



Oxfordshire Local Enterprise Partnership (OxLEP) Ltd PR and public affairs agency recruitment opportunity February/March 2020

Frequently Asked Questions (FAQs)

As part of this procurement process, we will be issuing a regular updated version of FAQs. This broadly reflects the verbal and digital queries interested parties have asked in response to the published brief.

For further details or clarification, please contact Rob Panting – Communications Manager at OxLEP – via: robert.panting@oxfordshirelep.com or 07748 333402.

Is there a specific format that agencies should adhere to when responding to this brief?

No – we welcome responses of all formats. Agencies are welcome to issue a tender response in a method they feel best showcases their capabilities.

Are Oxfordshire-based agencies at an advantage?

No – we welcome responses from all agencies, wherever their location might be. We follow a strict scoring criterion when reviewing responses based around competency, creativity, personality and price – location does not form any part of this criteria.

Will the appointed agency only work alongside your in-house team?

No – given the scope of the brief, the chosen agency will almost certainly be working directly with a variety of organisations such as key Oxfordshire business parks, Oxford's two universities, businesses who are working particularly within the county's transformative technologies and organisations who have specifically-chosen Oxfordshire to be their home based on the county's key sector strengths.

Are there specific KPIs associated with this contract?

At this stage, no. However, following the appointment of the agency, we will work with them to create fair and measurable objectives based on an agreed schedule of work.

How much flexibility do we have regarding aspects of the brief? (i.e. could we focus more effort on a particular area of the brief?).

As outlined in section 4, we do require support in four identified areas – alongside each section is an approximate level of focus which we feel is likely. However, agencies are very welcome to respond and say how they would provide support – including outlining more focus on a particular area – as well as describing what the support could possibly look like (campaigns, targeted approaches etc), so long as a clear rationale is explained in the response.

Your internationalisation delivery plan cites international target markets for certain sectors – are these your main focus for now, or are there other markets that you are keen to expand into?

Yes – these target markets are our main focus. There may well be ad-hoc opportunities that we support, but strategically, these would be the partnerships we are trying to nurture the most.

Last updated on 5 March 2020 (previously updated on 25 and 19 February 2020)

ENDS – © OxLEP: March 2020