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Contract

Creative Tender

Construction Industry Training Board

F03: Contract award notice

Notice identifier: 2023/S 000-012661

Procurement identifier (OCID): ocds-h6vhtk-034dc4

Published 3 May 2023, 2:05pm

Section I: Contracting authority

I.1) Name and addresses

Construction Industry Training Board

www.citb.co.uk

Peterborough

PE2 8TY

Contact

Grant Carr

Email

grant.carr@gov.sscl.com

Telephone

+44 3004567000

Country

United Kingdom

Region code

UK - United Kingdom

National registration number

United Kingdom

Internet address(es)

Main address

www.citb.co.uk

Buyer's address

www.citb.co.uk

I.4) Type of the contracting authority

European Institution/Agency or International Organisation

I.5) Main activity

Economic and financial affairs

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Creative Tender

Reference number

PROC2022033

II.1.2) Main CPV code

- 79341400 - Advertising campaign services

II.1.3) Type of contract

Services

II.1.4) Short description

CITB is looking for a creative agency framework that can support our multi-skilled in-house team to maximise the potential of our campaign and creative work. We are looking to appoint agencies that are creative, flexible and target focused. The successful agencies will know the CITB way, will be able to respond well to client feedback, have a real grasp of working across the whole UK, as well as the separate nations. We are looking for agencies that can inspire us to think differently and provide us with innovative approaches.

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: £4,000,000

II.2) Description

II.2.1) Title

Lot 1 Strategic/Big campaign

Lot No

1

II.2.2) Additional CPV code(s)

- 79340000 - Advertising and marketing services
- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

A creative approach to both campaign development and corporate documents. For example: Empathise Insight Creation Mockup Test Review Delivery of creative solutions to brief - Offering various creative options, for example at least 3 creative approaches to new campaign work Work with comms team to understand the requirements and develop a response that answers: What is your brand? What are your business goals? What are your marketing goals? Where is your target audience? What is your budget? Who are we making this for? What is their problem? What do these people do?

II.2.5) Award criteria

Price

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.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/AY9R3K82A9>

II.2) Description

II.2.1) Title

Lot 2 Day to day support (quick turnaround work)

Lot No

2

II.2.2) Additional CPV code(s)

- 79341100 - Advertising consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

UNITED KINGDOM

II.2.4) Description of the procurement

•Recruitment Packs (Board and Council)- working with our governing body the Department for Education to recruit appropriate advocates to represent CITB. Up to £5k each with 1-2 recruitment opportunities each year •Recruitment Packs (CITB)- working with our Executive team to recruit senior roles within CITB. Up to £3k each with multiple recruitment opportunities each year •Developing social media assets to support messaging •Video editing for internal communications- on average 1 video every fortnight •Publications – for new standards and training modules – these are educational materials oMaximum of an annual refresh to all materials (see www.shop.citb.co.uk) oIncluding tone of voice, imagery sourcing, copywriting etc. •Corporate documents- Annual Report and Accounts, Business Plans, Research reports, Construction Skills Network report, performance reporting – oMeeting accessibility guidelines oAssets to support dissemination of reports and raise awareness of our work – this could be in the form of social assets, but also considering infographics for website, internal use and explainer visual assets oMultipurpose assets that can also be shared with media outlets and our stakeholders such as building federations who have their own communications channels for sharing updates with their members •Retrieving existing creative from the DAM and updating in line with brief, leaflets, resize of artwork, video editing of user generated content for use on social media, PowerPoint presentations •Photography/ videography oAgency to have the capability to collect photos and videos from construction sites (have own PPE) including relevant document to be GDPR compliant e.g. model release forms

oSource and purchase stock photography where required oEdit videos for internal and external use - Click here to download oVideos to include subtitles and CITB logo as a minimum oCITB need to own all assets oAnimation – ability to design animation for internal and external use that bring to life and explain complex processes or problems in an engaging and accessible way (these would also need to be translated into Welsh). Subtitles where needed and appropriate •Digital Asset Management – oUpload of all artwork files and following procedure, oUpload of images to include permissions where needed. oUpload Consent Forms oRemove old artwork when we are updating campaign materials to avoid duplication •Copywriting and proof reading •Stakeholder engagement oThis will include on occasions working directly with other CITB internal teams such as publications or research teams. oCreate engaging support materials •Welsh- Rework artwork to fit Welsh language. Approximately 70% of design work to be translated (by 3rd party) and therefore creative re-worked to fit new text.

II.2.5) Award criteria

Price

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.2.14) Additional information

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/5R7958R9MK>

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted 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.2.1) Previous publication concerning this procedure

Notice number: [2023/S 000-000001](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

19 March 2023

V.2.2) Information about tenders

Number of tenders received: 44

Number of tenders received by electronic means: 44

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

V.2.3) Name and address of the contractor

Ps London Ltd

53 Eagle Wharf Road

London

N1 7ER

Email

robert@pslondon.co.uk

Telephone

+44 2073756450

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

06333961

The contractor is an SME

No

V.2.3) Name and address of the contractor

Creative Sponge Ltd

Fuel Studios, Pottergate

Norwich

NR2 1DX

Email

alex@creativesponge.co.uk

Telephone

+44 1603622766

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

05199507

The contractor is an SME

No

V.2.3) Name and address of the contractor

Bread and Butter Creative Limited

42, The Garth

Oxfordshire

ox5 1na

Email

nathan@breadandbuttercreative.co.uk

Telephone

+44 7903287389

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

08718550

The contractor is an SME

No

V.2.3) Name and address of the contractor

Bell Integrated Communications Ltd

30 Newman Street

London

Email

info@bellteam.co.uk

Telephone

+44 2034756940

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

07563473

The contractor is an SME

No

V.2.3) Name and address of the contractor

On Screen Productions Limited

Office 22 Basepoint Business Centres

Monmouthshire

NP16 5UH

Email

Lisa@HelloOSP.com

Telephone

+44 1291636322

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

02782694

The contractor is an SME

No

V.2.3) Name and address of the contractor

Artisan Creative Agency

Unit 2, The Long Barn,

Lincolnshire

PE9 2JL

Email

annienurse@artisan-creative.co.uk

Telephone

+44 7977939520

Country

United Kingdom

NUTS code

- UK - United Kingdom

National registration number

N/A

The contractor is an SME

No

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

Initial estimated total value of the contract/lot: £4,000,000

Total value of the contract/lot: £4,000,000

Section VI. Complementary information

VI.3) Additional information

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

To view this notice, please click here:

<https://www.delta-esourcing.com/delta/viewNotice.html?noticeId=778136374>

GO Reference: GO-202353-PRO-22761387

VI.4) Procedures for review

VI.4.1) Review body

Construction Industry Training Board

Bircham Newton

King's Lynn

PE31 6RH

Telephone

+44 3004567000

Country

United Kingdom