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Planning

## **Corporate Communications Support Services**

Sellafield Limited

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-019360

Procurement identifier (OCID): ocds-h6vhtk-03df8a

Published 6 July 2023, 6:06pm

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

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

Sellafield Limited

Calder Bridge

Seascale

CA201PG

#### **Contact**

Gillian Warburton

#### **Email**

[gillian.a.warburton@sellafieldsites.com](mailto:gillian.a.warburton@sellafieldsites.com)

#### **Country**

United Kingdom

#### **Region code**

UK - United Kingdom

**National registration number**

1002607

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/sellafield-ltd>

Buyer's address

<https://www.gov.uk/government/organisations/sellafield-ltd>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Body governed by public law

**I.5) Main activity**

Other activity

Nuclear Decommissioning

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

Corporate Communications Support Services

Reference number

C8505

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

- 79416000 - Public relations services

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

Services

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

The Purpose and Lines of Enquiry of this pre-market engagement PIN is for Sellafield Ltd to gain a greater understanding of the supply chain that supports Corporate Communication services. As such, we are asking the supply chain, who are interested, to respond to the Lines of Enquiry request.

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

Value excluding VAT: £4,700,000

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

This contract is divided into lots: No

### **II.2) Description**

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

- 79416000 - Public relations services
- 79961100 - Advertising photography services
- 79822500 - Graphic design services
- 79961100 - Advertising photography services

- 79340000 - Advertising and marketing services
- 92111220 - Advertising video-tape production
- 22120000 - Publications
- 39154100 - Exhibition stands

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

UK

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

Sellafield Ltd is looking to procure Corporate Communications Support for services listed below for up to 10 Participating Entities within the NDA Estate.

Estimated annual spend: £1.17m/annum for a duration of 3+1 years.

As part of your response, please can you indicate if:

1. You are able to deliver all of the services listed within the scope below.
2. You are able to deliver all the services in-house.
3. If you are unable to deliver all services in-house , please advise what percentage of the scope will be delivered via sub-contractor(s).
4. You would be interested in bidding for the opportunity when it becomes available.

Our main driver is that we require a supplier that is able to respond quickly covering any aspect of the scope identified below often under very tight timescales (sometimes within hours). A lot of the work placed tends to be small value packages of work but large volume and for up to 10 different Participating Entities.

I would be most grateful if you could please provide a response by return email to:

Gillian Warburton  
Senior Buyer  
Sellafield Ltd  
Email: [gillian.a.warburton@sellafieldsites.com](mailto:gillian.a.warburton@sellafieldsites.com)

Responses required by 1200 hours on Thursday 20 July 2023.

Thank you in anticipation.

SCOPE: Main focus of services -

#### OUTPUTS

- Graphic design – provision of a graphic design service to help deliver the scope of work.
- Multi-media campaigns - Development and execution of multi-media communication/marketing campaigns which consider, but are not limited to, social media, publications, exhibitions, displays and conferences. All materials must be delivered in formats that work in both print and digital platforms, in relation to digital communications and accessibility.
- Strategic communication support – provision of support to the development of communication strategies as required. Previous examples have included support to the development of social media strategies.
- Brand management - The management and ongoing evolution of the existing client(s) brands, ensuring that guidelines are reviewed and updated as appropriate and that all materials produced are in line with agreed brand guidelines.
- Photography - The provision of public relations photography services, including aerial photography. Files delivered to the relevant PEs in accordance with the required standard (currently - raw file, art worked/postproduction files in low and high resolution).
- Video production - including storyboard development, filming (including art direction) and postproduction, with final files compatible with all broadcast and digital platforms. All rushes to be submitted to the relevant PEs.
- Animations – including storyboard development, art direction, and production, with final files compatible with all broadcast and digital platforms.
- Template production and maintenance - the development, delivery and testing of functional document templates, including ongoing maintenance and support.
- Exhibitions – the development and production of materials to support PE presence at exhibitions and conferences. This will include, but is not limited to, exhibition stands, virtual exhibition content, corporate literature, and branded goods. It also includes the development of exhibition material for display inside our facilities and offices. The scope also includes the maintenance and development of the Sellafield Story exhibition at The Beacon Museum, Whitehaven.

Other services needed as part of delivering the scope above:

- The management of key interfaces including web hosting providers, information security teams and existing IT providers.
- The execution of feedback and evaluation activities to measure the effectiveness of

specific communication tactics and the success of the overall strategy, building in improvements as appropriate. This evaluation could include, but not be limited to, annual stakeholder surveys and community polling.

The following is an illustration of the types of work to be performed under this agreement. A large proportion of the work is reactive work packages, often lots of small value packages of work:

- Production of corporate publications included but not limited to annual reports, technical environmental reports, and internally focussed manuals.
- Development of creative wrapper and content in support of recruitment marketing activities.
- Translation services associated with the scope – Minimal requirement. Language needed is often Welsh.
- Maintenance and development of existing public exhibitions in the Beacon Museum, Whitehaven, Cumbria. This includes but is not limited to; approximately 30 digital screens, approximately 120 display boards, and 9 interactive exhibits.
- Design and production of PowerPoint presentations for senior management to use at external industry and stakeholder events.
- Formatting brochures, leaflets and banner stands (content provided by the Participating Entities) in line with the prescribed corporate brand guidelines.
- Producing graphical illustrations to be used as part of a PowerPoint presentation.
- Producing print ready pdfs of display panels.
- Conversion of graphics from publications into jpg format for use by Participating Entities.
- The production of corporate videos and animations, including support to scripting and storyboarding, capture and edit of footage, postproduction, voice over (if required) and deliver to PEs Client. Examples of recent corporate videos can be seen on the PE websites and social media channels.
- The production of infographics to help the PEs provide complex information to internal and external stakeholders in an engaging and accessible way.

#### **II.2.14) Additional information**

The opportunity will be published on Atamis which is a OneNDA eCommercial System. To

view opportunities and register please use the below link or contact Gillian Warburton ([gillian.a.warburton@sellafieldsites.com](mailto:gillian.a.warburton@sellafieldsites.com)) who can provide the link required:

<https://atamis-2464.my.site.com/s/Welcome>

The NDA is a non-department public body of the Department for Business Energy and Industrial Strategy, created by the Energy Act 2004 to clean up the UK's earliest nuclear sites safely, securely and cost-effectively with care for people and the environment.

NDA is supported in delivering its mission through its subsidiary organisations: Direct Rail Services Limited and International Nuclear Services Limited ("Nuclear Transport Solutions"), Dounreay Site Restoration Limited, LLW Repository Limited, Magnox Limited, Radioactive Waste Management Limited, and Sellafield Limited. NDA also works closely with National Nuclear Laboratory Limited.

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

6 July 2023

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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