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Contract

Graphic Design and Digital Media Framework

North Ayrshire Council

F03: Contract award notice

Notice identifier: 2023/S 000-006130

Procurement identifier (OCID): ocds-h6vhtk-036520

Published 2 March 2023, 11:43am

Section I: Contracting authority

I.1) Name and addresses

North Ayrshire Council

Cunninghame House, Friars Croft

Irvine

KA12 8EE

Contact

Laura Keane

Email

laurakeane@north-ayrshire.gov.uk

Country

United Kingdom

NUTS code

UKM93 - East Ayrshire and North Ayrshire mainland

Internet address(es)

Main address

http://www.north-ayrshire.gov.uk

Buyer's address

http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00337

I.4) Type of the contracting authority

Regional or local authority

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Graphic Design and Digital Media Framework

Reference number

NAC/5111

II.1.2) Main CPV code

• 79822500 - Graphic design services

II.1.3) Type of contract

Services

II.1.4) Short description

North Ayrshire Council has an on-going requirement for a graphic design and digital media framework. This will be used by various services across the Council to procure graphic design or filming work.

The framework will be contain two lots:

Lot 1 – Graphic Design (branding, material – online and print, animation, and illustration) – maximum of 10 suppliers to be appointed.

Lot 2 – Film Making and Virtual Tours - maximum of 5 suppliers to be appointed.

II.1.6) Information about lots

This contract is divided into lots: Yes

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £315,000

II.2) Description

II.2.1) Title

Graphic Design (branding, material – online and print, animation, and illustration)

Lot No

1

II.2.2) Additional CPV code(s)

• 79822500 - Graphic design services

II.2.3) Place of performance

NUTS codes

UKM93 - East Ayrshire and North Ayrshire mainland

II.2.4) Description of the procurement

North Ayrshire Council delivers a wide range of services, events, products and general information to a wide variety of audiences. The supplier will provide graphic design services to include but not limited to:

- -Graphic design services for printed and/or digital products including brochures, flyers, posters, postcards, bookmarks, newsletters, stationery, ticket design, invitations, programmes etc.
- -Design for web and social media platforms including graphics, pdfs, animations and digital publishing platforms
- -Brand development research, design, application and creation of brand guidelines
- -Logo design
- -Advertising design newspaper/magazine, printed media, outdoor and online etc
- -Infographic and illustration
- -Design for internal and external signage
- -Design for exhibition systems, pop up systems, point of sale, vehicle livery etc
- -Design for indoor/outdoor events including banners, flags, backdrops, screen content and general event dressing
- -Resizing of pre-existing artwork

-Provision of subcontracted services as required including copywriting, photography, illustrations, animations, translation services etc.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40

Price - Weighting: 60

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

II.2) Description

II.2.1) Title

Film Making and Virtual Tours

Lot No

2

II.2.2) Additional CPV code(s)

- 30194220 Drafting films
- 32354000 Film products

II.2.3) Place of performance

NUTS codes

UKM93 - East Ayrshire and North Ayrshire mainland

II.2.4) Description of the procurement

North Ayrshire Council delivers a wide range of services, events, products and general information to a wide variety of audiences. Film is becoming increasingly important in the documentation and communication of key information about our services, projects and events.

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The supplier will have the following experience:

- Professional experience of all aspects of film and video production including pre-

production, location and studio production and post-production processes

- Production of promotional, documentary, educational films, interpretation resources, rich

digital content and audio

- Live streaming of major events

- Production of films and videos incorporating subtitling and BSL (British Sign Language)

as appropriate

Production of 360 degree tours for key events and buildings

- The supplier should commit to a keeping abreast of new and emerging technologies for

example, timelapse/hyperlapse photography and drone applications

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 40

Price - Weighting: 60

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.1.3) Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: <u>2022/S 000-024576</u>

Section V. Award of contract

Lot No

1

Title

Graphic Design (branding, material – online and print, animation, and illustration)

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 February 2023

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 10

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

6274 Design

69a Lainshaw Street

Stewarton

KA3 5BX

Country

United Kingdom NUTS code • UKM - Scotland The contractor is an SME No V.2.3) Name and address of the contractor Advertisingworks 55 Newmarket Street Ayr KA7 1LL Country **United Kingdom NUTS** code • UKM93 - East Ayrshire and North Ayrshire mainland The contractor is an SME No V.2.3) Name and address of the contractor Bread and butter creative The studio, Yarnton Oxfordshire Ox5 1na Country **United Kingdom**

NUTS code

• UK - United Kingdom

The contractor is an SME

No

V.2.3) Name and address of the contractor

Civic Computing

12 South Charlotte Street

Edinburgh

EH24AX

Country

United Kingdom

NUTS code

• UKM75 - Edinburgh, City of

The contractor is an SME

No

V.2.3) Name and address of the contractor

Ingenious Creative

2 Rose Wharf

Macclesfield

SK11 7GJ

Country

United Kingdom

NUTS code

• UKD62 - Cheshire East The contractor is an SME No V.2.3) Name and address of the contractor Rockpool Graphic Design 149 Ayr Road Prestwick KA9 1TP Country **United Kingdom NUTS** code • UK - United Kingdom The contractor is an SME No V.2.3) Name and address of the contractor Solutions on Demand Ltd 11 Standalane Stewarton KA3 5BG Country **United Kingdom NUTS** code • UKM93 - East Ayrshire and North Ayrshire mainland

The contractor is an SME
No
V.2.3) Name and address of the contractor
Visualize This
6 McNay Crescent
Saltcoats
Ka21 6ax
Country
United Kingdom
NUTS code
UKM - Scotland
The contractor is an SME
No
V.2.3) Name and address of the contractor
We Do Fruition Ltd
7 Craigbet Avenue, Quarriers Village
Bridge of Weir
PA11 3QX
Country
United Kingdom
NUTS code
UK - United Kingdom
The contractor is an SME

No

V.2.3) Name and address of the contractor

Whitewall Marketing

4th Floor, 137 Sauchiehall Street

Glasgow

G2 3EW

Country

United Kingdom

NUTS code

• UKM82 - Glasgow City

The contractor is an SME

No

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £315,000

Section V. Award of contract

Lot No

2

Title

Film Making and Virtual Tours

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

1 February 2023

V.2.2) Information about tenders

Number of tenders received: 3

Number of tenders received from SMEs: 0

Number of tenders received from tenderers from other EU Member States: 3

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 3

The contract has been awarded to a group of economic operators: Yes

V.2.3) Name and address of the contractor

Comharra Solutions Ltd

3000 Academy Park, Gower Street

Glasgow

PA2 8EE

Country

United Kingdom

NUTS code

• UK - United Kingdom

The contractor is an SME

No

V.2.3) Name and address of the contractor

Heehaw Limited

1 - 5 Bells Brae, Dean Village

EH4 3BJ
Country
United Kingdom
NUTS code
UKM75 - Edinburgh, City of
The contractor is an SME
No
V.2.3) Name and address of the contractor
Solutions on Demand Ltd
11 Standalane
Stewarton
KA3 5BG
Country
United Kingdom
NUTS code
UKM93 - East Ayrshire and North Ayrshire mainland
The contractor is an SME
No
V.2.4) Information on value of contract/lot (excluding VAT)
Total value of the contract/lot: £105,000

Edinburgh

Section VI. Complementary information

VI.3) Additional information

For Information - Lot 1 - maximum of 10 suppliers to be appointed. Lot 2 - maximum of 5 suppliers to be appointed.

Quality Management Procedures

1. The bidder must hold a UKAS (or equivalent) accredited independent third-party certificate of compliance in accordance with BS EN ISO 9001 (or equivalent) or a documented policy regarding quality management, see attachment at SPD question 4D.1.

Bidders may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

(SC Ref:721935)

VI.4) Procedures for review

VI.4.1) Review body

Kilmarnock Sheriff Court

Sheriff Court House, St Marnock Street

Kilmarnock

KA1 1ED

Telephone

+44 1563550024

Country

United Kingdom

Internet address

https://www.scotcourts.gov.uk/