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# Innovate UK Business Connect Communications and Campaigns Framework **Content Creation**

## Invitation to Tender & Statement of Works

Date of Issue  
Prepared by  
Approved By

16/04/2024  
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## Background

Innovate UK Business Connect exists to connect innovators with new partners and new opportunities beyond their existing thinking – accelerating ambitious ideas into real-world solutions. Innovate UK Business Connect has a network of over 46,000 unique organisations and 234,000 innovators. Innovate UK Business Connect is part of Innovate UK – the UK's innovation agency.

Innovate UK Business Connect delivers several large campaigns and produces upwards of 600 events a year. As such, the chosen supplier will need to be responsive, proactive, and work to tight deadlines. Notable campaigns include Innovate UK's Women in Innovation and Young Innovators, Innovate Local, Materials Research Exchange (MRE), Global Research & Innovation in Plastics Sustainability (GRIPS) and the Quantum Showcase.

This ITT has been prepared by Innovate UK Business Connect for the purposes of inviting proposals from candidates for the provision of a range of communications services (listed below) through a framework agreement.

## Services Required

- Help us tell our story. Produce creative, compelling, and unique content that prompts action.
- Produce content that supports Innovate UK, Innovate UK Business Connect, Innovate UK Business Growth, and Catapult Network to establish and communicate their products and services and position within the innovation landscape.
- Work with Innovate UK Business Connect teams to understand individual projects requirements, timelines, and budgets.
- Ensure Innovate UK and Innovate UK Business Connect core messages are embedded throughout the content and have the following strategic themes in mind; Net Zero, Digital and Technologies, Healthy Living and Agriculture, Place, People, Products and Services (our offer).
- Work to tight deadlines, be responsive and proactive.
- Work alongside Innovate UK Business Connect teams to analyse the success of deliverables.



- Understand the nuances of campaign partnerships and correctly represent brand hierarchies.
- Understand the innovation landscape and content that will put Innovate UK Business Connect ahead of the curve.
- Work alongside Innovate UK Business Connect teams to understand campaign objectives and content requirements.
- Work alongside Innovate UK Business Connect teams to create content strategies and implement content campaigns.
- Help to evaluate the success of content and dissemination plans.

## Deliverables Required

This tender is to procure a 12-month retainer. Projects and deliverables will be identified on an ongoing basis.

## Technical Considerations

Innovate UK Business Connect requires its suppliers to meet industry recognised security practices and as such it is expected that they hold Cyber Essentials Plus certification or higher (ISO27001)

Innovate UK Business Connect may require successful submissions to be subject to non-disclosure agreements.

Current systems used by Innovate UK Business Connect –

- Adobe Express
- Canva
- Hootsuite
- Microsoft Office

## Quote for Services

Innovate UK Business Connect requires a quote for services including, but not limited to:



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- Content strategy
- Multi-channel content production
- Photography
- Videography
- Copywriting

Budget: up to £75,000 + VAT

## Term and Expiry Date

1<sup>st</sup> June 2024 – 31<sup>st</sup> March 2025

## Submission

In response to this Statement of Works, please provide the information listed below.

- Short narrative describing how you would approach the project i.e., your design approach, suppliers you may have to collaborate with to deliver etc.
- 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.
- 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., 1<sup>st</sup> June 2024 – 31<sup>st</sup> 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.



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Please provide the information requested above to [re.support@iuk.ktn-uk.org](mailto:re.support@iuk.ktn-uk.org) by 16<sup>th</sup> May 2024 at the latest. Submissions will be assessed on an ongoing basis until this date. IR35 will be assessed before the awarding of a successful contract.

## Principle Contact

Please direct any questions or communications on this Invitation to Quote to:

[re.support@iuk.ktn-uk.org](mailto:re.support@iuk.ktn-uk.org)

## Selection Process and Scoring

Submissions will be scored equally against the following five areas; understanding of the innovation landscape; previous experience and sample work; approach to working relationship; value for money; alignment with Innovate UK Business Connect values.

Submissions will be subject to IR35 checks prior to award date.

The successful agency will be contacted from week commencing 27<sup>th</sup> May 2024.

## Terms and Conditions

Any contract offered will be subject to “Innovate UK Business Connect’s Consultancy Terms and Conditions” which can be made available on request.

Please note that Innovate UK Business Connect reserves the right to not select any supplier if we feel none meet our requirements and budget.

Further References:

Innovate UK Business Connect Website: <https://iuk.ktn-uk.org/>

UKRI (UK Research and Innovation) / Innovate UK Branding Guidelines:  
<https://ukri.frontify.com/d/zgfuBB2r7aAg/brand-basics#/brand-guidelines/full-brand-guidelines>