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Tender

Corporate Communications Support Services

Sellafield Ltd

F02: Contract notice

Notice identifier: 2024/S 000-001699

Procurement identifier (OCID): ocds-h6vhtk-042e1b

Published 18 January 2024, 10:21am

Section I: Contracting authority

I.1) Name and addresses

Sellafield Ltd

Hinton House, Birchwood Park Avenue

Warrington

WA36GR

Contact

Gemma Cardilli

Email

Gemma.L.Cardilli@Sellafieldsites.com

Country

United Kingdom

Region code

UKD1 - Cumbria

Internet address(es)

Main address

<https://www.gov.uk/government/organisations/sellafield-ltd>

Buyer's address

<https://www.gov.uk/government/organisations/sellafield-ltd>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://atamis-2464.my.site.com/s/Welcome>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://atamis-2464.my.site.com/s/Welcome>

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Nuclear Decommissioning

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Corporate Communications Support Services

Reference number

C8505

II.1.2) Main CPV code

- 79416000 - Public relations services

II.1.3) Type of contract

Services

II.1.4) Short description

Sellafield Ltd is looking to procure Corporate Communications Support for services for the NDA Estate, Participating Entities are listed below:

- Sellafield Ltd
- NDA Corporate Centre
- Magnox & Dounreay
- LLWR & RWM (Trading as NWS)
- INS & DRS (Trading as NTS)
- NNL
- Great British Nuclear

Estimated annual spend: £1.375m/annum for a duration of 3+1 years.

II.1.5) Estimated total value

Value excluding VAT: £5,500,000

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79416000 - Public relations services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

II.2.4) Description of the procurement

Sellafield Ltd is looking to procure Corporate Communications Support for services for the NDA Estate, Participating Entities are listed below:

- Sellafield Ltd
- NDA Corporate Centre
- Magnox & Dounreay
- LLWR & RWM (Trading as NWS)
- INS & DRS (Trading as NTS)
- NNL
- Great British Nuclear

Estimated annual spend: £1.375m/annum for a duration of 3+1 years.

Our main driver is that we require a supplier that is able to respond quickly covering any aspect of the scope identified below often under very tight timescales (sometimes within hours). A lot of the work placed tends to be small value packages of work but large volume and for up to 10 different Participating Entities.

SCOPE: Main focus of services -
OUTPUTS

- Graphic design – provision of a graphic design service to help deliver the scope of work.
- Multi-media campaigns - Development and execution of multi-media communication/marketing campaigns which consider, but are not limited to, social media, publications, exhibitions, displays and conferences. All materials must be delivered in formats that work in both print and digital platforms, in relation to digital communications and accessibility.
- Strategic communication support – provision of support to the development of communication strategies as required. Previous examples have included support to the development of social media strategies.
- Brand management - The management and ongoing evolution of the existing client(s) brands, ensuring that guidelines are reviewed and updated as appropriate and that all

materials produced are in line with agreed brand guidelines.

- Photography - The provision of public relations photography services, including aerial photography. Files delivered to the relevant PEs in accordance with the required standard (currently - raw file, art worked/postproduction files in low and high resolution).
- Video production - including storyboard development, filming (including art direction) and postproduction, with final files compatible with all broadcast and digital platforms. All rushes to be submitted to the relevant PEs.
- Animations – including storyboard development, art direction, and production, with final files compatible with all broadcast and digital platforms.
- Template production and maintenance - the development, delivery and testing of functional document templates, including ongoing maintenance and support.
- Exhibitions – the development and production of materials to support PE presence at exhibitions and conferences. This will include, but is not limited to, exhibition stands, virtual exhibition content, corporate literature, and branded goods. It also includes the development of exhibition material for display inside our facilities and offices. The scope also includes the maintenance and development of the Sellafield Story exhibition at The Beacon Museum, Whitehaven.

Other services needed as part of delivering the scope above:

- The management of key interfaces including web hosting providers, information security teams and existing IT providers.
- The execution of feedback and evaluation activities to measure the effectiveness of specific communication tactics and the success of the overall strategy, building in improvements as appropriate. This evaluation could include, but not be limited to, annual stakeholder surveys and community polling.

The following is an illustration of the types of work to be performed under this agreement. A large proportion of the work is reactive work packages, often lots of small value packages of work:

- Production of corporate publications included but not limited to annual reports, technical environmental reports, and internally focussed manuals.
- Development of creative wrapper and content in support of recruitment marketing activities.
- Translation services associated with the scope – Minimal requirement. Language needed is often Welsh.

- Maintenance and development of existing public exhibitions in the Beacon Museum, Whitehaven, Cumbria. This includes but is not limited to; approximately 30 digital screens, approximately 120 display boards, and 9 interactive exhibits.
- Design and production of PowerPoint presentations for senior management to use at external industry and stakeholder events.
- Formatting brochures, leaflets and banner stands (content provided by the Participating Entities) in line with the prescribed corporate brand guidelines.
- Producing graphical illustrations to be used as part of a PowerPoint presentation.
- Producing print ready pdfs of display panels.
- Conversion of graphics from publications into jpg format for use by Participating Entities.
- The production of corporate videos and animations, including support to scripting and storyboarding, capture and edit of footage, postproduction, voice over (if required) and deliver to PEs Client. Examples of recent corporate videos can be seen on the PE websites and social media channels.
- The production of infographics to help the PEs provide complex information to internal and external stakeholders in an engaging and accessible way.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6) Estimated value

Value excluding VAT: £5,500,000

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Start date

1 July 2024

End date

30 June 2028

This contract is subject to renewal

No

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

23 February 2024

Local time

5:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 23 February 2025

IV.2.7) Conditions for opening of tenders

Date

18 January 2024

Local time

12:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: Yes

VI.4) Procedures for review

VI.4.1) Review body

Royal Courts Of Justice

Strand

London

WC2A 2LL

Email

RCJ.DCO@justice.gov.uk

Country

United Kingdom

Internet address

<https://www.find-court-tribunal.service.gov.uk/courts/royal-courts-of-justice>