



Innovate  
UK

Business  
Connect

Innovate UK Business Connect  
Suite 218  
Business Design Centre  
52 Upper St, London  
N1 0QH

## **Innovate UK Business Connect – Digital Marketing Support services.**

Invitation to Tender and Statement of Works.

Prepared By:  
Mike Snow  
07772479930  
[mike.snow@iukbc.org](mailto:mike.snow@iukbc.org)

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## 1. Background

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

IUKBC is seeking a web development supplier to support continued design, development, and maintenance of IUKBC's primary web presence and development of associated project platforms.

## 2. Services Required

This request for quotation is to invite suppliers to quote for support on digital marketing support services.

2.1. Work with IUKBC's digital team to understand individual project requirements, timelines, and budgets.

2.2. Deliver solid digital solutions to specified briefs with particular focus on (but not restricted to) SEO support, Digital Content, UX, Data analytics, Cookies/Compliance and Paid ads strategy.

## 3. Deliverables Required

This tender is to procure a 12-month retainer and/or pipeline digital support services. Projects and deliverables will be identified on an ongoing basis.

**TECHNICAL CONSIDERATIONS** IUKBC requires its suppliers to meet industry recognised security practices and as such it is expected that they hold Cyber Essentials Plus certification or higher (ISO 27001).



#### **4. Quote for Service**

Fees IUK BC requires a quote for services including standard rates for design services and account management. Budget: up to £90,000 + VAT

**Please note that the budget is not committed to the supplier if the contract is secured.**

#### **5. Term & Expiry Date Ending - 31st March 2026.**

## 6. Submission

In response to this Statement of Works, please provide the information listed below. Shortlisted suppliers will be invited to pitch to IUKBC before a final decision is made.

6.1. Short narrative describing how you approach projects i.e., your approach, suppliers you may have to collaborate with to deliver etc.

6.2 Initial schedule of basic 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; a, Ongoing retainer to include, technical, patching and development support services for [iuk.ktn-uk.org](http://iuk.ktn-uk.org) the duration of the project i.e., 1st June 2025 – 31st March 2026. b, New platform development, including site build, development and retainer services.

6.3. A completed copy of the Pre-Qualification Questionnaire.

6.4. Additional Information. IUKBC 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 IUKBC 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.

6.5. Legal information i.e. Your standard T&Cs. Please provide the information requested above to [mike.snow@iukbc.org](mailto:mike.snow@iukbc.org) by 12:00 16th May 2025 at the latest. Submission will be assessed on an ongoing basis until this date.



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## 7. Principal Contact for the Invitation to Quote

Please direct any questions or communications on this Invitation to Quote to:  
[mike.snow@iukbc.org](mailto:mike.snow@iukbc.org)

## 8. Terms & Conditions

Any contract offered will be subject to “Innovate UK Business Connect’s Terms and Conditions of Contractor Engagement – Company Edition”, which can be made available on request. Please note that IUKBC reserves the right to not select any supplier if we feel none meet our requirements and budget.

## FURTHER REFERENCES IUKBC

Website: <https://iuk-business-connect.org.uk/>