

UK Asset Resolution Limited PR Services ITT. Reference: 2021-UKAR-CF-001-PR. Bidder clarifications & responses 20 May 2021

Reference	Question	Response
1	Are you able to give us more guidance on pricing and the rate card: will a straight average of hourly rates be used (ie. sum of hourly rates of team members/divided by number of staff in team); or is there some other criteria?	<p>Rates will be evaluated at role level and scored against the range of prices submitted by all Potential Providers. As a minimum we expect rates for the following roles (or an equivalent):</p> <p>Managing Director; Director; Associate Director; Senior Account Director; Account Director; Senior Account Manager; Account Manager; Senior Account Executive; and Account Executive.</p> <p>An updated version of Appendix E has been uploaded to Contracts Finder to include these roles.</p>
2	Also, our understanding is that fees are billed on hours logged at standard rate from the rate card, capped at the monthly cost. "Call-offs" are out-of-scope projects, charged at discounted hourly rate. Could you confirm this understanding please?	Your understanding of the Monthly Fee is correct, the fee will be capped based on an agreed amount of time based activity with the fee calculated using the Rate Card. Call-offs are services in addition to those covered by the Monthly Fee, the associated costs will be calculated using the Rate Card.
3	Section 6.2 of Appendix B outlines that public affairs support is an expected capability. Please could we clarify the importance of public affairs within the brief, and the extent to which it will be a day-to-day requirement?	The requirement is focused on public relations ('PR') and there is no expected day to day requirement for public affairs ('PA') support. However, it is expected that the provider would have the capability to manage PA should any such requirement be needed in the future.
4	Section 5.2 of Appendix B notes that: "The requirement includes social media monitoring, however, in the future additional social media capabilities may be required". Please can you say what additional capabilities are required/expected e.g. content generation, public / stakeholder relations, or purely advisory / capacity-building for the in-house social team?	There are no expected additional social media capabilities at this time. However, it is expected that the provider would have the capability to manage PR through social media should any such requirement be needed in the future. There will be no in-house social media team.
5	Is it possible for a consortium to submit a bid – specifically one agency for PR and for PA?	The requirement is focused on PR and the preference is to award to one provider.