

## **Communications and Campaigns Framework – FAQ Updated – 03/05/2024**

For any other queries, please contact [re.support@iuk.ktn-uk.org](mailto:re.support@iuk.ktn-uk.org)

### **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

**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](mailto:re.support@iuk.ktn-uk.org) by 16<sup>th</sup> 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.

**PQQ Response - Q 6.3 Please can you clarify what you are expecting responses to cover here?**

- You can put n/a as you're not providing a technical solution.

**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.

**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

**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

- A completed copy of the Pre-Qualification Questionnaire.
- 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.
- Suppliers might include evidence of environmental management practices, environmental or social aims and social responsibility, diversity and inclusion policy and practices.
- Legal information i.e. Your standard T&Cs

**Is it acceptable for a tenderer to submit tenders for all or more than one element being procured under this ITT?**

- Yes

**According to each of the contract pdfs we need to provide the information by 16<sup>th</sup> 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 27<sup>th</sup> 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??**

- 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](http://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

**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?**

- 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

**The documents state that contracts offered will be subject to Innovate UK Business Connect's Consultancy Terms and Conditions, please can you provide a copy of these?**

- To be emailed individually

**In the light of point above, are tenders still required to submit their own Ts and Cs in their responses?**

- Yes

**How will these contracts be managed internally? And who will be the main commissioners of work?**

- Commissioners will come from across the Reach and Engagement directorate.

**How far is work planned in advance?**

- Like any large organisation projects vary. We can have long lead times, or we can require urgent work. Whilst we recognise you have to plan resources; we would expect agencies to be as flexible as possible.

**Please can you clarify your expectations in terms of agency account and project management and reporting?**

- This will be reflective of how your organisation works. If you prefer to allocate an Account Manager as point of contact that can be helpful. If you want to have project management on a case-by-case basis that is fine. Reporting will mainly be for larger projects but is unlikely to be onerous

**Please can you provide an estimate of the full contract value (retainer + project values)?**

- £75,000 + VAT is the maximum we will spend on these services, but the actual budget committed will depend on the scope and deliverables of specific projects. The full budget is not committed to the supplier if the contract is secured.

**Please can you clarify the volume of campaign work typically required in a 12-month period?**

- The tender ceiling is £75k – the volume of activity will be within those parameters and could be spread across multiple agencies.

**As this is a tender to procure a 12-month retainer, please can you clarify what you are expecting for the up to £75k budget to cover and what you are not expecting this to cover?**

- The tender ceiling is £75k – the volume of activity will be within those parameters and could be spread across multiple agencies.

**Do you have a preference on the style and format by which we apply?**

- We do not have a preference on the style or format of your application.

**Do you have a preference re approximate word/pages count for the submission?**

- There is no word limit for submissions

**In the past, what kind of submissions have been the most successful?**

- N/A.

**Is there an option to present in person or remotely?**

- We will evaluate your submission and make a decision based on this.

**Is there anything else, not in the tender, that we can send or illustrate to help our submission?**

- N/A

**Will you be sharing clarifications that have been submitted by all potential suppliers?**

- Yes, these have been uploaded to the Tender opportunity on Contracts finder and will be updated as more questions are received.

## **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](http://www.iuk.ktn-uk.org)

**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](http://www.iuk.ktn-uk.org)

**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.

**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.

**Do you have an established messaging framework and Tone of Voice guidance in place for Innovate UK Business Connect’s corporate brand communications and also as these relate to your strategic themes?**

- These are currently being worked on and will be shared as needed.



**Please can you provide details on the type, frequency and expected volume of work to be carried out under this contract. I.e. annual or periodic publishing requirements, known events, any other upcoming known requirements – specific details would be helpful (i.e. list of type, size etc)**

- This tender is to allow us to have a framework of pre-approved suppliers to draw on. We cannot guarantee work and we cannot give an indication as to the frequency or volume. It will be on a project-by-project basis.

**There's no reference to corporate use of social media to promote UK Business Connect, will social media assets be required under this contract?**

- Assets may need to be created however we have social media expertise in house

**As this is a tender to procure a 12-month retainer, please can you clarify what you are expecting the up to £75k budget to cover and what you are not expecting this to cover?**

- This will cover design and production of assets as needed. Likely to include reports, small exhibition graphics, corporate documents and other marketing material. It will not cover large scale exhibitions.

**In the reference to working to 'tight deadlines' please can you give examples of typical turnaround times for assets you require?**

- We are keen to work with agencies to mutually agreed timescales. On some occasions we may require quick turnaround of projects and would outsource that to an agency that can meet those requirements.

**In the reference to working to 'tight deadlines' please can you give examples of typical turnaround times for, for example:**

- Please be aware no two projects are alike, so it is difficult to generalise.
  - o Campaign concept and messaging
    - 2 – 4 weeks
  - o Main campaign asset production
    - 2 – 4 weeks
  - o Resizing, reformatting, changes (tweaks) to social media assets.
    - 0.5 - 1 day

**What are the exact outputs for content creation?**

- We currently use a range of content and channels. This is not exhaustive - reports, speeches, video, podcasts, photography.

**Should we develop and propose this strategy independently, or is collaboration expected if we secure the contract? Additionally, would you like us involved in disseminating the content or would you be responsible for that**

- We would expect collaboration on strategy and Innovate UK Business Connect would disseminate the content.

**Are you able to provide any more steer on the approximate amount of content to be created on which we can base a budget?**

- Please give examples of typical projects for us to understand your costs. Eg 20pp report, 2pp flyer, 1500 word speech, 3 min video on location in London.

**Can you please confirm what you're expecting us to submit on which dates**

- Please submit your full tender and PQQ document for the below tenders by 16<sup>th</sup> May 2024
  - o Content Creation
  - o Design & Identity
  - o Live Streaming
  - o Digital Marketing Support Services
  - o Digital Services
- Please submit your full tender and PQQ document for PR opportunity by 1<sup>st</sup> June 2024

**Please can you give examples of the type of content you are looking for? What is the weighting/ focus on videography and photography?**

- We currently use a range of content and channels. This is not exhaustive - reports, speeches, video, podcasts, photography. We cannot give you a weighting as it is project specific.

**Please can you clarify what you are looking for from multi-channel content?**

- We currently use a range of content and channels. This is not exhaustive - reports, speeches, video, podcasts, photography and the combination used is dependent on project objectives, messaging and audiences.

**How will the suppliers on this framework work with those on the campaign management one? Will this lot be creating content for the channels developed through the other framework?**

- We will manage our supplier framework and it is unlikely agencies will have to collaborate.

**What are the exact outputs for content creation?**

- We currently use a range of content and channels. This is not exhaustive - reports, speeches, video, podcasts, photography.