
| **Contract Ref No** |  |
| **Lead member of consortium who will be contractually responsible for delivery of the contract** |  |
| **Consortium Members** |  |
| **Are any of the consortium members a Small Medium Sized Enterprise (SME)** |  |
| **If the consortium is proposing to form a legal entity, full details of the proposed arrangement must be provided to the Authority.[[4]](#footnote-4)** |  |
| **If the consortium is not proposing to form a legal entity, full details of the proposed arrangement must be provided to the Authority[[5]](#footnote-5)** |  |
| **Any other information** |  |

# SCHEDULE 03 – TENDERERS COMMERCIALLY SENSITIVE INFORMATION FORM

|  |  |
| --- | --- |
| **Contract Ref No** |  |
| **Description of Supplier’s Commercially Sensitive Information[[6]](#footnote-6)** |  |
| **Cross reference(s) to location of sensitive information** |  |
| **Explanation of sensitivity** |  |
| **Details of potential harm from disclosure** |  |
| **Period of confidence** |  |
| **Contact details for Transparency/FOI matters** | Name:Position:Address:Telephone Number:Email Address: |

# SCHEDULE 04 – FORM OF TENDER

|  |
| --- |
| To be returned by 12pm BST on 14/08/2019 |
|  |  |  |
| [insert company name] | [insert address] |
| [insert point of contact] |
| [insert email address] |
| [insert telephone number] |
|  |  |  |
| ITT: **DN424173 – Gulf Technology Campaign PR** |
| **Interpretations**1. Except where specified or the context required, capitalised expressions in this Form of Tender shall have the meaning given to them in the definitions of this ITT.

**Declarations**1. We have examined the ITT and accompanying schedules set out in this ITT and hereby offer to provide the Services specified in this ITT and in accordance with the attached documents to the Authority commencing 02/09/2019 for the period specified in this ITT.
2. If this Tender is accepted, we will execute the Contract and any other documents required by the Authority following the end of the standstill period, if applicable.
3. We agree that:
4. before executing the Contract in the form set out in this ITT, the formal acceptance of this tender in writing by this Authority or such parts as may be specified, together with the documents attached shall comprise a binding contract between the Authority and us;
5. pursuant to EU Directive 1999/93/EC (Community Framework for Electronic Signatures) and the Electronic Communications Act 2009, the Contract may be executed electronically using the Authority’s electronic tendering and contract management system;
6. we are legally bound to comply with the confidentiality provisions set out in this ITT;
7. any other terms or conditions or any general reservation which may be provided in any correspondence sent by the Authority in connection with this Procurement shall not form part of this Tender without the prior written consent of the Authority;
8. the Tender shall remain valid for 120 days from the closing date for Tenders specified in this ITT; and
9. the Authority may disclose our information and documents (submitted to the Authority during the Procurement) more widely within Government for the purpose of ensuring effective cross-Government Procurement processes, including value for money and related purposes.
10. We confirm that:
11. there are no circumstances affecting our organisation which could give rise to an actual or potential conflict of interest that would affect the integrity of the Authority’s decision making in relation to the award of the Contract; or
12. if there are, or may be such circumstances giving rise to an actual or potential conflict of interest we have disclosed this in full to the Authority.

We undertake and it shall be a condition of the Contract that:1. the amount of our tender has not been calculated by agreement or arrangement with any person other than the Authority and that the amount of our tender has not been communicated to any person until after the closing date for the submission of tenders and in any event not without the consent of the Authority;
2. we have not canvassed and will not, before the evaluation process, canvass or solicit any member or officer, employee or agent of the Authority or other contracting authority in connection with the award of the Contract and that no person employed by us has done or will do any such act; and
3. made arrangements with any other party about whether or not they may submit a tender except for the purposes of forming a joint venture.

I warrant that I am authorised to sign this tender and confirm that we have complied with all the requirements of this ITT. |
| **Signed** |  |
| **Print Name** |  |
| **Dated** |  |
| **In the Capacity of** |  |
| **Authorised to sign Tender for and on behalf of** |  |

# SCHEDULE 05 – SELECTION QUESTIONNAIRE

|  |  |
| --- | --- |
| **Section 1** | **Potential supplier information** |
| **Question number** | **Question** | **Response** |
| 1.1(a) | Full name of the potential supplier submitting the information |  |
| 1.1(b) – (i) | Registered office address (if applicable) |  |
| 1.1(b) – (ii) | Registered website address (if applicable) |  |
| 1.1(c) | Trading status 1. public limited company
2. limited company
3. limited liability partnership
4. other partnership
5. sole trader
6. third sector
7. other (please specify your trading status)
 |  |
| 1.1(d) | Date of registration in country of origin |  |
| 1.1(e) | Company registration number (if applicable) |  |
| 1.1(f) | Charity registration number (if applicable) |  |
| 1.1(g) | Head office DUNS number (if applicable) |  |
| 1.1(h) | Registered VAT number  |  |
| 1.1(i) - (i) | If applicable, is your organisation registered with the appropriate professional or trade register(s) in the member state where it is established? | Yes ☐No ☐N/A ☐ |
| 1.1(i) - (ii) | If you responded yes to 1.1(i) - (i), please provide the relevant details, including the registration number(s). |  |
| 1.1(j) - (i) | Is it a legal requirement in the state where you are established for you to possess a particular authorisation, or be a member of a particular organisation in order to provide the services specified in this procurement? | Yes ☐No ☐ |
| 1.1(j) - (ii) | If you responded yes to 1.1(j) - (i), please provide additional details of what is required and confirmation that you have complied with this. |  |
| 1.1(k) | Trading name(s) that will be used if successful in this procurement |  |
| 1.1(l) | Relevant classifications (state whether you fall within one of these, and if so which one)1. Voluntary Community Social Enterprise (VCSE)
2. Sheltered Workshop
3. Public service mutual
 |  |
| 1.1(m) | Are you a Small, Medium or Micro Enterprise (SME)[[7]](#footnote-7)? | Yes ☐No ☐ |
| 1.1(n) | Details of Persons of Significant Control (PSC), where appropriate: [[8]](#footnote-8) - Name; - Date of birth; - Nationality; - Country, state or part of the UK where the PSC usually lives; - Service address; - The date he or she became a PSC in relation to the company (for existing companies the 6 April 2016 should be used); - Which conditions for being a PSC are met;  - Over 25% up to (and including) 50%,  - More than 50% and less than 75%,  - 75% or more. [[9]](#footnote-9)(Please enter N/A if not applicable) |  |
| 1.1(o) | Details of immediate parent company: - Full name of the immediate parent company- Registered office address (if applicable)- Registration number (if applicable)- Head office DUNS number (if applicable)- Head office VAT number (if applicable)(Please enter N/A if not applicable) |  |
| 1.1(p) | Details of ultimate parent company:- Full name of the ultimate parent company- Registered office address (if applicable)- Registration number (if applicable)- Head office DUNS number (if applicable)- Head office VAT number (if applicable)(Please enter N/A if not applicable) |  |
| **Section 1** | **Bidding Model** |
| **Question number** | **Question** | **Response** |
| 1.2(a) - (i) | Are you bidding as the lead contact for a group of economic operators? | Yes ☐No ☐ If yes, please provide details listed in questions 1.2(a) (ii), (a) (iii) and to 1.2(b) (i), (b) (ii), 1.3, Section 2 and 3.If no, and you are a supporting bidder please provide the name of your group at 1.2(a) (ii) for reference purposes, and complete 1.3, Section 2 and 3. |
| 1.2(a) - (ii) | Name of group of economic operators (if applicable) |  |
| 1.2(a) - (iii) | Proposed legal structure if the group of economic operators intends to form a named single legal entity prior to signing a contract, if awarded. If you do not propose to form a single legal entity, please explain the legal structure. |  |
| 1.2(b) - (i) | Are you or, if applicable, the group of economic operators proposing to use sub-contractors? | Yes ☐No ☐ |
| 1.2(b) - (ii) | If you responded yes to 1.2(b)-(i) please provide additional details for each sub-contractor in the following table: we may ask them to complete this form as well.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Name |  |  |  |  |  |
| Registered address |  |  |  |  |  |
| Trading status |  |  |  |  |  |
| Company registration number |  |  |  |  |  |
| Head Office DUNS number (if applicable) |  |  |  |  |  |
| Registered VAT number |  |  |  |  |  |
| Type of organisation |  |  |  |  |  |
| SME (Yes/No) |  |  |  |  |  |
| The role each sub-contractor will take in providing the works and /or supplies e.g. key deliverables |  |  |  |  |  |
| The approximate % of contractual obligations assigned to each sub-contractor |  |  |  |  |  |

 |
| Section 1 | Contract Details and Declaration |
| 1.3 | I declare that to the best of my knowledge the answers submitted and information contained in this document are correct and accurate. I declare that, upon request and without delay I will provide the certificates or documentary evidence referred to in this document. I understand that the information will be used in the selection process to assess my organisation’s suitability to be invited to participate further in this procurement. I understand that the authority may reject this submission in its entirety if there is a failure to answer all the relevant questions fully, or if false/misleading information or content is provided in any section.I am aware of the consequences of serious misrepresentation. |
| **Section 2** | **Grounds for mandatory exclusion[[10]](#footnote-10)** |
| **Question Number** | **Question** | **Response** |
| 2.1(a) | **Regulations 57(1) and (2)** The detailed grounds for mandatory exclusion of an organisation are set out on this [webpage](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/551130/List_of_Mandatory_and_Discretionary_Exclusions.pdf), which should be referred to before completing these questions. Please indicate if, within the past five years you, your organisation or any other person who has powers of representation, decision or control in the organisation been convicted anywhere in the world of any of the offences within the summary below and listed on the [webpage](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/551130/List_of_Mandatory_and_Discretionary_Exclusions.pdf). |
|  | Participation in a criminal organisation.  | Yes ☐No ☐If Yes please provide details at 2.1(b) |
|  | Corruption.  | Yes ☐No ☐If Yes please provide details at 2.1(b) |
|  | Fraud.  | Yes ☐No ☐If Yes please provide details at 2.1(b) |
|  | Terrorist offences or offences linked to terrorist activities | Yes ☐No ☐If Yes please provide details at 2.1(b) |
|  | Money laundering or terrorist financing | Yes ☐No ☐If Yes please provide details at 2.1(b) |
|  | Child labour and other forms of trafficking in human beings | Yes ☐No ☐If Yes please provide details at 2.1(b)  |
| 2.1(b) | If you have answered yes to question 2.1(a), please provide further details.Date of conviction, specify which of the grounds listed the conviction was for, and the reasons for conviction,Identity of who has been convictedIf the relevant documentation is available electronically please provide the web address, issuing authority, precise reference of the documents. |  |
| 2.2 | If you have answered Yes to any of the points above have measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant ground for exclusion ? (Self Cleaning) | Yes ☐No ☐ |
| 2.3(a) | **Regulation 57(3)**Has it been established, for your organisation by a judicial or administrative decision having final and binding effect in accordance with the legal provisions of any part of the United Kingdom or the legal provisions of the country in which the organisation is established (if outside the UK), that the organisation is in breach of obligations related to the payment of tax or social security contributions? | Yes ☐No ☐ |
| 2.3(b) | If you have answered yes to question 2.3(a), please provide further details. Please also confirm you have paid, or have entered into a binding arrangement with a view to paying, the outstanding sum including where applicable any accrued interest and/or fines. |  |
| **Section 3** | **Grounds for discretionary exclusion** |
| **Question Number** | **Question** | **Response** |
| 3.1 | **Regulation 57 (8)**The detailed grounds for discretionary exclusion of an organisation are set out on this [webpage](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/551130/List_of_Mandatory_and_Discretionary_Exclusions.pdf), which should be referred to before completing these questions. Please indicate if, within the past three years, anywhere in the world any of the following situations have applied to you, your organisation or any other person who has powers of representation, decision or control in the organisation. |
| 3.1(a) | Breach of environmental obligations?  | Yes ☐No ☐If yes please provide details at 3.2 |
| 3.1 (b) | Breach of social obligations?  | Yes ☐No ☐If yes please provide details at 3.2 |
| 3.1 (c) | Breach of labour law obligations?  | Yes ☐No ☐If yes please provide details at 3.2 |
| 3.1(d) | Bankrupt or is the subject of insolvency or winding-up proceedings, where the organisation’s assets are being administered by a liquidator or by the court, where it is in an arrangement with creditors, where its business activities are suspended or it is in any analogous situation arising from a similar procedure under the laws and regulations of any State? | Yes ☐No ☐If yes please provide details at 3.2 |
| 3.1(e) | Guilty of grave professional misconduct? | Yes ☐No ☐If yes please provide details at 3.2 |
| 3.1(f) | Entered into agreements with other economic operators aimed at distorting competition? | Yes ☐No ☐If yes please provide details at 3.2 |
| 3.1(g) | Aware of any conflict of interest within the meaning of regulation 24 due to the participation in the procurement procedure? | Yes ☐No ☐If yes please provide details at 3.2 |
| 3.1(h) | Been involved in the preparation of the procurement procedure? | Yes ☐No ☐If yes please provide details at 3.2 |
| 3.1(i) | Shown significant or persistent deficiencies in the performance of a substantive requirement under a prior public contract, a prior contract with a contracting entity, or a prior concession contract, which led to early termination of that prior contract, damages or other comparable sanctions? | Yes ☐No ☐If yes please provide details at 3.2 |
| 3.1(j)3.1(j) - (i)3.1(j) - (ii)3.1(j) –(iii)3.1(j)-(iv) | Please answer the following statementsThe organisation is guilty of serious misrepresentation in supplying the information required for the verification of the absence of grounds for exclusion or the fulfilment of the selection criteria.The organisation has withheld such information. The organisation is not able to submit supporting documents required under regulation 59 of the Public Contracts Regulations 2015.The organisation has influenced the decision-making process of the contracting authority to obtain confidential information that may confer upon the organisation undue advantages in the procurement procedure, or to negligently provided misleading information that may have a material influence on decisions concerning exclusion, selection or award. | Yes ☐No ☐If Yes please provide details at 3.2Yes ☐No ☐If Yes please provide details at 3.2Yes ☐No ☐If Yes please provide details at 3.2Yes ☐No ☐If Yes please provide details at 3.2 |
| 3.2 | If you have answered Yes to any of the above, explain what measures been taken to demonstrate the reliability of the organisation despite the existence of a relevant ground for exclusion? (Self-Cleaning) |  |
| Section 4 | Economic and Financial Standing |
| Question Number | Question | Response |
| 4.1 | Are you able to provide a copy of your audited accounts for the last two years, if requested?If no, can you provide **one** of the following: answer with Y/N in the relevant box. | Yes ☐No ☐ |
| (a) A statement of the turnover, Profit and Loss Account/Income Statement, Balance Sheet/Statement of Financial Position and Statement of Cash Flow for the most recent year of trading for this organisation. | Yes ☐No ☐ |
| (b) A statement of the cash flow forecast for the current year and a bank letter outlining the current cash and credit position. | Yes ☐No ☐ |
| **4.2** | Where we have specified a minimum level of economic and financial standing and/ or a minimum financial threshold within the evaluation criteria for this procurement, please self-certify by answering ‘Yes’ or ‘No’ that you meet the requirements set out. | Yes ☐No ☐ |
| **Section 5** | **If you have indicated in the Selection Questionnaire question 1.2 that you are part of a wider group, please provide further details below:** |
| Name of Organisation |  |
| Relationship to the Supplier completing the questions |  |
| **Question Number** | **Question** | **Response** |
| **5.1** | Are you able to provide parent company accounts if requested to at a later stage? | Yes ☐No ☐ |
| **5.2** | If yes, would the parent company be willing to provide a guarantee if necessary? | Yes ☐No ☐ |
| **5.3** | If no, would you be able to obtain a guarantee elsewhere (e.g. from a bank)?  | Yes ☐No ☐ |
| **Section 6** | **Modern Slavery Act 2015: Requirements under the Modern Slavery Act 2015** |
| **Question Number** | **Question** | **Response** |
| 6.1 | Are you a relevant commercial organisation as defined by section 54 ("Transparency in supply chains etc.") of the Modern Slavery Act 2015 ("the Act")? | Yes ☐N/A ☐ |
| 6.2 | If you have answered yes to question 7.1 are you compliant with the annual reporting requirements contained within Section 54 of the Act 2015? | Yes ☐Please provide the relevant url …No ☐Please provide an explanation |
| **Section 7** | **Cyber Essentials** |
| **Question Number** | **Question** | **Response** |
| 7.1 | Please confirm that you will be able to demonstrate that you meet the technical requirements prescribed by Cyber Essentials Scheme as identified at Section 4 Part H to this ITT by the commencement date. | Yes ☐No ☐Please provide an explanation |
| **Section 8** | **Insurance** |
| **Question Number** | **Question** | **Response** |
| 8.1 | Please self-certify whether you already have, or can commit to obtain, prior to the commencement of the contract, the levels of insurance cover indicated within.Employer’s (Compulsory) Liability Insurance = Five Million Pounds Sterling (£5,000,000)Public Liability Insurance = Five Million Pounds Sterling (£5,000,000)Professional Indemnity Insurance = Two Million Pounds Sterling (£2,000,000) \*It is a legal requirement that all companies hold Employer’s (Compulsory) Liability Insurance of £5 million as a minimum. Please note this requirement is not applicable to Sole Traders. | Yes ☐No ☐Please provide an explanation |
| **Section 9** | **Compliance** |  |
| **Question Number** | **Question** | **Response** |
| 9.1 | Please attach Form of Tender (Schedule 5) |
| 9.2 | Please confirm acceptance of the Contract Terms and Conditions |  |

# SCHEDULE 06 – CONTRACT CONDITIONS

# SCHEDULE 07 - SPECIFICATION OF REQUIREMENTS

|  |
| --- |
| Introduction |
| The UK’s Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.The purpose of this specification is to set out the scope of the Services that the Supplier shall provide. |
| Specification Overview |
| The UK Department for International Trade (DIT) regional Middle East office based at the British Embassy in Dubai will launch a regional digital and press marketing and communications campaign to promote the UK’s capability in technology (especially Artificial Intelligence) to public sector and private sector buyers of technology and innovation for smart cities, healthcare, and education, in the UAE, Saudi Arabia, Qatar, and Bahrain. DIT wishes to commission a PR agency to deliver the communications element of the campaign.DIT wishes to promote the UK’s capability and strengths in technology and innovation and inspire private and public sector buyers in the Gulf (the UAE, Saudi Arabia, Qatar and Bahrain) to partner with specific UK technology and innovation products, services and companies to deliver their ambitious plans for Smart Cities, healthcare/life sciences (medtech, healthtech), and education (edtech). DIT’s marketing and communications campaign will leverage the global GREAT Britain campaign and include activation at up to four regional trade shows, a digital media campaign on LinkedIn, and a paid regional media partnership. DIT’s primary spokesperson for the campaign will be Her Majesty’s Trade Commissioner for the Middle East, Afghanistan and Pakistan, who is based at the British Embassy in Dubai. In addition, DIT wishes to commission a PR agency to develop and place the content for the communications campaign, which will run from October 2019 to February 2020. |
| Background |
| In recent years, the Gulf Cooperation Council (GCC) countries have embarked on major transformation programmes to diversify their economies away from the reliance on hydrocarbon revenue. They have issued “National Visions” or “National Transformation Plans” that outline their strategies and plans for building knowledge-based economies, growing their private sectors, and upskilling their people to work in these restructured economies. Key areas for transformation include: 1) building urban centres (“smart cities”) fit for the future 2) developing quality healthcare for the local population, 3) educating and developing a skilled workforce. These plans identify technology, particularly AI, as a key enabler in the delivery of these transformations. DIT’s recent qualitative research study by the Economist Intelligence Unit (EIU) with technology buyers in the Gulf revealed the following specific buyer needs for the three sectors:* Smart Cities: Buyers want to use technologies such as AI, IoT and Big Data to create smarter cities, leading to efficiency savings and improved standards of living for citizens. Smart cities is an umbrella term for the technological enhancement of the multitude of services used by citizens; such as mobility, healthcare, energy, waste management, building management and housing, among others. Examples include waste management services equipped with IoT technology to monitor and manage rubbish bins; streamlining building operations by linking fire alarms, elevators, lighting, AC, to a central platform management system; or the use of IoT technology such as sensors and cameras to improve access to data for public authorities to support or automate decision making;
* Healthcare/Life Sciences: Buyers want digital health and innovations to enhance patient experience (non-invasive AI diagnostic testing, AI-powered rapid turnaround imaging, etc.), boost patient retention, and drive efficiencies /reduce costs (electronic/unified patient records, telehealth/mobile health apps) in a highly competitive marketplace;
* Education: Buyers want technology (AI and IoT) to support teachers in the classroom and improve students’ learning and outcomes, to improve education planning and evaluation, increase efficiency/reduce costs (unified electronic records/student databases to track students throughout their education), and improve school security.
 |
| Audience |
| * Government and business decision-makers in the Gulf (UAE, KSA, Bahrain, Qatar) with a remit to develop and deliver smart cities, healthcare, or education through use of latest technology and innovation;
* **Government decision-makers i**nclude senior officials at the relevant government Ministries (Health, AI, etc.) and Authorities in each market and in the large private sector companies (hospitals, schools, smart city developments) that are supporting each government with the delivery of their economic transformations. Government job titles include: Minister, His Excellency, HE, Sheikh, Advisor, Dr., Prof. Director of Procurement, National Clinical Director, Director of Informatics, Director of Patient Safety, etc.;
* **Business/private sector decision-makers** include senior leaders of large regional or national hospital groups (e.g., Mediclinic, NMC Healthcare), healthcare insurance companies (e.g., Daman) individual large hospitals and large pharmacy chains (e.g., Latifa Hospital, National Guard Hospital, King Faisal Specialist Hospital), big visionary Smart City developers working on projects such as MOMRA or NEOM in Saudi Arabia or Smart Dubai in the UAE, big international schools (e.g., Dubai College, Alef Education), and telecoms companies (e.g., Batelco and Viva in Bahrain);
	+ Job titles include: C-Suite, Procurement Director, Business Development Director, General Manager, Managing Director, Director of Informatics, IT Director, Owner, CEO, business development managers.
 |
| Existing Audience Insights |
| Two separate research studies commissioned by DIT provide the following audience insights:DIT GREAT Perception Study in the UAE, 2018:* Buyers in this region (especially the UAE) perceive the UK to be strong in technology and innovation, but buyers don’t know much about the specific products and services or the suppliers that they could partner with.

DIT EIU Gulf Technology Research, 2019:DIT’s recent qualitative research study by the Economist Intelligence Unit (EIU) with technology buyers in the Gulf revealed the following specific buyer needs for the three sectors:* Smart Cities: Buyers want to use AI, IoT and Big Data to “smartify” cities and create efficiency savings and improve standards of living for citizens (e.g., waste management services equipped with IoT technology to monitor and manage rubbish bins; "smartifying" building operations by linking fire alarms, elevators, lighting, AC, to a central platform management system, use of IoT technology such as smart sensors and smart cameras).
* Healthcare/Life Sciences: Buyers want digital health and innovations to enhance patient experience (non-invasive AI diagnostic testing, AI-powered rapid turnaround imaging, etc.), boost patient retention, and drive efficiencies /reduce costs (electronic/unified patient records, telehealth/mobile health apps) in a highly competitive market place.
* Education: Buyers want technology (AI and IoT) to support teachers in the classroom and improve students’ learning and outcomes, to improve education planning and evaluation, increase efficiency/reduce costs (unified electronic records/student databases to track students throughout their education), and improve school security.

Additionally, the EIU study revealed the following perceptions among Gulf Technology Buyers in the Gulf of the UK technology offer:* They perceive the UK’s strengths to be: Strong in AI, good reputation and brand, trusted. Have data solutions and products that support the protection of security and privacy
* Their perceptions of the UK’s weaknesses include: Can be rather inflexible and bureaucratic – not very nimble at meeting dynamic buyers’ needs versus competitors (e.g, China and India). Don’t all have a local presence – want to work remotely – and sometimes language/culture barriers. Prices can be higher than for competitors.
 |
| PR Campaign Aims and Objectives |
| 1. To develop a range of engaging content (articles, features, etc.) for press and digital channels that will inspire the target audience to partner with UK technology companies and: * Show that the UK (DIT) truly understands Gulf buyers’ needs and is committed to supporting them;
* Promote specific UK tech products and services that will cater to buyers’ specific needs as outlined in the EIU research (e.g., AI solutions for digitising patient records);
* Highlight the UK’s particular strengths in innovation/technology and excellent quality/value;
* Share case studies of UK tech firms already partnering with Gulf buyers in the target sectors.

2. To recommend a list of target media outlets (regional and national; online and offline) that will reach our target audience in the four markets, to include: * **Regional and national industry trade media, and media associated with key regional trade shows in Dubai and other markets at which DIT will have a promotional stand/presence**: GITEX, QITCOM (in Qatar), Big 5, Arab Health, GESS;
* **Regional Gulf/Middle East media outlets**: Bloomberg, MEED, Arabian Business, Forbes Middle East, Gulf Business, BBC Arabic, Sky News Arabia, CNBC, Al Arabiya;
* **National outlets**: such as in the UAE: The National, Gulf News, Khaleej Times, Al Ittihad, Al Bayan, or in Saudi Arabia: Al Riyadh, Arab News. Also consider national airlines’ in-flight media.
* **Radio/broadcast**: such as Dubai Eye, Business Breakfast.

3. To pitch articles/ features/Op-eds/interviews and secure coverage in selected Tier 1 outlets. Please note the following:* DIT will commission our media buying agency to secure a paid regional media partnership with one prominent regional media outlet. So the scope for this PR brief will be to gain additional coverage above and beyond the paid regional media partnership.
* Our Press and Public Affairs (PPA) teams at each Embassy in the four target markets have relationships with many of the Tier 1 political/economic media outlets in each market, but not necessarily with media or journalists focused on business or specific trade sectors. DIT expects the PR agency to coordinate with the customer and its PPA teams to identify which outlets to pitch to directly versus via the PPA team and their relationships.
 |
| Item | Deliverables | Corresponding Performance Measurement / Key Milestones |
| 1 | Recommended list of top 20 target media with details of audience and reported online and offline reach (mainly press and digital, but also consider other channels, e.g., radio) to reach our target audience in each of the four markets. * Include recommendations of key media influencers in each of the sectors (AI, smart cities, med tech, ed tech) and how to engage with them.
 | Delivery by: September 30 |
| 2 | Four comprehensive narrative documents (one on AI, one on Smart Cities, one on Medtech/Healthtech, one on Edtech), including key messages, and proof points.* DIT will provide a briefing on the key messages and proof points about UK tech capability in each of the sectors.
* The PR agency will be expected to build on this content further with story-telling, the relevant journalistic style, and added detail/evidence/examples.
 | Delivery by:AI and Smart Cities narrative: by September 30, 2019Medtech/Healthtech narrative: by November 30, 2019Edtech narrative: by January 31, 2020 |
| 3 | At least six developed case studies of UK technology companies (two each for Smart Cities, Medtech/Health tech, Edtech. At least two of these to include AI products/services). * DIT will provide topline information and descriptions of the UK tech companies, a topline indication of any work they have done in the Gulf, and key contacts for the company case studies (at least six).
* For the case studies, the agency will need to interview the UK companies and, where relevant, any local buyers who have worked with the UK companies, They need to identify the “story” within the case study and use story-telling and photos to bring it to life. Ideally the stories should have a human interest element.
* The agency will need to secure the relevant clearances for publication.
 | Delivery by:Two Smart Cities case studies: by September 30, 2019Two Medtech/Healthtech case studies: by November 30, 2019Two Edtech case studies: by January 31, 2020 |
| 4 | Briefing documents for any HMTC media interviews (at least three) and speeches (at least three).  | Delivery by:HMTC GITEX media interview briefing & speech briefing: by September 30, 2019HMTC Arab Health media interview briefing & speech briefing: by December 31, 2019HMTC GESS media interview briefing & speech briefing: by January 31, 2020 |
| 5 | Adaptations and development of further content in the relevant “voice” as required for publication as outlined below, Coverage: * At least two features (2-3 page full page articles) in Tier 1 regional business media outlets in both print and digital formats (one on Smart Cities, one on healthtech/medtech).
* At least three full-page articles in a trade press publication (local or regional - one on Smart Cities, one on Medtech, one on Edtech), in both press and digital formats.
* At least three to four pieces in Tier One target national media outlets (ideally one in each of the four countries – but they can be the same theme/narrative) in both print and digital formats.
* At least one additional piece using a key influencer (digital).
* At least one radio interview (e.g., Dubai Eye – Business Breakfast) during or around one of the regional trade shows in Dubai where DIT is activating (GITEX, Arab Health, GESS).
 | Delivery by:Smart Cities Focus - One feature in Tier 1 regional business media outlet (print and digital); one article in trade press publication; one article in Tier 1 national media outlet (print and digital): by October 31, 2019;Medtech/Healthtech Focus – One feature in Tier 1 regional business media outlet (print and digital); one article in trade press publication; one article in Tier 1 national media outlet (print and digital): by January 31, 2020;Edtech Focus – One article in trade press publication; one article in Tier 1 national media outlet (print and digital): by February 29, 2020;One radio interview to coincide with one of the big trade shows GITEX/Arab Health/GESS: by February 29, 2020One key influencer piece: by February 29, 2020KPIs:All pieces to feature the campaign’s key messages with 100% positive or neutral sentiment. Digital coverage to include engagement metrics (to be agreed in advance). Call to action with DIT contact details (and microsite for digital) to be included where relevant/possible. |

# SCHEDULE 08 – Deliverable Packages

|  |  |  |
| --- | --- | --- |
| Package | Deliverables | Required Delivery Date |
| 1 | * Recommended list of top 20 target media with details of audience and reported online and offline reach;
* AI and Smart Cities narrative;
* Two Smart Cities case studies;
* HMTC GITEX media interview briefing & speech briefing.
 | Delivery by: September 30, 2019 |
| 2 | * Smart Cities Focus - One feature in Tier 1 regional business media outlet (print and digital); one article in trade press publication; one article in Tier 1 national media outlet (print and digital).
 | Delivery by: October 31, 2019 |
| 3 | * Medtech/Healthtech narrative;
* Two Medtech/Healthtech case studies.
 | Delivery by: November 30, 2019 |
| 4 | * HMTC Arab Health media interview briefing & speech briefing.
 | Delivery by: December 31, 2019 |
| 5 | * Edtech narrative;
* Two Edtech case studies;
* HMTC GESS media interview briefing & speech briefing;
* Medtech/Healthtech Focus – One feature in Tier 1 regional business media outlet (print and digital); one article in trade press publication; one article in Tier 1 national media outlet (print and digital).
 | Delivery by: January 31, 2019 |
| 6 | * Edtech Focus – One article in trade press publication; one article in Tier 1 national media outlet (print and digital);
* One radio interview to coincide with one of the big trade shows GITEX/Arab Health/GESS;
* One key influencer piece.
 | Delivery by: February 29, 2019 |

# SCHEDULE 09 – Indicative Key Performance INdicators

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Metric | KPI | What information is required to measure this KPI? | How will the KPI be measured? | Red | Amber  | Green |
| Contract management | **KPI 1** Monthly Reports and Invoices | Brief monthly reports to be produced within five (5) working days of the end of each month.Invoices to be issued within three (3) working days of completion of deliverables. | Invoices will quote the correct PO, contract number, DIT assigned Job Reference, the Authority Contact, and qualitative description of the work being done.Invoices must be clearly itemised. | Below 100% received on time and accurate | N/A | 100% received on time and accurate  |
| Delivery | **KPI 2**Deliverables to be submitted on time and in full by agreed deadlines | Receipt of deliverables by 3pm Gulf Standard Time on the date of the deadline. | Deadlines for each deliverable to be agreed in advance. | Below 100% received on time and accurate | N/A | Below 100% received on time and accurate |
| Quality | **KPI 3**Deliverables to meet agreed objectives and KPIs. | Delivery of a quality service to DIT and to deliver a high-quality world-class PR campaign. | All work will be undertaken in accordance with the agreed objectives and KPIs. | Deliverables do not meet all agreed objectives and KPIs. | N/A | Deliverables meet all agreed objectives and KPIs. |

1. Unless the context otherwise requires, the following words and expressions used within this ITT (except Appendix B: Authority’s Conditions of Contract) shall have the following meanings (to be interpreted in the singular or plural as the context requires). [↑](#footnote-ref-1)
2. Any reference to a statute or statutory provision is a reference to such statute or statutory provision as amended to re-enacted. A reference to a statute or statutory provision includes any subordinate legislation made under that statute or statutory provision, as amended or re-enacted. [↑](#footnote-ref-2)
3. These may be subject to change by the Authority. Tenderers shall be informed via the Authority’s e-Tendering Platform (ProContract) in the event it is necessary to make amendments to the Timetable. [↑](#footnote-ref-3)
4. If the Tenderer proposes to create a separate legal entity such as a Special Purpose Vehicle (SPV), the Tenderer should provide details of the actual or proposed percentage shareholding of the constituent members within the new legal entity titled “Special Purpose Vehicle Entity". [↑](#footnote-ref-4)
5. Include full details of its alternative arrangements including details of any sub-contractors (which could be by including a copy of the completed sub-contractors form). [↑](#footnote-ref-5)
6. You are advised to provide as much information as possible. The Authority shall endeavour to maintain the confidentiality of the sensitive information, but the ultimate decision on whether to publish or disclose lies with the Authority. [↑](#footnote-ref-6)
7. See EU definition of SME <https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en> [↑](#footnote-ref-7)
8. UK companies, Societates European (SEs) and limited liability partnerships (LLPs) will be required to identify and record the people who own or control their company. Companies, SEs and LLPs will need to keep a PSC register, and must file the PSC information with the central public register at Companies House. [See PSC guidance](https://www.gov.uk/government/publications/guidance-to-the-people-with-significant-control-requirements-for-companies-and-limited-liability-partnerships). [↑](#footnote-ref-8)
9. Central Government contracting authorities should use this information to have the PSC information for the preferred supplier checked before award. [↑](#footnote-ref-9)
10. The authority reserves the right to use its discretion to exclude a potential supplier where it can demonstrate by any appropriate means that the potential supplier is in breach of its obligations relating to the non-payment of taxes or social security contributions. [↑](#footnote-ref-10)