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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.

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: [2022/S 000-024576](#)

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

Edinburgh

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

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/>