

Communications and Campaigns Framework – FAQ

Updated – 24/04/2024

Tender Process & Requirements:

Is the requirement for Cyber Essentials Plus a mandatory requirement or would a supplier which is Cyber Essentials certified be considered for shortlisting for this opportunity?

- In order to access any of our systems or data, a minimum of Cyber Essentials Plus is required. If you don't have this at the time of submission, a commitment to achieve this within 3 months of award could be accepted.

How would you like additional information or imagery provided? Links only or accompanying PDFs?

- Either is fine

For the required narrative describing our approach, the schedule of costs, and any additional info – do you have a required format that you would like to receive this in or are you happy with anything e.g., pdfs, excels, word etc.?

- We have no required format for additional information – please attach in a format that suits you best.

We would like to submit a proposal for more than one of the tender opportunities, can we create one proposal covering both or should we submit as individual proposals?

- Please submit individual proposals for each tender opportunity

I was wondering if we could put a proposal together that covered both design and content briefs you have live, or would you prefer these are submitted as individual proposals?

- Please submit individual proposals for each tender opportunity

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Can you please confirm if there is a set format to respond to the PQQ for the Innovate UK Business Connect Communication and Campaign Framework PQQ and a word count limit on the answers.

- Please follow the same format as the PQQ provided and add an appendix to your answers if you do not have enough space on the PQQ. There is no word count limit for responses.

Do we need to keep to the same layout as the format provided on the PQQ PDF provided?

- Yes please

For tender responses, do you just need us to send the required info via email? We do not need to submit anything through an official platform, is that correct?

- Please submit tender submissions to re.support@iuk.ktn-uk.org by 16th May.

Do we need to complete two PQQ because we want to apply for both the Content Creation and the Design & Identity Tenders that Innovate UK have, or will one PQQ suffice?

- We will require a PQQ submission for each tender opportunity

We are struggling to fit our response for question 6.1 to 6.4 into the boxes provided in the PQQ PDF, they do not expand making it almost impossible to answer the questions properly. Can we supply our answers as an appendix to this PQQ?

- Please add an appendix to your answers if you do not have enough space on the PQQ. There is no word count limit for responses.

Timeline of estimated costs: please advise what we are costing against. As there are no brief specifics, will you be issuing a demo brief for suppliers to quote against or are you looking for a monthly retainer cost to cover off all the services listed; content production, strategic guidance, proof checking, client services – within the cost envelope of £75,000?

- A rate card would be appropriate for estimated costs.

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The tender asks for a “timeline of estimated costs for the duration”. The volume and cadence of work isn’t specified, making it difficult to plan a timeline. Are you expecting a list of possible deliverables and associated costs, or do you want us to outline a marketing plan?

- A rate card would be appropriate for estimated costs.

When providing a schedule of costs should we do this against the maximum budget of £75,000 or a different amount and if different what amount would you like it to be?

- A rate card is appropriate for estimated costs.

Is this a renewal of an existing framework or a new one?

- A new framework

If this is a renewal of an existing framework how much financial spend has been commissioned on it during the past year?

- N/A

If this is a renewal, are you renewing it at this point because there is a procurement / contractual requirement to do so or for some other reason?

- N/A

Is there an incumbent supplier and have they been invited to pitch?

- We work with a range of suppliers and as this is an open tender process, all are welcome to submit a response

How many companies do you intend to appoint to the framework?

- We do not have a fixed number, but it is likely to be maximum three per framework

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If you intend to appoint more than one company to the framework, how will you then decide which supplier delivers which project?

- Each project will be allocated on the basis of cost, expertise, capacity and ability to meet the deadlines.

One or more examples of a campaign you have previously taken from concept through to roll out. If you do not have an example of this work, please select a suitable alternative piece of work, and associated narrative.

Please can you clarify if you still want to see examples of end-to-end campaigns for the content creation framework

- Yes, we require the following as part of submission:
 - o Short narrative describing how you would approach the project i.e., your design approach, suppliers you may have to collaborate with to deliver etc.
 - o One or more examples of a campaign you have previously taken from concept through to roll out. If you do not have an example of this work, please select a suitable alternative piece of work, and associated narrative.
 - o Initial schedule of costs. Recognising that this would be subject to change and within the constraints of the overall budget, suppliers are asked to submit a timeline of estimated costs for the duration of the project i.e., 1st June 2024 – 31st March 2025
 - o A completed copy of the Pre-Qualification Questionnaire.
 - o Additional Information. Innovate UK Business Connect invite suppliers to provide any additional information in the form of video content, imagery, or links, which provide supporting evidence that suppliers recognise and work in accordance with Innovate UK Business Connect values as an organisation.
 - o Suppliers might include evidence of environmental management practices, environmental or social aims and social responsibility, diversity and inclusion policy and practices.
 - o Legal information i.e. Your standard T&Cs

According to each of the contract pdfs we need to provide the information by 16th following which: IR35 will be assessed before the awarding of successful contract. But, the statement of works says the successful agency will be contacted from WC 27th May following scoring on the five areas identified. However the PQQ states in section 9 that they will shortlist up to 6 potential providers to formal invitation to tender (no presentations etc) following which you will be contacted *again by week commencing 27th May 2024 to let you know whether you have been successful. If so, you will then be invited to tender for the contract?* So, the successful agency can't be contacted from WC 27th unless I am reading it wrong?

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- We will shortlist from 27 May but we may be able to make an immediate decision on some providers. **From 27 May onwards is our ambition.**

The submission will be scoring against alignment with Innovate UK Business Connect values – can you please supply these to ensure we are using the most recent version. Or are these the brand values within the guidelines?

- Our company values can be found on our website. www.iuk.ktn-uk.org

We're aware that the tender is for Innovate UK Business Connect. The briefing document also mentions Innovate UK Business Growth and Catapult. Does this mean it covers content creation for all Innovate UK programmes?

- Our content needs to align with the content created for the wider Innovate UK system. Not all content created for Innovate UK is created by Innovate UK Business Connect

As a follow-up to that point, is there a specific list of programmes that will be supported or does the work relate to promoting Innovate UK Business Connect as an organisation?

- There isn't currently a list of programmes, however, please do look at programmes we're involved in on our website www.iuk.ktn-uk.org

You have asked for a) a short narrative approaching how we would approach 'the project' and b) an initial schedule of costs. In order to answer both of these what should we presume 'the project' is? There are a number of themes and activities mentioned in the brief but no detail as to which is most important, the budgets for each one or when they will happen.

- You can select an example project to demonstrate your approach or provide a general narrative on your approach to jobs and a rate card.

You have said that value for money is one of the areas you will be evaluating. How do you intend to evaluate and compare value for money between different bidders given that you have not asked us to quote against a specific set of deliverables or to provide rates for specific services – many of the activities detailed in the 'services required' section can be provided at different levels in terms of experience, expertise, cost and value to UK Innovation and also can be provided at very different scales over a 10 month period?

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- Please submit a rate card. Each job will be treated individually over the year and a quote will be required. We may compare those quotes and assess which agency is best placed to deliver based on experience, expertise, cost and capacity.

You have also put out a brief for Content Creation. Might you appoint one agency to cover both briefs or how do you see the two suppliers working together as there is some overlap between the services specified?

- A company may be listed as a supplier for more than one framework.

You have also put out a brief for Design & Identity. Might you appoint one agency to cover both briefs or how do you see the two suppliers working together as there is some overlap between the services specified?

- A company may be listed as a supplier for more than one framework.

Do we need to reference/ consider the Innovate UK action plan for business innovation 2021 to 2025 plan, focus on the strategic themes set out in the tender document or cover both?

- This is useful background reading but tenders will not be judged against this.

It also mentions scoring against our understanding of the innovation landscape – can you clarify if you want this answered in a wider context or specific to any particular sector/theme? Net Zero, Healthy living and agriculture, People, Products etc?

- Your understanding of the wider context is useful but if you have any particular knowledge of or experience of working in sectors aligned to our priority areas, that is helpful for us to understand

Project Details & Requirements:

Do you have a breakdown of the products and services you offer?

- You can find examples of our products and services on our website: www.iuk.ktn-uk.org

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Do you have brand guidelines or do these need creating?

- We have brand guidelines created, awaiting final sign off before these can be shared.

Are we required to do a re-brand or are we using current brand assets to execute the 12 month retained services?

- No need to re-brand, we have brand assets for the retained services.

Do Innovate UK, Innovate UK Business Connect, Innovate UK Business Growth, and Catapult Network have/need separate identities, or do they come under the same brand structure?

- Innovate UK is our central brand covered by detailed [UKRI guidelines](#). Identities in our product portfolio may have different guidance, some of which will be supplied on demand

What channels do they current use?

- Channels currently in use – Social media - LinkedIn, X, Instagram, YouTube and Facebook. Websites, exhibitions, reports

Content creation - There is no client servicing listed in the quote for services list.

- Client servicing will be a requirement of all tenders as all framework suppliers will be expected to build an understanding of our requirements and advise on our approach

In the short narrative submission requirement, they talk about ‘your design approach’ but what design is covered here that would not be covered under the Design and Identity contract?

- We're interested in your approach to content creation - there may be an element of design required eg infographics. There is inevitable cross-over between these tenders.



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What in-house expertise do you have to work alongside the appointed agency / agencies?

- Our Reach and Engagement team is skilled in different areas of marketing and communications - from strategy to PR. Our agency support is to supplement our in-house team and provide services which we don't have resource or capacity to deliver.

For any further queries, please contact re.support@iuk.ktn-uk.org