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Planning

## **Videography, Animation and Graphic Design Services Framework**

Digital Catapult

F01: Prior information notice

Prior information only

Notice identifier: 2025/S 000-003775

Procurement identifier (OCID): ocids-h6vhtk-04dbc1

Published 5 February 2025, 10:48am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Digital Catapult

101 Euston Road

London

NW1 2RA

#### **Contact**

Procurement Team

#### **Email**

[procurement@digicatapult.org.uk](mailto:procurement@digicatapult.org.uk)

#### **Telephone**

+44 2038823557

**Country**

United Kingdom

**NUTS code**

UKI31 - Camden and City of London

**Internet address(es)**

Main address

[www.digicatapult.org.uk](http://www.digicatapult.org.uk)

Buyer's address

[https://www.mytenders.co.uk/search/Search\\_AuthProfile.aspx?ID=AA37289](https://www.mytenders.co.uk/search/Search_AuthProfile.aspx?ID=AA37289)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Other type

Catapult Organisation

**I.5) Main activity**

Other activity

Research and Innovation

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

## Videography, Animation and Graphic Design Services Framework

Reference number

P2024-178

### **II.1.2) Main CPV code**

- 92111000 - Motion picture and video production services

### **II.1.3) Type of contract**

Services

### **II.1.4) Short description**

Digital Catapult is seeking to engage with interested organisations to join a Videography, Animation and Graphic Design Services Framework agreement. Digital Catapult is only seeking organisations to express an interest at this time with suppliers required to complete and return a PIN response questionnaire to participate in the process. The PIN process will help to inform the Catapult on the proposed route and the potential Lot structure for the proposed framework agreement.

### **II.1.5) Estimated total value**

Value excluding VAT: £440,000

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Maximum number of lots that may be awarded to one tenderer: 2

## **II.2) Description**

### **II.2.1) Title**

Lot 1 - Event Videography

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 92111000 - Motion picture and video production services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

### **II.2.4) Description of the procurement**

Recording of live events and capturing voxpops. Editing to produce a polished videos including animation to support storytelling.

## **II.2) Description**

### **II.2.1) Title**

Lot 2 - Promotional Videography

Lot No

2

### **II.2.2) Additional CPV code(s)**

- 92111000 - Motion picture and video production services

### **II.2.3) Place of performance**

NUTS codes

- UKN - Northern Ireland

### **II.2.4) Description of the procurement**

Creating promotional videos by either capturing new video material or using existing footage. Editing to produce a polished videos including animation to support storytelling.

## **II.2) Description**

### **II.2.1) Title**

Lot 3 - Animated Videos

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Creating fully animated videos or the integration of animation into live-action videos. Includes custom animations, motion graphics, and other visually engaging elements to convey information or enhance storytelling.

## **II.2) Description**

### **II.2.1) Title**

Lot 4 - Graphic Design

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 79342000 - Marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

Creating visually engaging and professional graphic design materials for both print and digital formats.

## **II.3) Estimated date of publication of contract notice**

12 February 2025

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## **Section IV. Procedure**

### **IV.1) Description**

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

The procurement is covered by the Government Procurement Agreement: No

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## **Section VI. Complementary information**

### **VI.3) Additional information**

The aim of this PIN is to identify the interest and suitability of market suppliers to join a framework agreement for Videography, Animation and Graphic Design Services across four proposed Lots.

Interested suppliers should access the PIN Supplier Information Document providing further details of the services required, and complete and submit the PIN response questionnaire before the submission deadline.

This PIN is also being used to alert the market to a possible future tender opportunity to establish a Videography, Animation and Graphic Design Services Agreement, subject to final internal approvals. It is important to note that this PIN is not a call for competition and as such potential suppliers will need to express interest in any future tender opportunity once a contract notice is published in Find a Tender Service.

It also should be noted that this PIN invites suppliers to express an interest in this PIN exercise only, and it is NOT a pre-qualification questionnaire, and is NOT part of any pre-qualification or selection process. This PIN is intended as an awareness, communication, and information gathering exercise. An expression of interest in this PIN exercise is no indication of a commitment to participate in the PIN process nor does it infer any preferential or special status on those suppliers who express an interest in the PIN exercise. Digital Catapult is utilising an electronic tendering portal (myTenders) to manage this PIN process, and as such interested individuals and organisations will need to register on the portal to access the PIN documentation and return the completed PIN Response Questionnaire document no later than 12 noon on 3rd March 2025.

NOTE: To register your interest in this notice and obtain any additional information please visit the myTenders Web Site at

[https://www.mytenders.co.uk/Search/Search\\_Switch.aspx?ID=233431](https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=233431).

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