



Invitation to Quote

**Invitation to Quote (ITQ) on behalf of Innovate UK (formerly
Technology Strategy Board)**

**Subject UK SBS: Integrated Marketing Communications
Requirement**

Sourcing reference: UK SBS PS150038

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

Registered in England and Wales as a limited company. Company Number 6330639.
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VAT registration GB618 3673 25
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UKSBS
Shared Business Services

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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 customers improve efficiency, generate savings and modernise.

It is our vision to become the leading provider for our customers 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 customers. This allows our customers 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 its customers, 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 Innovation and Skills (BIS) transition their procurement to UK SBS and Crown Commercial Service (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 Customers, our growth projections anticipate this will rise to £1bn in 2013/14.

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

Our achievements

In 2012/13 the Company grew in turnover from £44.7m to £52.4m, within that growth we:

- Reduced the Research Councils' 'back office' expenditure from £32m to £31.3m
- Saved £33m for the Research Councils in verified procurement savings, being greater than the entire cost of the services we provided to them
- Grew our customers from 7 to 22 (this will likely grow by a further 10 in 2013/14)
- Grew our customer base from 11,000 to 18,000 and will likely expand to 23,000+ in 2013/14
- Achieved an annual spend with SMEs that stands out across Central Government as a leading light at 32% (that's over £104.5M) against the 25% Government target

Our Procurement ambition

Our vision is to be recognised as a centre of excellence and deliver a broad range of procurement services across the public sector; to maintain and grow a procurement service unrivalled in public sector.

Procurement is a market-shaping function. Industry derived benchmarks indicate that UK SBS is already performing at or above “best in class” in at least three key measures (percentage savings, compliant spend, spend under management) and compare well against most other measures.

Over the next five years, it is the function’s ambition to lead a cultural change in procurement in the public sector. The natural extension of category management is to bring about a fundamental change in the attitude to supplier relationship management.

Our philosophy sees the supplier as an asset to the business and the route to maximising value from supply. This is not a new concept in procurement generally, but it is not a philosophy which is widely employed in the public sector.

We are ideally positioned to “lead the charge” in the government’s initiative to reform procurement in the public sector.

UK SBS Procurement’s unique selling points are:

- Focus on the full procurement cycle
- Leaders in category management in common and specialised areas
- Expertise in the delivery of major commercial projects
- That we are leaders in procurement to support research
- Use of cutting edge technologies which are superior to those used generally used across the public sector.
- Use of market leading analytical tools to provide comprehensive Business Intelligence
- Active customer and supplier management

‘UK SBS’ contribution to the Government Procurement Agenda has been impressive. Through innovation and leadership UK SBS has built an attractive portfolio of procurement services from P2P to Strategy Category Management.’

John Collington

Former Government Chief Procurement Officer

Section 2 – About Our Customer

Innovate UK

Innovate UK is the new name for the Technology Strategy Board. Our aim is to accelerate economic growth by stimulating and supporting business-led innovation. We fund, support and connect innovative businesses through a unique mix of people and programmes to accelerate sustainable economic growth. We are a UK public body operating at arm's length from the Government reporting to the Department for Business, Innovation and Skills (BIS).

Our [strategy for 2011-15](#) focuses on five areas:

1. Accelerating the journey between concept and commercialisation - The journey of an idea from concept to market can be uneven and indirect. We work to speed this up.
2. Connecting the innovation landscape - The innovation landscape can be fragmented and difficult to navigate. We build strategic relationships with other innovation players, creating a more effective innovation environment.
3. Turning government action into business opportunity - Government can create opportunities for innovative businesses. We identify how policy, standards, and regulation can stimulate innovation and we help unlock the potential of government to act as 'lead customer' for businesses that can solve public sector challenges.
4. Investing in priority areas based on potential - We focus on thematic areas which are most likely to generate UK economic growth and which address global challenges and opportunities – and on competencies and technologies which enable innovation in these areas.
5. Continuously improving our capability - We develop our people and processes to be fast, flexible, and focused on business needs and develop measures to ensure that we are effective and deliver value for money.

Our [2014/15 Delivery Plan](#) was published in April 2014, and indicates our current priorities in each of these strategic areas.

The communications department is working on a strategy that is closely aligned to the aim of the organisation namely; we are recognised and respected as **the** innovation organisation uniquely positioned to accelerate UK economic growth.

Section 3 - Working with UK Shared Business Services Ltd.

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	Customer Name and address	Innovate UK North Star House North Star Avenue Swindon SN2 1UE
3.2	Buyer name	Hannah McNeill
3.3	Buyer contact details	Hannah.mcneill@uksbs.co.uk 01793 867063
3.4	Estimated value of the Opportunity	£120,000 - £150,000
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	01/04/2015 Contracts Finder
3.7	Latest date/time ITQ clarification questions should be received through Emptoris messaging system	07/04/2015 14.00
3.8	Latest date/time ITQ clarification answers should be sent to all potential Bidders by the Buyer through Emptoris	10/04/2015 14.00
3.9	Latest date/time ITQ Bid shall be submitted through Emptoris	17/04/2015 14.00
3.10	Date/time Bidders should be available if face to face clarifications are required	1 st May 2015
3.11	Anticipated rejection of	W/C 04/05/2015

	unsuccessful Bids date	
3.12	Anticipated Award date	W/C 04/05/2015
3.13	Anticipated Contract Start date	01/05/2015
3.14	Anticipated Contract End date	31/12/2015
3.15	Bid Validity Period	60 Days

Section 4 – Specification

About Innovate UK

We fund businesses in one of two ways:

- 1) A business can approach us with an idea at any point in the year. Our products in this area are Smart funding awards, KTP and innovation vouchers – internally often referred to as our ‘responsive’ group of funding mechanisms
- 2) We set challenges for business – where businesses can apply during a defined time period. Internally we call these as our challenge-led competitions. We’re best known for the collaborative research & development competitions

We support the businesses through mentoring and coaching programmes and by giving them access to cutting edge facilities through the Catapult centres. We connect the businesses to advice and other businesses and academics through our innovation networks – Knowledge Transfer Network (KTN), Enterprise Europe Network (EEN) and the Catapult network.

Innovate UK is public body operating at arm's length from the Government reporting to the Department for Business, Innovation and Skills (BIS).

Our responsibilities are to:

- Provide new support for innovative small and medium-sized enterprises (SMEs) with high-growth potential
- Make sure that government initiatives such as SBRI (Small Business Research Initiative) attract innovative UK businesses and give companies access to important customers in the public sector
- Identify and invest in the sectors that have the greatest potential for innovation to speed up economic growth
- Help innovative companies work with their backers so their ideas can be developed commercially

Our delivery plan for 14/15 includes:

- Launching more than 80 competitions for up to £536 million government funding, including our Smart and Launchpad competitions in specific sectors such as: energy, digital, health and care, and transport, as well as new areas such as urban living and emerging technologies
- Developing our Knowledge Transfer Network and Knowledge Transfer Partnerships programme
- Helping UK business make the most of the innovation funding and opportunities in Europe such as Horizon 2020

- Improving our customer services and application processes

Our Communications Vision and Objective

Our strategic aim is that Innovate UK is recognised and respected as the innovation organisation uniquely positioned to accelerate UK economic growth.

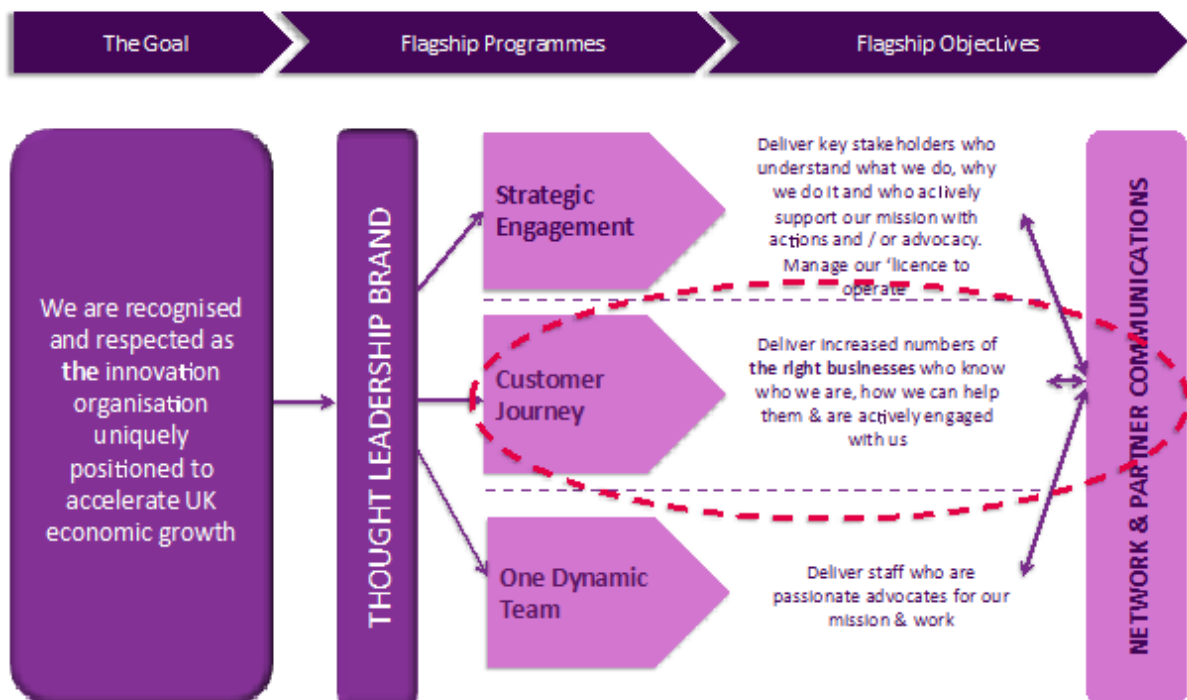
To realise this vision there are three flagship programmes:

- Strategic engagement – focusing on those who give us our ‘licence to operate’
- Customer Journey – ensuring the right business understand what we can do for them and supporting their engagement with us
- One dynamic team – empowering our staff to be advocates

This requirement relates to our Customer Journey flagship programme objective:

To deliver increased numbers of the right businesses who know who we are, how we can help them & are actively engaged with us, through a brand position of thought leadership.

New strategic approach to Innovate UK’s communications



Our audiences – our customers

External

Our primary audience is high growth potential innovative businesses, large or small. These are start-ups and SMEs, whose ideas have the potential to grow the economy and provide competitive advantage for the UK on a global scale, as well as medium and large business

who are part of the supply chain or have innovative products and services of their own.

The research base is also a key, but secondary, audience of ours. They are both users of our services for example through the Knowledge Transfer Partnership (KTP) programme, or as collaborative partners in innovation projects. They are also a key stakeholder of ours and by working with the research base we can positively impact the path from research to commercialisation.

We also work with a wide range of government and business stakeholders who we want to be advocates of our organisation. The Department for Business Innovation and Skills is our sponsoring department.

Internal

1) Technologists – IPROG team

The technologists are the employees who make up the innovation programme (IPROG) team. They are experts in each of the areas outlined in our delivery plan and are responsible for developing and delivering innovation challenges/ competitions for business. The challenge areas they are responsible for are:

- Agriculture & food
- Built environment
- Digital economy
- Emerging technologies
- Enabling technologies – ICT, bioscience, materials, and electronics sensors and photonics
- Energy
- Health and care
- HVM
- Resource efficiency
- Space
- Transport
- Urban Living

2) Strategy team

The strategy team is responsible for developing our support for those businesses that approach us with their ideas. They develop and support programmes such as the Smart funding, KTP, and Innovation Vouchers. They are also responsible for the SBRI programme which aims to use the power of government spending to drive innovation.

Our Customer Journey – Strategic Approach

We have agreed the following strategic approach to support the goals of our two internal customers:

1) Technologists – IPROG team

Objectives

- Raise quality & quantity of competition applications
- Take a thought-leadership position on innovation & global opportunities in each area
- Demonstrate economic impact and benefits of activity to UK Plc

For each of the IPROG challenge areas we are focusing on:

- a) Competitions – this is what we are best known for as an organisation and so we have

to deliver it well. Out of scope for this requirement is the editorial development, design and print publishing of competition scopes, and supporting events. You can find out more about the competition process and areas we support here <https://www.gov.uk/innovation-apply-for-a-funding-award> and current competition opportunities can be found at <https://interact.innovateuk.org/> A full schedule of competitions will be shared with the agency at the start of the beginning of the contract.

- b) Lead campaigns – these are the key priorities in the year for the IPROG team, for example strategy launches and key events. We want these to be the most successful activities in the year. An overview of the anticipated campaigns for Q1 &2 in financial year 15/16 can be found in Appendix 1.
- c) 'Bronze' activities – these are typically events: opportunities to speak, exhibit or attend. We will build a package of support which makes it simpler for the corporate communications team to support this area.

Each IPROG challenge area will have a strategy that uses the above approach along with agreed deliverables. More details on the strategic approach can be found in Appendix 2, and example draft strategies can be found in Appendix 3a and 3b.

2) Strategy team

Our current focus is on Smart funding and KTP programme. Innovation Vouchers and SBRI are currently out of scope for this requirement.

Objectives

- a) Smart funding – build brand awareness of this product with the right companies. Ensure the core messaging is correct and hero successful companies to promote the opportunity to the right companies
- b) KTP – roll out of the new KTP brand and celebrate its 40th year

Both of the above objectives will require support from the agency to deliver. A draft of the Smart strategy can be found in Appendix 4.

Our annual flagship event – Innovate UK 2015

Each year we run a flagship event for 3000+ businesses and stakeholders. It is a culmination of our year's activity and is the largest single event campaign we run in the year. It is delivered in partnership with UKTI. The event forms part of our strategic approach to our customer journey flagship programme as well as supporting our stakeholder engagement programme. The marketing & media requirement for this event is in scope for this agency requirement. The detailed brief can be found in the requirement section and in Appendix 5.

Our communications team

There are 37 people in the communications team who specialise in the areas of: customer support, planning, events, media relations, digital & data, corporate and marketing communications.

The team sets the strategic communication vision for the organisation and oversee its tactical delivery.

The communication planners will be responsible for the agency relationship management and will report into the Innovate UK communications leadership group through the Head of

Agency requirement

In order to build awareness, understanding and recognition with our key audiences and stakeholder groups we need to tell a simple story about who we are and what we do. With the wide range of challenge areas and responsive programmes that we focus on, we're a diverse organisation seeding out messages in a complex and fragmented media landscape. Our messaging and campaign activity will need to converge at the right time order to tell this simple, but detailed story of who we are.

Over the next 7 months we are looking for an integrated agency that can:

1. Provide strategic advice and guidance on planned campaigns in financial year 15/16 and support the development of the underlying messaging – we want you to build on our ideas and bring some 'sizzle' to each campaign
2. Help to extend the reach and integration of our messages/content across a range of media and channels – on and offline, both nationally and regionally
3. Create content for use across multiple channels
4. Evaluate and analyse the impact of the work
5. Support the development of a 3-year business case

This support will be aligned to our strategic approach and applied to a number of specific activities:

1. Competitions
2. Lead campaigns
3. KTP and Smart funding brand and content activity
4. Our flagship conference 'Innovate UK 2015', in partnership with UKTI

The integrated agency will be expected to use the Government Communications Service (GCS) evaluation framework and best practice guidance to evidence the impact of the activity and enable us to report regularly on activity to BIS and the Cabinet Office.

Information on the GCS's approach to evaluation can be found here

<https://gcn.civilservice.gov.uk/guidance/evaluation/>

The agency will also be required to support the development of 3-year business case for Innovate UK's three-year marketing communications budget.

The agency will be required to support the plan for each activity, development of dashboards with performance evaluated against KPIs and budget reporting. The frequency and audience for this information will be clarified and agreed at the start of the contract.

In the selection process, we will be looking for concrete evidence of:

- Strategy and messaging
- Planning and orchestrating successful integrated PR and marketing campaigns in on and offline channels
- Creating impactful, creative, content and design for on and offline channels
- Your test and learn approach
- Robust monitoring, reporting and evaluation methodologies and tools
- The team that will deliver on this requirement

KPIs

We are currently agreeing on the KPIs we use to steer our activity and we will agree specific KPIs at the beginning of the contract. We are however looking for evidence within your proposal of assisting the setting of KPIs and using them in a strategic approach to manage work priorities and the impact of your activity.

As an indicator of our thinking, we are considering using the following 4 key performance indicators to measure the impact of our communications activity:

- X% increase on reach to new audiences who haven't previously engaged with Innovate UK
- X% decrease in non eligible applications
- X% growth in applications achieving the quality threshold, fulfilling the funders panel criteria
- Improved customer satisfaction

We will measure activity delivered, outputs and outcomes on a monthly basis, in so far as they contribute to meeting the four KPI's above.

Budget

The total budget for this requirement is £150,000. This is to cover:

- £75,000 for account management and strategic counsel – covering the campaigns and competitions, as well as the evaluation and 3-yr business case creation. Costs related to these projects, such as content creation, will be invoiced to the client separately.
- £75,000 for Innovate UK 2015 event - covering the activity specific to the event and drawing fully on this budget allowance. No further costs should be incurred for this specific project.

The Contract duration shall be for a period of seven (7) months

Start date

The support is required immediately upon appointment of the agency early May 2015

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.

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

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

Pass / fail criteria		
Questionnaire	Q No.	Question subject
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	AW4.1	Contract Terms
Quality	SELPS1.1	Principal areas of business activity, main products and services.
Quality	SELPS1.2	Case Studies
Quality	AW6.1	Compliance to the Specification
-	-	Invitation to Quote – received on time within e-sourcing tool

Scoring criteria			
Evaluation Justification Statement In consideration of this particular requirement UK SBS has decided to evaluate Potential Providers by adopting the weightings/scoring mechanism detailed within this ITQ. UK SBS 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	10%
Quality	PROJ1.1	Resources	20%
Quality	PROJ1.2	Deliverables	30%
Quality	PROJ1.3	Innovate 2015 Event	20%

Quality	PROJ1.5	Monitoring and Evaluation	10%
Quality	PROJ1.6	Key Performance Indicators	10%

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: Score/Total Points available multiplied by 20 ($60/100 \times 20 = 12$)

Where an evaluation criterion is worth 10% then the 0-100 score achieved will be multiplied by 10.

Example if a Bidder scores 60 from the available 100 points this will equate to 6% by using the following calculation: Score/Total Points available multiplied by 10 ($60/100 \times 10 = 6$)

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 or 30	Very poor response and not wholly acceptable. Requires major revision to the proposal to make it acceptable. Only partially answers the requirement, with major deficiencies and little relevant detail proposed.
40 or 50	Poor response only partially acceptable with deficiencies apparent. Some useful evidence provided but response falls well short of providing full confidence in the approach / solution described. Low probability of success.
60 or 70	Response is acceptable but remains basic and could have been expanded upon. Response is sufficient but does not inspire. Good probability of success, weaknesses can be readily corrected.
80 or 90	Good response which describes in detail an approach / solution which provides high levels of assurance consistent with a quality provider. Great probability of success, no significant weaknesses noted.
100	Excellent response – comprehensive and useful, demonstrating a detailed understanding of the requirement. High probability of success, no weaknesses noted. The response includes a full description of techniques and measurements to be employed, providing full assurance consistent with a quality provider.

Please be aware that the final score returned may be different as there will be multiple

evaluators and their individual scores after a moderation process 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 50

Evaluator 4 scored your bid as 50

Your final score will $(60+60+50+50) \div 4 = 55$

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: $\text{Score/Total Points} \times 50$ ($80/100 \times 50 = 40$)

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.ukpbs.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.
- 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 typically 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 your customer is and what they want – a generic answer does not necessarily meet every customer's needs.
- 7.8 Do reference your documents correctly, specifically where supporting documentation is requested e.g. referencing the question/s they apply to.
- 7.9 Do provide clear and concise 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 Customer to discuss your Bid. If your Bid requires clarification the Buyer will contact you.
- 7.16 Do not contact any UK SBS staff or Customer 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 Customer 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 📄

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- 7.23 All enquiries with respect to access to the e-sourcing tool and problems with functionality within the tool may 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.
- 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 UK SBS.
- 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 for 60 days or your Bid will be rejected.
- 7.34 Bidders may only amend the Contract terms if you can demonstrate there is a legal or statutory reason why you cannot accept them. If you request changes to the Contract and UK SBS 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 UK SBS 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 UK SBS 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, UK SBS 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 UK SBS 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 From 2nd April 2014 the Government is introducing its new Government Security Classifications (GSC) classification scheme 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 from 2nd April 2014. The link below to the Gov.uk website provides information on the new GSC:

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

UK SBS 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.

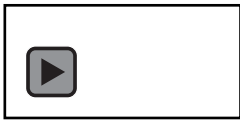
USEFUL INFORMATION LINKS

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

Appendix 1 Draft Campaign Plan Overview for 15/16 - Q1 & Q2

Sector	Campaign Type	Campaign Name	Quarter
Agriculture & Food	Launch Campaign	Centres launch	Q1
Agriculture & Food	Event Led Campaign	Collaboration Nation	Q1
Built Environment			Q1
Digital	Marketing Campaign	Internet of Things	Q1
Digital	Event Led Campaign	Collaboration Nation	Q1
Emerging Technologies	Marketing Campaign	Non Animal testing roadmap	Q1
Resource Efficiency	Event Led Campaign	Collaboration Nation	Q1
Space	Mission	Entrepreneurial Space Mission 1 - USA	Q1
Transport	Launch Campaign	Strategy Launch	Q1
Agriculture & Food	Content led Campaign	Strategy Consultation	Q2
Digital	Marketing Campaign	Retail & Urban living	Q2
Emerging Technologies	Marketing Campaign	Quantum roadmap	Q2
Energy	Event Led Campaign	Collaboration Nation	Q2
HVM	Launch Campaign	Impact Review of HVM Competencies	Q2
HVM	Event Led Campaign	Collaboration Nation	Q2
Transport	Event Led Campaign	LCV 2015 Conference	Q2

APPENDIX 2 IPROG Communication Strategy and Planning



APPENDIX 3a Strategy Agriculture



Appendix 3b Transport Strategy



Appendix 4 Smart Funding Strategy



Appendix 5 Innovate UK 2015 Event

