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Planning

## Creative Services Framework

Waste & Resources Action Programme

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-012905

Procurement identifier (OCID): ocds-h6vhtk-04fcef

Published 3 April 2025, 4:05pm

## Scope

## Description

WRAP's Communications Team is exploring the potential establishment of a Creative Services Framework to support the in-house creative team with overflow capacity and specialist expertise. The framework aims to provide flexible access to a pool of freelancers and retained agencies who can deliver a range of creative outputs across digital and print channels. This may include the production of reports & publications, infographics, visual identity development, digital and print assets, photography, videography, animation, and illustration.

Given the reactive and fast-paced nature of this work, WRAP seeks suppliers capable of providing high-quality creative solutions with short turnaround times. This preliminary market engagement exercise is intended to assess supplier capabilities, interest and capacity to support this potential framework. The insights gathered will help shape the scope and structure of any future procurement exercise.

It is anticipated that the Framework will commence in 2025/26 calendar year, with a proposed initial contract length of 1-5 years.

Support/overflow for in-house design team workload and capacity. Examples of request types are listed below, and vary across both digital and offline channels:

- Designed PDF reports
- Bespoke Infographics
- Visual Identity Development
- Digital assets (e.g. social, web, paid media)
- Print materials (e.g. event materials, banners, flyers, posters)
- Photography
- Videography
- Animation
- Illustration
- Amendments to existing artwork & publications
- Ad hoc support during pinch points (E.g. hero campaign weeks, product launches, high profile events)

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-title/67D4293D68>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/67D4293D68>

## **Commercial tool**

Establishes a framework

## **Total value (estimated)**

- £600,000 including VAT

Above the relevant threshold

## **Contract dates (estimated)**

- 4 August 2025 to 4 August 2027
- Possible extension to 4 August 2029
- 4 years, 1 day

## **Main procurement category**

Services

## **CPV classifications**

- 22000000 - Printed matter and related products
- 92100000 - Motion picture and video services

## **Contract locations**

- UK - United Kingdom
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## **Engagement**

### **Engagement deadline**

26 April 2025

### **Engagement process description**

This RFI will assist in understanding if there is capability, capacity and supplier interest for this work to determine if it is the right approach or if an alternative would be more suitable.

Questions have been included in Appendix 1. If you are interested in the opportunity, please complete and return by the date included in the RFI.

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## **Submission**

### **Publication date of tender notice (estimated)**

1 July 2025

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## **Contracting authority**

### **Waste & Resources Action Programme**

- Public Procurement Organisation Number: PCTJ-5948-ZJZV

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United Kingdom

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Region: UKJ14 - Oxfordshire

Organisation type: Public authority - sub-central government