

Oxfordshire Local Enterprise Partnership (OxLEP) Ltd PR and marketing agency recruitment tender document May 2022

Frequently Asked Questions:

To ensure equal treatment – where clarification is sought on anything in relation to this tender document – we will promptly make the information available to all potential bidders too through a set of FAQs.

All questions relating to this opportunity must be registered with OxLEP by **Wednesday 1 June at 5pm**.

Below is a list of relevant questions/broad themes that have been asked by interested parties up until **5.30pm on 23 May 2022**.

This document will again be updated again once further questions are asked by interested parties:

<p>Is there a word limit/page limit to responses?</p>	<p>No, there isn't a word limit or page limit.</p> <p>The style/format of the response is very much up to the agency (so long as the response is emailed or indeed posted to us, by the closing date of 5pm on 3 June, we are happy to receive responses that best fit the responding agency).</p> <p>You will note in section seven of the briefing document a scoring criteria is listed – this is how we will assess all responses received; however, they are developed by the agency.</p>
<p>Is an incumbent agency currently in-place at OxLEP?</p>	<p>Yes, we have an incumbent agency in-place at OxLEP. They are contracted to work with OxLEP until 30 June this year.</p>
<p>Will additional 'activity' budgets be available outside of the retained contract budget?</p>	<p>Yes – additional spend will be made available to support activity during the duration of this contract, the specifics of which will be clarified once the appointed agency is in-place and confirmed.</p>
<p>Our agency isn't based in Oxfordshire – will this affect how our submission is assessed?</p>	<p>No – we have a pre-determined scoring criteria that focuses on:</p> <ul style="list-style-type: none"> • Competency • Creativity • Personality

	<ul style="list-style-type: none"> • Price <p>Your agency's location does not form part of this criteria, though we would expect the appointed agency to demonstrate a strong knowledge of our work as the Local Enterprise Partnership for Oxfordshire and key factors of the Oxfordshire economy.</p>
Will there be an expectation for the appointed agency to provide concerted digital content/graphic design support?	<p>Currently, we are in the process of aiming to add capacity to our in-house team with one of the roles focusing on the development of digital content, aiding our communications work.</p> <p>We are therefore hopeful that the appointed agency will provide more strategic support and delivery throughout the duration of this contract, versus digital content creation.</p>
Is there a preferred format to receive responses to this opportunity?	<p>No – there is no preferred format. We would encourage agencies to produce a response that best represents their agency's ability to respond to our brief.</p>
In the briefing document, you mention details of upcoming business support programmes that the appointed agency would likely be working on. Can further details of these programmes be provided?	<p>In-depth details of the programmes are still to be finalised – however, outlines of the programmes can be found via the below links:</p> <p>'Social Contract' programme: Further details can be found on page 41 of this Board paper. See link: https://www.oxfordshirelep.com/sites/default/files/uploads/Website%20Board%20Pack%20Dec%202021.pdf. It gives some top-line details on what the programme is trying to achieve and is tied into the Economic Recovery Plan (ERP) that we developed post-COVID-19 which you can find here: https://www.oxfordshirelep.com/sites/default/files/uploads/Oxfordshire%20ERP%20Action%20Plan%20-%20FINAL%20%2826th%20February%202021%29_0.pdf</p> <p>Visitor economy programme: Further details also found in the above Board paper link, but on page 45 and again tied into the ERP.</p>
Were you aware that the closing date for submissions is a bank holiday?	<p>Yes – although OxLEP will be closed for business on 2 June and 3 June, we are very happy to receive responses by 5pm on 3 June. Please do note however that we will be unable to confirm receipt of responses on these dates as it's a non-working day.</p>

Is there a favoured format that OxLEP currently use to capture business engagement?

Our activity operates across the communications and marketing mix, all aimed at driving engagement into the organisation.

A mechanism that OxLEP Business use to capture engagement (and create bespoke business support plans for Oxfordshire businesses) is the Business Support Tool.

This was particularly critical during the early stages of COVID-19 and is still used as our main 'pipeline' tool to capture engagement, particularly tied-in with digital advertising campaigns:

<https://www.oxlepbusiness.co.uk/oxlep-business-support-tool>