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**Catalyst**

**Public Relations & Public Affairs Tender**

**This Tender Invitation is to provide Public Relations and Public Affairs Support to Catalyst**

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**INVITATION TO TENDER**

We are seeking to engage an experienced agency to assist Catalyst with Public Relations and Public Affairs in support of the development and implementation of its strategy.

**BACKGROUND**

Catalyst (trading name of Northern Ireland Science Park Foundation Ltd), arose from a package of economic initiatives announced as part of the **Good Friday Agreement.**

Catalyst, a company limited by guarantee was then established by statute – there is no shareholder benefit and all surpluses are reinvested. The original site at Queen’s Island, Belfast was acquired in 2001 and the first building completed in 2003. Catalyst continues to operate from Queen’s Island and central Belfast but 2014 saw the expansion of the Science Park and further development of its regional influence in the construction of INTERREG funded buildings at Letterkenny Institute of Technology and Fort George in Derry.

We want to build a **Strong Innovation Community** while providing **Amazing Workspace** with a focus on incubating **Two Clusters.** Catalyst uses its proven model of agile connected workspace as the sustainable long-term funder of our suite of programmes provided on a pro bono basis to support both early stage and scaling companies. Catalyst now produces a net of deadweight **economic return of £25m per annum** from 174 companies based on our estate employing 2700 people. Over the last year with the **pro bono** support of 570 mentors and business experts we have helped over 900 start-ups and entrepreneurs.

Catalyst is a “not-for-profit” that focuses on three pillars:

* **A Strong Innovation Community**

We exist so that on-campus and off-campus partners and entrepreneurs realise significant value to their work and wellbeing because they belong to the Catalyst community.

* **Providing Amazing Workspace**

We set the standard for innovation workspace and on-campus amenities working with partners to build an Innovation District.

* **Focus on Two Clusters**

We focus on incubating and growing two industry clusters to over 500 companies in each cluster through strategic partnerships with key institutions.

Our proven model invests the surpluses generated from our agile connected workspace and facilities to provide the underwriting, supplemented by both financial and pro-bono support from the private sector and sponsors, necessary for the community-led development of our entrepreneurial innovation ecosystem.

# Catalyst Real estate

Catalyst owns and operates from four campuses, comprising eight buildings providing 310,000 sq. ft. of agile connected work and event space. Letting is commercial but flexible with workspace available from one desk to an entire building on flexible lease terms from one month upwards. Catalyst has a growing base of partner campuses, the largest being CoLab at Letterkenny Institute of Technology, partner in the successful North West Regional Science Park project, the Ecos Centre Ballymena in partnership with Mid and East Antrim Borough Council and the Catalyst Belfast Fintech Hub in partnership with Danske Bank.

## The Innovation Centre, Belfast

The Innovation Centre is 40,000 sq. ft. of agile workspace in units from 500-4,000sq. ft. and includes shared workspace/co-working space of 50 desks plus:

* Meeting rooms for in-house or public meetings and events;
* Full in-house catering facilities: and
* Meeting rooms for in-house or public meetings and events and full in-house catering facilities.

## The Innovation Centre, Fort George

The Innovation Centre in Derry/Londonderry provides 28,400 sq. ft. of agile workspace in units from 500-4,000 sq. ft. and includes shared workspace of 50 desks plus:

* Meeting rooms for in-house or public meetings and events; and
* Full in-house catering facilities.

## The Legacy Building

This refurbished former industrial ship-yard building provides:

* 23,528 sq. ft. of agile workspace in four similar sized units;
* Gas fired heating and air conditioning; and
* Individual utility meters.

## White Star House

This building, with the three bows to replicate the three biggest ships built in Belfast, RMS Olympic, Titanic and Britannic, provides 37,067 sq. ft. of modern accommodation over four floors. This building is fully let to Citibank for their technology development.

## The Concourse Buildings I, II & III

With large rectangular floor plates capable of sub-division each building provides very flexible accommodation solutions for larger companies, often when they have outgrown the Innovation Centres. Each provides:

* 50,000 - 55,000 sq. ft. each over five floors, with floor division if required;
* Fully ventilated and air conditioned;
* Structural roof for specialist plant; and
* Extensive vertical services risers.

## QUB – ECIT

This Queen’s University Belfast Research Institute accommodates 150 research staff in four groups, with the largest being the Centre for Cyber Security, recognised as the UK National Centre for Secure IT. It has recently been recognised as Global Centre of Research Excellence and is aiming to expand to some 350 staff.

## Co-Lab Letterkenny Institute

With the ongoing and successful collaboration of the North West Regional Science Park project with Letterkenny Institute of Technology (LYIT), that organisation and its networks have extended the reach of Catalyst into Donegal and the rest of the Inter Region for the benefit of all its tenants and stakeholders at no cost to the company.

## The Pump-House

Titanic’s Dock and Pump-House occupies a seven-acre scheduled monument site at Catalyst. The massive dry dock where RMS Titanic was fitted out remains as Titanic’s physical footprint in history. The listed Pump-House accommodates a Café, Visitor’s Centre as well as an interpretive Centre for what was the largest dock and most powerful pumps in the world when completed in 1911 to construct the largest trio of ships – RMS Olympic, Titanic and Britannic. A range of catering options exists at the Park with facilities in The Innovation Centre, Concourse II, the Pump-House and Café Krem in ECIT.

## The Ecos Centre

The ambitious economic development plans of Mid and East Antrim Borough Council have led to a partnership with Catalyst to develop the Ecos Centre into an Innovation Centre with:

* 20,000 sq. ft. of incubation space;
* Meeting rooms for in-house or public meetings and events; and
* Full in-house catering facilities.

## Catalyst Belfast Fintech Hub

The ambitious plans by Danske Bank to develop a fintech hub is something we were very keen to support and we now run the Catalyst Belfast Fintech Hub in Donegall Square Belfast in partnership with Danske Bank. The space extends to 6,000 sq. ft. and is home to a number of small early stage fintech start-ups.

# Catalyst Community

We believe that entrepreneurs are the most important people to the future of Northern Ireland’s economy. Being an entrepreneur is challenging so we provide a way for our most experienced people to volunteer their time, share their experiences, contacts and collective intelligence to give our entrepreneurs an advantage. The result is a powerful network; a community of researchers, experienced entrepreneurs, executives, investors, legal and financial experts, and our diaspora united together to help make our most promising entrepreneurs more successful.

Our partnership model enables Northern Ireland’s main knowledge economy stakeholders not just to support with cash but to set the direction and create the conditions for the grassroots volunteer effort to flourish.

Catalyst has created an extensive network which at 31 March 2019 includes:

* The two local universities and LYIT, with several other public research organisations;
* Elected officials for Northern Ireland and their executives;
* Nearly 100 associates and license holders and scores of regular, but casual, users of Catalyst facilities including investors, business organisations, teacher organisations and politicians;
* 37 leaseholders, of whom 14 are “flagships” (tenant with over 5,000 sq. ft. extending over 10 years);
* Global Corporates who came on acquisition of a local start-up include Philips, IBM, HP & Qualcomm; others who grew here from small trial investments include, CITI and SAP;
* Approximately 800 would-be entrepreneurs with knowledge-based business ideas and new start-ups;
* A substantial volunteer force of experienced and successful entrepreneurs and business professional organisations;
* Funders of early stage ventures in Northern Ireland and elsewhere with support programmes to encourage and facilitate engagement;
* Business and professional organisations (e.g. UKSPA, CAI, CBI, etc.); and
* Schools and colleges in Northern Ireland.

Catalyst operates a very successful business creation and acceleration programme with the full support of the research community, the business community and the Government, while also supporting investment in those and other companies through our own Capital Match.

Those programmes which are branded and promoted as Catalyst Community in the year to 31 March 2019 include:

* Annual Impact Report <https://wearecatalyst.org/who-we-are/about-us/>
* Knowledge Economy Report <https://wearecatalyst.org/research/our-research/>
* Deal Tracker Report<https://wearecatalyst.org/research/our-research/>

# Influence

Other programmes will be developed to further the common vision of a more entrepreneurial Northern Ireland, with help from a highly expert and interested part funded leadership group. With the support of government, Catalyst is becoming a bridge between STEM (Science, Technology, Engineering and Mathematics) education and commerce; and becoming valued as an independent expert source of advice on scientific and technology matters important to Northern Ireland.

# Employee wellness and engagement

At Catalyst we recognise that our people are our most important asset and we hire based on our values of integrity, passion and be bold. Recognising that, we aim to provide our employees with the skills to enhance their experience with us and of course potentially other employers. Diversity and employee wellness are also important to us.

# Structure and financial performance

Northern Ireland Science Park Foundation Limited is the parent company of Northern Ireland Science Park (Holdings) Limited, which in turn is the parent company of Northern Ireland Science Park Property Limited, North West Regional Science Park Limited and Northern Ireland Science Park Trading Limited.

**SCOPE OF WORK**

By Organisational Segment

|  |  |
| --- | --- |
| **Segment** | **Audiences** |
| Property | Foreign prospects: Board level and management level  Local prospects: large & small: Board level and management level  Professional advisors  Agents  Economic development agencies: foreign & local  Existing tenants  Industry organisations  Commercial funders  Elected & Unelected officials |
| Community | Researchers  Private sector entrepreneurs  Experienced entrepreneurs  Executives  VCs: foreign & local  Industry organisations  Service providers  Foreign corporations  Diaspora  Government  International networks  Students  Elected & unelected officials  Angels  Potential angels  Entrepreneurs  Public funders  Wider business community  Professional services  VCs |
| Tourism | General public  Tourism NI  Tourist channels  Titanic Foundation  Elected & Unelected officials |
| Stem outreach | Schools  Colleges  Curriculum authorities  Elected & Unelected officials |
| Public Policy Advisory | Matrix  Policy makers  Elected/Unelected officials |
| Awareness of Catalyst | General Public |
| New building and presence in Derry | General Public  Key Stakeholders |

**Service delivery**

Annual PR & PA Plan and Strategy incorporating above audiences and key dates

Political awareness & advice – both NI & ROI

Political contact building

Political awareness campaign development

Creative content and planning

Drafting of press releases

Pro-active story/news generation

Messaging guidance

Crisis and issues communication

Positioning through thought leadership and profile building

Spokesperson/advocate development

PR - press and broadcast; copywriting

International reach - clear capacity for accessing international audiences

Cultural fit - understanding of the ethos, culture and communities of sci-tech and entrepreneurial industry

Reputation management. To include a ‘reputation audit’ a report on our current standing, how the brand is perceived and include a TOWS matrix for example

**Service Requirements**

Successful agency will demonstrate the following:

* A detailed knowledge of the Northern Ireland economy.
* Strong track-record of relevant skills and past work, with demonstrable successes.
* Clearly structured approach to servicing the requirements of the Tender.
* Collaborative, relationship-based approach to working with clients.
* Clarity of the candidate’s vision for long-term shared success with Catalyst.

**Parameters of the work:**

* Period - The contract is expected to commence April 2020 and will operate for an initial period of 2 years with the option for Catalyst to extend it for 3 further periods of 12 months each.
* Contracts will be awarded to a single or multiple service providers depending on their ability to provide either all or a specific set of the required services.
* The core budget, which will be reviewed on an annual basis, is expected to be approximately £30,000 per annum.
* The effectiveness of the appointed contractor will be assessed through regular (quarterly) reviews involving senior nominated officials of Catalyst and of the contractor, and effectiveness measures will be agreed both at the beginning of the contract, and as new initiatives are developed.

**TENDER CONTENT AND PROCESS**

This is a two-stage process:

1. Stage 1 will be an assessment of the respondents meeting of the evaluation criteria below with the following marking:
   * Experience (40%)
   * Methodology (40%)
   * Cost of assignment based on hourly rate (20%)
2. For Stage 2 the top three scoring respondents will be asked to make a presentation to the panel on a topic to be determined followed by a Q&A session. The final decision will be based entirely on this discussion.

*Please limit the total number of pages of the tender response to 25 pages maximum including all supporting materials.*

**Evaluation Criteria**

The Communications Agency should provide;

* An effectively focused summary to demonstrate expertise, style and relevant experience of communication work. This should cover all the areas indicated in the Specification. Case studies and examples should be quoted from both public and private sector assignments with evidence of ability to complete work
  + An effectively focused summary to demonstrate relevant experience in delivering communications services directed towards the various potential interest groups Catalyst is likely to encounter. Project plan - descriptions of clear staging, with outcomes, deliverables, timing for each stage.
* Your method and procedures for servicing the account.
* Experienced staff with appropriate cover at senior level. You should include CV’s for all relevant personnel to be involved in delivering the service.

A workshop session will be organised once the preferred candidate has been identified to develop an outline plan.

# Northern Ireland Science Park (Holdings) Limited (‘Catalyst’)

# INSTRUCTIONS TO TENDERERS

1. **Completion and Submission of Tender Documentation**
2. **The Form of Tender and accompanying documents completed as directed must be returned by email to: -**

**Mr Philip Maguire (Ref: CA1)**

**Philip.Maguire@wearecatalyst.org**

**so as to be received no later than 3.00pm 25rd March 2020**

1. Tenders should be returned by email.
2. Catalyst cannot accept responsibility for delivery delays.
3. Late Tenders will not be considered.
4. The Form of Tender must be signed. All prices entered on the Form of Tender, Schedule of Prices or other Tender documentation must be exclusive of VAT and in pounds sterling.
5. All submissions must be in the English language and any alterations or erasures must be initialled by the signatories to the Form of Tender.
6. Tenders must be fully compliant with the requirements detailed in the tender documentation. No amendments to the documents should be made by Tenderers. If after taking action in accordance with these Instructions, Tenderers still consider modifications to be necessary, these should be detailed separately in the Tenderer’s response.
7. **Costs and Expenses**

Tenderers will not be entitled to claim any costs or expenses which may be incurred in preparing their Tender whether or not it is successful.

1. **Period of Validity**

Tenderers are required to keep Tenders valid for acceptance for a period of ninety days from the closing date for receipt of Tenders.

1. **Confidentiality**

The Tenderer should treat the Tender documents as private and confidential between them and Catalyst.

1. **Official Amendments**

If it is necessary for Catalyst to amend the Tender documentation in any way, prior to receipt of Tenders, all Tenderers will be notified through our website. If appropriate, the deadline for receipt of Tenders will be extended.

1. **Canvassing**

Any Tenderer who directly or indirectly canvasses any official of Catalyst concerning the award of contract or who directly or indirectly obtains or attempts to obtain information from such official concerning the proposed or any other tender will be disqualified.

1. **Compliance**

Tenders must be submitted in accordance with these instructions. Failure to comply may result in a Tender being rejected by Catalyst.

1. **Evaluation Criteria**

The Communications Agency should provide;

* An effectively focused summary to demonstrate expertise, style and relevant experience of communication work. This should cover all the areas indicated in the Specification. Examples should be quoted from both public and private sector assignments with evidence of ability to complete work.
* An effectively focused summary to demonstrate relevant experience in delivering communications services directed towards the various potential interest groups Catalyst is likely to encounter.
* Your method and procedures for servicing the account.
* Experienced staff with appropriate cover at senior level. You should include CV’s for all relevant personnel to be involved in delivering the service.

Tenders will be evaluated to ascertain the most economically advantageous using the following criteria:

* 1. Demonstration of an understanding of the issues affecting Catalyst.
  2. Ability to identify Catalyst’s likely key audiences and evidence of experience in dealing with these audiences.
  3. Method of servicing the Catalyst account and the production of innovative solutions to Catalyst’s likely needs.
  4. Evidence of experience of working with similar organisations.
  5. Experience of team personnel to manage the account.
  6. Cost of assignment.

Initially tenders will be evaluated on the criteria above with the top three respondents being subsequently invited to make a presentation to Catalyst. The presentation will include a 10 minute ‘elevator pitch’ which will set out the main objectives and achievements of Catalyst.

1. **Format of Response**

For ease of evaluation and uniformity purposes tenderers must devote a section of their tender to each of the first five criteria (8.1 to 8.5).

**Responses in excess of 25 pages in total will not be considered.**

Tenderers must also detail how they propose to manage the account and provide a point of contact for any enquiries and include this in their proposal.

## 10. Period of Contract

The contract is expected to commence early April 2020 and will operate for an initial period of 2 years with the option for Catalyst to extend it for 3 further periods of 12 months each.

**11. Formal Contact and Communications**

Tenderers should seek to clarify any points of doubt or difficulty relating to the Tender documentation before submitting their Tender. For the purposes of this contract the contact point is: -

Philip Maguire

Catalyst

00447966198977

All requests for clarification should be received before 12noon on 18th March 2020.

**NORTHERN IRELAND SCIENCE PARK (HOLDINGS) LIMITED**

**VAT REGISTRATION**

Part 1 or Part 2 to be completed as appropriate by the Tenderer and returned at the time of tendering.

1. My/Our VAT Registration Number is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For and on behalf of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. We are “**EXEMPT**” from VAT under the terms of the Finance Act 1972.

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

For and on behalf of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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NORTHERN IRELAND SCIENCE PARK (HOLDINGS) LIMITED

**FAIR EMPLOYMENT DECLARATION**

DECLARATION AND UNCERTAKING TO BE SIGNED BY ALL MAIN CONTRATORS, NOMINATED SUB-CONTRACTORS OR CONSULTANTS TENDERING FOR THE EXECUTION OF WORKS OR THE SUPPLY OF GOODS OR SERVICES AND MUST BE RETURNED AT THE TIME OF TENDERING.

### FAIR EMPLOYMENT AND TREATMENT (NORTHERN IRELAND) ORDER 1998

1. Article 64 of the Fair Employment and Treatment (Northern Ireland) Order 1998 provides inter alia that a public authority shall not accept an offer to execute any work or supply any goods or services where the offer is made by an unqualified person in response to an invitation by the public authority to submit offers. Article 64(4) also provides that the public authority shall take all such steps as are reasonable to secure that no work is executed or goods or services supplied for the purposes of such contracts as are mentioned above by an unqualified person.
2. For the purposes of Articles 64 – 66 of the Order, an unqualified person is a person on whom a notice has been served under Article 62(2) or Article 63(1) of the Order and which has not been cancelled.
3. Mindful of its obligations under the Order, Catalyst has decided that it shall be a condition of tendering that a contractor shall not be an unqualified person for the purposes of Article 64 – 66 of the Order.
4. Contractors are therefore asked to complete and return the form endorsed hereon, with their tender, to confirm that they are not unqualified persons and to undertake that no work shall be executed or goods or services supplied by an unqualified person for the purposes of any contract with Catalyst to which Article 64 of the Order applies.

### FAIR EMPLOYMENT AND TREATMENT (NORTHERN IRELAND) ORDER 1998

I/We hereby declare that I am/we are not unqualified for the purposes of the Fair Employment and Treatment (Northern Ireland) Order 1998.

I/We undertake that no work shall be executed or goods or services supplied by any unqualified person for the purposes of any contract with Catalyst to which Article 64 of the Order applies.

Signed by

Duly authorised to sign for and on behalf of

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### NORTHERN IRELAND SCIENCE PARK (HOLDINGS) LIMITED

**CERTIFICATE RELATING TO BONA FIDE TENDER**

1. The essence of tendering is that the client shall receive bona fide competitive tenders from all firms tendering. In recognition of this principle, we certify that this is a bona fide tender intended to be competitive and that we have not fixed or adjusted the amount of the tender by or under or in accordance with any agreements or arrangements with any other person.
2. We also certify that we have not:
   1. Communicated to a person other than the person calling for these tenders the amount or approximate amount of the proposed tender, except where the disclosure, in confidence, of the appropriate amount of the tender was necessary to obtain insurance premium quotations required for the preparation of this tender;
   2. Entered into any agreement or arrangement with any other person that he shall refrain from tendering or as to the amount of any tender to be submitted;
   3. Offered or paid or given or agreed to pay or give any sum of money or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tender or proposed tender for the said work any act or thing of the sort described above.
3. We undertake that we will not do any of the acts mentioned in paragraphs 2a, 2b or 2c above at any time before the acceptance or rejection of this tender.
4. In this certificate the word “person” includes any persons and any body or association corporate or unincorporated any “any agreement or arrangement” includes any such transaction, formal or informal and whether legally binding or not.

Signed:

BLOCK CAPITALS:

For and on behalf of:

Date:

**NORTHERN IRELAND SCIENCE PARK (HOLDINGS) LIMITED**

TO BE COMPELTED BY THE TENDERER AND RETURNED AT THE TIME OF TENDERING

FORM OF TENDER

CONTRACT FOR PR & PA Services

1. I/We the undersigned hereby tender for the above contract in accordance with the attached Conditions or Contract and Specification at the prices quoted.
2. I/We agree that this Tender together with your written acceptance thereof shall constitute a binding contract between us in relation to the whole or such part of the Tender as may be specified in your written acceptance.
3. I/We accept and agree to abide by the attached Conditions of Contract which take precedence over any terms, conditions, stipulations or provisos which may appear on or be annexed to any correspondence submitted by me/us in connection with this Contract.
4. I/We understand that Catalyst does not bid itself to accept the lowest or any tender submitted in response to this enquiry and may accept the whole or part of any tender.
5. I/We understand that the acceptance of any Tenders will be on the basis of the published evaluation criteria.
6. I/We understand that the acceptance of this Tender does not bind Catalyst to place any orders under it and that Catalyst may accept more than one Tender for the supply of the service covered by this Tender.
7. I/We understand that Catalyst reserves the right to discontinue the award procedure in the event of irregular tenders or in the absence of appropriate tenders and in such circumstances may use the negotiated procedure without a further call for competition.
8. I/We warrant that I/we have all the requisite corporate authority to sign this tender.

Dated this \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed by or on behalf of the Tenderer:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Tenderer:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*(BLOCK CAPITALS)*

Registered Address:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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