



Invitation to Quote

Invitation to Quote (ITQ) on behalf of **UK Research and Innovation (UKRI)**

Subject **Design and Print Agency**

Sourcing Reference Number: **PS18188**



UK Shared Business Services Ltd (UK SBS)
www.uksbs.co.uk

Registered in England and Wales as a limited company. Company Number 6330639.
Registered Office Polaris House, North Star Avenue, Swindon, Wiltshire SN2 1FF
VAT registration GB618 3673 25
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Section 1 – About UK Shared Business Services

Putting the business into shared services

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

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

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

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

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

UK Shared Business Services Ltd changed its name from RCUK Shared Services Centre Ltd in March 2013.

Our Customers

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

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

Our Contracting Authorities who have access to our services and Contracts are detailed [here](#).

Section 2 – About the Contracting Authority

Innovate UK

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

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

UK Research and Innovation

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

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

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

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

Section 3 - Working with the Contracting Authority.

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

Section 3 – Contact details		
3.1	Contracting Authority Name and address	UK Research and Innovation (UKRI), Polaris House, North Star Avenue, Swindon, SN2 1FL
3.2	Buyer name	Liz Vincent
3.3	Buyer contact details	professionalservices@uksbs.co.uk
3.4	Maximum value of the Opportunity	Total contract value shall not exceed £90,000.00 per year exclusive of VAT. For the avoidance of doubt the maximum value of this contract should the full 2 years be utilised would be £180,000.00 exclusive of VAT.
3.5	Process for the submission of clarifications and Bids	All correspondence shall be submitted within the Emptoris e-sourcing tool. Guidance Notes to support the use of Emptoris is available here. Please note submission of a Bid to any email address including the Buyer <u>will</u> result in the Bid <u>not</u> being considered.

Section 3 - Timescales		
3.6	Date of Issue of Contract Advert and location of original Advert	29/06/2018 Contracts Finder
3.7	Latest date/time ITQ clarification questions shall be received through Emptoris messaging system	12/07/2018 14:00
3.8	Latest date/time ITQ clarification answers should be sent to all Bidders by the Buyer through Emptoris	13/07/2018
3.9	Latest date/time ITQ Bid shall be submitted through Emptoris	19/07/2018 14:00
3.10	Date/time Bidders should be available for interview	31/07/2018
3.11	Anticipated notification date of successful and unsuccessful Bids	03/08/2018
3.12	Anticipated Award date	03/08/2018
3.13	Anticipated Contract Start date	13/08/2018
3.14	Anticipated Contract End date	12/08/2019 with the option to extend for a further 12 months (1+1)
3.15	Bid Validity Period	60 Days

Section 4 – Specification

Tender specification

Brief for design and print agency

The communications mission of Innovate UK is to ensure that it is recognised and respected as the organisation uniquely positioned to accelerate UK economic growth by driving innovation.

This includes ensuring that it explains its role and activities clearly, accessibly and in an engaging and inspiring way.

Innovate UK is seeking a design agency to provide design and print services building on our recent brand evolution on an ongoing basis to fulfil our business needs.

The successful agency will produce content for:

- 1) Innovate UK
- 2) Industrial strategy challenge fund delivered by UK Research and Innovation

Innovate UK – the brand journey

Having spent its first 6 years as the Technology Strategy Board, the company was renamed Innovate UK in October 2014.

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

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

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

Innovate UK is part of UK Research and Innovation.
For more information visit innovateuk.ukri.org

Innovate UK remains a brand within UKRI and has a unique position. Our mission is to support businesses while the other brands within UKRI are primarily focused on research-based organisation such as universities and research and technology organisations. As the only member organisation that communicates with businesses first, it is important that we make this distinction very clear in our branding. Our updated Brand guidelines were published in May 2018 (see appendix 3)

[Our website](#)

[Our YouTube channel](#)

[Our Twitter channel](#)

Design agency support

We have a package of requirements to support our brand development over the coming 24 months.

The agency appointed as a result of this tender will take our updated Brand Guidelines and develop creative digital and print solutions to support the application of the Innovate UK and Industrial strategy brand. They will provide assets to use across our digital channels and offline. This will include design and print of web enabled PDFs, print brochures, social media assets and graphics and commissioned photography.

The agency will be commissioned to provide high quality design and application of key projects throughout the year.

Our audiences

As part of our digital content strategy work we have identified 3 personas:

1. Primary – operating entrepreneur
2. Secondary - aspiring entrepreneur
3. Secondary – influencer

The persona profiles are included in the Appendix 2.

Our content is published on:

GOV.UK

[Our lead website.](#)

Monthly stats:

- 72k unique visitors
- 203k page views
- 76% returning/24% new

Blog

[Our blog](#)

Monthly stats:

- 8k users
- 15k page views
- 73% returning/42% new

Email

We have a significant customer database we use to promote competitions and events.

YouTube

[Our YouTube channel](#)

Total stats:

- 590k views
- 971,000 minutes

Twitter

Our [Twitter channel](#) is our most important social channel and our audience has doubled in the last 12 months to 100k followers.

We also use LinkedIn and Facebook to a lesser extent.

In addition we frequently use active promotion tactics through a specialist agency, including creating links to, or placements of, our material with other online partners.

Industrial strategy challenge fund

The appointed agency may also support the creative development, production and delivery of content to support campaigns run to support the Industrial Strategy Challenge Fund

The government is investing £1.7 billion over 4 years in technologies that will transform existing industries and create new ones. It aims to bring researchers and businesses together to exploit areas where the UK has research expertise and the capacity to develop it commercially.

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

Find out [more](#)

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

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

Innovate UK's communications team is responsible for delivering the communications for the ISCF on behalf of UKRI as a whole.

Several campaigns are being planned to support the ISCF.

Industrial Strategy branding

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

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

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

Design and print projects in this tender

We produce in excess of 700 pieces of content a year. These are primarily digital pieces of content, since we are a digital by default publishing organisation. They include video, twitter cards, graphics, slides, publications, blog posts, email newsletters and banners, and marketing collateral for events etc.

There are a number of different content projects that we may produce for a 12-month period but we also expect to produce other – yet to be scoped – branded content. They include:

- Flagship brochures design, print & social assets - 4 @ c£40,000
- Corporate brochure design, print & social assets – 4 @ c£30,000
- Social media assets – c£5,000
- Brand photography – c£15,000

In this contract we are looking for a supplier that can produce top quality design utilizing our refreshed Brand guidelines and assets and the Industrial strategy brand guidelines and assets. The agency will use their creative expertise to take the refreshed approach and develop this further, taking it to the next level. Each specific project will have a detailed creative brief for the agency to quote against, specific deliverables will vary dependent on the creative approach selected.

The design agency will provide services including:

- Design & Print for online and offline publications to include:
 - x 3 creative concepts for each job unless there is already a template
 - application of existing style templates
 - Design and artwork of chosen design route
 - to include up to 6 routes of amends per publication
 - picture research from the Innovate UK asset library (as our preference although stock is used occasionally)
 - commissioned photography (where budget is available)
 - proofreading and copywriting
 - Supply of standard deliverables for publications
 - Supply of any print requirements (usually short run typically 300-500 with delivery to 2 addresses)
- Design of social media assets and graphics
- Commissioned Brand photography

A budget indication for this project would be **@ £90,000 excluding VAT** and all expenses, this would include:

Standard Deliverables:

On approval by the content lead final assets would be produced, standard Deliverables include:

- Web enabled PDF (Single page)
- Print PDF with crop marks (We are digital by default)
- Front cover thumbnail sized for Gov
- Front cover thumbnail sized for Twitter
- Publication graphics extracted as Jpegs (job specific)
- Social media assets (specifications to be given)
- Uploaded to Innovate UK project management system

Working approach

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

We expect to have a pre-production meeting (or kick-off call) before each job starts – to discuss the brief, creative ideas and agree the approach.

We expect the agency to be responsible for:

- agreeing the scope of work at each pre-production meeting or call
- creative concept and development - this should allow for 2 rounds of amends before final sign-off and application to the final design route (where there is a template the design agency will use this)
- understanding Innovate UK needs by researching our channels and formats required
- agree a final list of deliverables with Innovate UK for each project
- agree a schedule with milestones with Innovate UK for each project
- take part in update calls with the brand & content co-ordinator for regular project updates – frequency to be agreed
- collection of existing assets through the Flowzone asset library
- production of all assets to our standards – this will mean ensuring that Innovate UK naming conventions and publishing processes are referenced and researched
- upload of final assets to Flowzone

Innovate UK will sign off on development before asset delivery commences.

Supporting administration

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

- quotes
- design concepts
- proofs and development work
- updating the job with work in progress and status updates
- managing schedule updates
- uploading correctly named final assets on approval

- uploading final costs for approval before invoice
- submitting final invoices for approval

We anticipate an average of 2.5 hours of work per project. This should be included in your pricing. We do not pay for meetings and would expect to hold a pre-production meeting before the project kicks off and regular calls to update on production progress. This should be included in your overall project costings.

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

Service levels and KPIs

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

These will cover our expectations on:

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

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

Budgets and prices

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

The maximum value of work included in this tender is £90,000 excluding VAT for each year of the contract. We will operate on a project by project budgeting process with a separate brief for each project and purchase order as and when the work is awarded.

Duration

The contract will be offered for an initial period of a year from August 2018 to July 2019, with an option to renew for a further year. As part of the contract there will be quarterly reviews.

Terms and Conditions

Bidders are to note that any requested modifications to the Contracting Authority Terms and Conditions on the grounds of statutory and legal matters only, shall be raised as a formal clarification during the permitted clarification period.

Section 5 – Evaluation model

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

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

The evaluation team may comprise staff from UK SBS and the Contracting Authority and any specific external stakeholders the Contracting Authority deems required. After evaluation the scores will be finalised by performing a calculation to identify (at question level) the mean average of all evaluators (Example – a question is scored by three evaluators and judged as scoring 5, 5 and 6. These scores will be added together and divided by the number of evaluators to produce the final score of 5.33 ($5+5+6=16 \div 3 = 5.33$))

Pass / fail criteria		
Questionnaire	Q No.	Question subject
Commercial	SEL1.2	Employment breaches/ Equality
Commercial	FOI1.1	Freedom of Information Exemptions
Commercial	AW1.1	Form of Bid
Commercial	AW1.3	Certificate of Bona Fide Bid
Commercial	AW3.1	Validation check
Commercial	SEL3.11	Compliance to Section 54 of the Modern Slavery Act
Commercial	SEL3.12	Cyber Essentials
Commercial	SEL3.13	General Data Protection Regulations (GDPR)
Commercial	AW4.1	Contract Terms Part 1
Commercial	AW4.2	Contract Terms Part 2
Commercial	AW6.4	Non-Disclosure agreement
Price	AW5.1	Maximum Budget
Quality	AW6.1	Compliance to the Specification
Quality	AW6.2	Variable Bids
-	-	Invitation to Quote – received on time within e-sourcing tool

Scoring criteria

Evaluation Justification Statement

In consideration of this particular requirement the Contracting Authority has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this ITQ. The Contracting Authority considers these weightings to be in line with existing best practice for a requirement of this type.

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

Evaluation of criteria

Non-Price elements

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

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

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

$$\text{Score} = \{\text{weighting percentage}\} \times \{\text{bidder's score}\} = 20\% \times 60 = 12$$

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

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

0	The Question is not answered or the response is completely unacceptable.
10	Extremely poor response – they have completely missed the point of the question.
20	Very poor response and not wholly acceptable. Requires major revision to the response to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.
40	Poor response only partially satisfying the selection question requirements with deficiencies apparent. Some useful evidence provided but response falls well short of expectations. Low probability of being a capable supplier.
60	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire.
80	Good response which describes their capabilities in detail which provides high levels of assurance consistent with a quality provider. The response includes a full description of techniques and measurements currently employed.
100	Response is exceptional and clearly demonstrates they are capable of meeting the requirement. No significant weaknesses noted. The response is compelling in its description of techniques and measurements currently employed, providing full assurance consistent with a quality provider.

All questions will be scored based on the above mechanism. Please be aware that the final score returned may be different as there may be multiple evaluators and their individual scores will be averaged (mean) to determine your final score.

Example

Evaluator 1 scored your bid as 60

Evaluator 2 scored your bid as 60

Evaluator 3 scored your bid as 40

Evaluator 4 scored your bid as 40

Your final score will $(60+60+40+40) \div 4 = 50$

Price elements will be judged on the following criteria.

The lowest price for a response which meets the pass criteria shall score 100.

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

For example - Bid 1 £100,000 scores 100.

Bid 2 £120,000 differential of £20,000 or 20% remove 20% from price scores 80

Bid 3 £150,000 differential £50,000 remove 50% from price scores 50.

Bid 4 £175,000 differential £75,000 remove 75% from price scores 25.

Bid 5 £200,000 differential £100,000 remove 100% from price scores 0.

Bid 6 £300,000 differential £200,000 remove 100% from price scores 0.

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

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

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

Section 6 – Evaluation questionnaire

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

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

PLEASE NOTE THE QUESTIONS ARE NOT NUMBERED SEQUENTIALLY

Section 7 – General Information

What makes a good bid – some simple do's 😊

DO:

- 7.1 Do comply with Procurement document instructions. Failure to do so may lead to disqualification.
- 7.2 Do provide the Bid on time, and in the required format. Remember that the date/time given for a response is the last date that it can be accepted; we are legally bound to disqualify late submissions. Unless formally requested to do so by UK SBS e.g. Emptoris system failure
- 7.3 Do ensure you have read all the training materials to utilise e-sourcing tool prior to responding to this Bid. If you send your Bid by email or post it will be rejected.
- 7.4 Do use Microsoft Word, PowerPoint Excel 97-03 or compatible formats, or PDF unless agreed in writing by the Buyer. If you use another file format without our written permission we may reject your Bid.
- 7.5 Do ensure you utilise the Emptoris messaging system to raise any clarifications to our ITQ. You should note that we will release the answer to the question to all Bidders and where we suspect the question contains confidential information we may modify the content of the question to protect the anonymity of the Bidder or their proposed solution
- 7.6 Do answer the question, it is not enough simply to cross-reference to a 'policy', web page or another part of your Bid, the evaluation team have limited time to assess bids and if they can't find the answer, they can't score it.
- 7.7 Do consider who the Contracting Authority is and what they want – a generic answer does not necessarily meet every Contracting Authority's needs.
- 7.8 Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.
- 7.9 Do provide clear, concise and ideally generic contact details; telephone numbers, e-mails and fax details.
- 7.10 Do complete all questions in the questionnaire or we may reject your Bid.
- 7.11 Do check and recheck your Bid before dispatch.

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

DO NOT

- 7.12 Do not cut and paste from a previous document and forget to change the previous details such as the previous buyer's name.
- 7.13 Do not attach 'glossy' brochures that have not been requested, they will not be read unless we have asked for them. Only send what has been requested and only send supplementary information if we have offered the opportunity so to do.
- 7.14 Do not share the Procurement documents, they are confidential and should not be shared with anyone without the Buyers written permission.
- 7.15 Do not seek to influence the procurement process by requesting meetings or contacting UK SBS or the Contracting Authority to discuss your Bid. If your Bid requires clarification the Buyer will contact you. All information secured outside of formal Buyer communications shall have no Legal standing or worth and should not be relied upon.
- 7.16 Do not contact any UK SBS staff or the Contracting Authority staff without the Buyers written permission or we may reject your Bid.
- 7.17 Do not collude to fix or adjust the price or withdraw your Bid with another Party as we will reject your Bid.
- 7.18 Do not offer UK SBS or the Contracting Authority staff any inducement or we will reject your Bid.
- 7.19 Do not seek changes to the Bid after responses have been submitted and the deadline for Bids to be submitted has passed.
- 7.20 Do not cross reference answers to external websites or other parts of your Bid, the cross references and website links will not be considered.
- 7.21 Do not exceed word counts, the additional words will not be considered.
- 7.22 Do not make your Bid conditional on acceptance of your own Terms of Contract, as your Bid will be rejected.

Some additional guidance notes

- 7.23 All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool must be submitted to Crown Commercial Service (previously Government Procurement Service), Telephone 0345 010 3503.
- 7.24 Bidders will be specifically advised where attachments are permissible to support a question response within the e-sourcing tool. Where they are not permissible any attachments submitted will not be considered as part of the evaluation process.
- 7.25 Question numbering is not sequential and all questions which require submission are included in the Section 6 Evaluation Questionnaire.
- 7.26 Any Contract offered may not guarantee any volume of work or any exclusivity of supply.
- 7.27 We do not guarantee to award any Contract as a result of this procurement
- 7.28 All documents issued or received in relation to this procurement shall be the property of the Contracting Authority. / UKSBS.
- 7.29 We can amend any part of the procurement documents at any time prior to the latest date / time Bids shall be submitted through Emptoris.
- 7.30 If you are a Consortium you must provide details of the Consortiums structure.
- 7.31 Bidders will be expected to comply with the Freedom of Information Act 2000 or your Bid will be rejected.
- 7.32 Bidders should note the Government's transparency agenda requires your Bid and any Contract entered into to be published on a designated, publicly searchable web site. By submitting a response to this ITQ Bidders are agreeing that their Bid and Contract may be made public
- 7.33 Your bid will be valid 60 days or your Bid will be rejected.
- 7.34 Bidders may only amend the contract terms during the clarification period only, only if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the Contract terms without such grounds and the Contracting Authority fail to accept your legal or statutory reason is reasonably justified we may reject your Bid.
- 7.35 We will let you know the outcome of your Bid evaluation and where requested will provide a written debrief of the relative strengths and weaknesses of your Bid.
- 7.36 If you fail mandatory pass / fail criteria we will reject your Bid.
- 7.37 Bidders are required to use IE8, IE9, Chrome or Firefox in order to access the functionality of the Emptoris e-sourcing tool.
- 7.38 Bidders should note that if they are successful with their proposal the Contracting Authority reserves the right to ask additional compliancy checks prior to the award of any Contract. In the event of a Bidder failing to meet one of the compliancy checks

the Contracting Authority may decline to proceed with the award of the Contract to the successful Bidder.

- 7.39 All timescales are set using a 24 hour clock and are based on British Summer Time or Greenwich Mean Time, depending on which applies at the point when Date and Time Bids shall be submitted through Emptoris.
- 7.40 All Central Government Departments and their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further, the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement - including ensuring value for money and related aspects of good procurement practice.

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

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

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

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

USEFUL INFORMATION LINKS

- [Emptoris Training Guide](#)
- [Emptoris e-sourcing tool](#)
- [Contracts Finder](#)
- [Equalities Act introduction](#)
- [Bribery Act introduction](#)
- [Freedom of information Act](#)

Appendix 1 – Campaign Scenario

Design and print scenario

The scenario is based on the production of a package of brochure and associated assets to support a landscape review for each of the Industrial strategy's Grand Challenges.

The brochure should be circa 20pp and target these objectives:

- Summarise the document's main points
- Make the user want to read the full document
- Present technical information in a simple way
- Follow the Industrial strategy brand guidelines

The audience for this material is:

Operating entrepreneur (existing)

- Startups, SMEs, enterprise size businesses - largely aware of Innovate UK
- Looking for funding, support, networks and collaboration partners

Influencer (existing)

- Not just one single persona – a very diverse group of people
- Government / Stakeholders, because they fund & support us
- Media, because they write & comment on our actual / perceived success
- Bloggers, because they share our stories
- Investors, because they make us visible in the very competitive 'investment' sector
- Looking for innovation success stories, leadership and awesome technology / science stories
- They will share our content if useful, entertaining and / or if our content makes them look good
- We want to amaze them with our success stories, insights and achievements

For this scenario, you should base your proposal on the content style of [Innovate UK's Immersive technologies report](#) although the brand positioning will be Industrial strategy

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

Design concepts to visual style

Production process

Recommended supporting assets for our channels to include Gov.UK/Social channels

Appendix 2 – Personas

Persona 1b – Operating Entrepreneur

Innovate UK



Profile

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

About

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

Challenge & Pain Points

- Staff / Talent
- Funding
- Partners
- Growth

Attitude

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

Appealing Messages / Topics

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

Channel Preference

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

Format Preference

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

unaware	aware	interest	research	convert / retain
What is my problem?	How do I fix it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: <ul style="list-style-type: none"> • Information 	Looking for: <ul style="list-style-type: none"> • Insights • Networks 	Looking for: <ul style="list-style-type: none"> • Funds • Partners 	Looking for: <ul style="list-style-type: none"> • Credentials • Decision Support 	Looking for: <ul style="list-style-type: none"> • Support
Content Needs: <ul style="list-style-type: none"> • Innovations, technology & science news • Upcoming events 	Content Needs: <ul style="list-style-type: none"> • Events highlights & updates • Interviews with leaders & influencers 	Content Needs: <ul style="list-style-type: none"> • New competitions 	Content Needs: <ul style="list-style-type: none"> • Sector, & industry reports • Market insights • Case Studies • Success Stories • Demos 	Content Needs: <ul style="list-style-type: none"> • FAQs • Guides • Application process • Post funding support

Persona 2a – Aspiring Entrepreneur

Innovate UK



Profile

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

About

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

Challenge & pain point

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

Attitude

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

Appealing Messages / Topics

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

Channel Preference

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

Format Preference

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

unaware

aware

interest

research

convert / retain

What do I want to do?	How do I go about it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: <ul style="list-style-type: none"> • Ideas • Inspiration • Career Opportunities 	Looking for: <ul style="list-style-type: none"> • Advice • Mentors • Startup 	Looking for: <ul style="list-style-type: none"> • Funds • Partners • Networks 	Looking for: <ul style="list-style-type: none"> • Credentials • Decision Support 	Looking for: <ul style="list-style-type: none"> • Support
Content Needs: <ul style="list-style-type: none"> • Cool tech & science stories • Fun science applied • Inspirational people / stories • Hot trends / future predictions • Event previews • Future predictions 	Content Needs: <ul style="list-style-type: none"> • How to & starter guides • Tips & latest trends • Contest participation • Mentor / influencer interviews • Live event / contests • Top resources 	Content Needs: <ul style="list-style-type: none"> • How to choose a program • Funding options explained • Events updates • Catapult, Connect, KTN • Latest competitions • Collaboration examples 	Content Needs: <ul style="list-style-type: none"> • Quick explainers • Roundup of current activities • Sector, & Industry reports • Case Studies • Success Stories • Demos 	Content Needs: <ul style="list-style-type: none"> • FAQs • Guides • Application process

Persona 3 – Influencer (example MP)

Innovate UK



Profile

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

About

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

Challenge & pain point

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

Attitude

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

Appealing Messages / Topics

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

Channel Preference

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

Format Preference

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

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interest

research

convert / retain

What is my problem?	How do I fix it?	How can Innovate UK help?	Is Innovate UK right for me?	Where do I sign?
Looking for: <ul style="list-style-type: none"> Information 	Looking for: <ul style="list-style-type: none"> Insights Networks 	Looking for: <ul style="list-style-type: none"> Funds Partners 	Looking for: <ul style="list-style-type: none"> Credentials Decision Support 	Looking for: <ul style="list-style-type: none"> Support
Content Needs: <ul style="list-style-type: none"> Innovations, technology & science news Upcoming events 	Content Needs: <ul style="list-style-type: none"> Events highlights & updates Interviews with leaders & influencers 	Content Needs: <ul style="list-style-type: none"> Competitions Networking events Events highlights & updates 	Content Needs: <ul style="list-style-type: none"> Sector & Industry reports Market insights Case Studies Success Stories 	Content Needs: <ul style="list-style-type: none"> FAQs Guides Application process Post funding support