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Tender

Digital Content, Graphics Production, Marketing Campaign Delivery: British Pavilion at the Venice Biennale

British Council

F02: Contract notice

Notice identifier: 2022/S 000-019695

Procurement identifier (OCID): ocds-h6vhtk-035397

Published 19 July 2022, 5:06pm

Section I: Contracting authority

I.1) Name and addresses

British Council

1 Redman Place

London

E20 1JQ

Contact

Brian D'Mello

Email

brian.dmello@britishcouncil.org

Country

United Kingdom

NUTS code

UK - United Kingdom

Internet address(es)

Main address

www.britishcouncil.org

Buyer's address

<https://in-tendhost.co.uk/britishcouncil>

I.3) Communication

Access to the procurement documents is restricted. Further information can be obtained at

<https://in-tendhost.co.uk/britishcouncil>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/britishcouncil>

Tenders or requests to participate must be submitted to the above-mentioned address

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

Registered Charity

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Digital Content, Graphics Production, Marketing Campaign Delivery: British Pavilion at the Venice Biennale

Reference number

BC/02473

II.1.2) Main CPV code

- 79415000 - Production management consultancy services

II.1.3) Type of contract

Services

II.1.4) Short description

The British Council is tendering for the supply of an integrated service to support its annual exhibitions and global marketing campaign for the British Pavilion at the Venice Biennale. The service will cover the development, production and project management of assets and content which will stimulate engagement with the British Pavilion across a physical audience of over 400,000, and devise and deliver a global digital marketing campaign with a reach of around half a million. Acting as the main point of contact for the British Council for these services, the Service Provider will be responsible for planning, overseeing and managing all workstreams in line with specifications. The Service Provider will ensure that relationships with the British Council are managed effectively, contracts with any subcontractors are in place and payments are processed efficiently. It is not essential that the Supplier has in-house capacity to undertake all of these workstreams, though Suppliers will need

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.2) Additional CPV code(s)

- 79415000 - Production management consultancy services

- 79421000 - Project-management services other than for construction work
- 79342000 - Marketing services
- 92310000 - Artistic and literary creation and interpretation services
- 92111210 - Advertising film production
- 79415200 - Design consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

Main site or place of performance

This contract will be managed from the United Kingdom, but the services will be delivered in Venice.

II.2.4) Description of the procurement

The British Council is tendering for the supply of an integrated service to support its operations at the British Pavilion in Venice. The service will cover the development, production and project management of assets and content which will stimulate engagement with the British Pavilion across a physical audience of over 400,000, and devise and deliver a global digital marketing campaign with a reach of around half a million. Acting as the main point of contact for the British Council for these services, the Service Provider will be responsible for planning, overseeing and managing all workstreams in line with specifications. The Service Provider will ensure that relationships with the British Council are managed effectively, contracts with any subcontractors are in place and payments are processed efficiently. The Supplier will work across a number of related workstreams: graphic design, digital content production, marketing campaign delivery and photography; to produce relevant and engaging creative responses to the brief for the British Pavilion each year. It is not essential that the Supplier has in-house capacity to undertake all of these workstreams, though Suppliers will need to demonstrate experience and ability in project management and subcontracting in each of the workstreams in the contract. The British Council does not require the same subcontractors to be commissioned by the Service Provider for each annual edition of the British Pavilion as the priority will be for a unique response to the artist / curator's creative concept for each exhibition. The British Council requires a single Project Manager to be nominated and this role will be essential in working within the overall timescale, budget and quality requirements of the British Council. The Project Manager should have experience of managing budgets and leading teams and be experienced in delivering projects covering the areas in scope of this contract. Graphic Design Each year, the British

Council will issue a creative brief to inform the development of an appropriate visual identity for the British Pavilion. It is vital that the visual identity responds sensitively and with creativity to the specific theme, the practise of the artist / curator and the concept for exhibition design. The creation and application of a graphic visual identity for the British Council commission at the Venice Biennale is essential to bring together and give coherence to diverse range of assets and activity including built elements of the exhibition, signage, interpretation, and digital marketing collateral. A production budget of up to £20K will be devolved to the Service Provider for physical assets.

Content ProductionThe British Council commissions and produces a digital content package (films and social media optimised video/digital content), which form a key and central part of the British Council's global marketing, PR and communications campaign around this flagship programme. We require the annual planning and production of this package, which will provide global online audiences with an authentic and engaging experience of the British Pavilion exhibition. It may also provide additional editorial/curatorial interpretation to complement the physical exhibition.

PhotographyThe British Council requires a series of professional photographs of the British Pavilion exhibition for use across the official exhibition catalogue, marketing materials and distribution to press and media on the day of the official Preview.

Marketing CampaignWe require external support to devise, plan and deliver our annual global digital marketing campaign for the British Pavilion exhibition. Each year we produce a campaign toolkit, comprising video content, images, digital visual assets and prepared social media copy, which is distributed to our global marketing colleagues for dissemination through local digital and social media channels.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

24

This contract is subject to renewal

Yes

Description of renewals

2 Years with optional 2 Year Extension

II.2.10) Information about variants

Variants will be accepted: No

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

Tender value £150,000 per year. Includes devolved Graphics Production Budget of £20K and devolved Paid Promotion Budget of £5K. 2 Years with optional 2 Year Extension. Total Contract Value (four years) £600K.

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.2) Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3) Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

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.2.2) Time limit for receipt of tenders or requests to participate

Date

17 August 2022

Local time

10:00am

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

17 August 2022

Local time

10:15am

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

If you are interested in expressing an interest and/or bidding for this project, please go to <https://in-tendhost.co.uk/britishcouncil> . You may then have to register your company before you can express an interest for this project and get access the documents.

VI.4) Procedures for review

VI.4.1) Review body

The High Court Royal Courts of Justice

Royal Courts of Justice Strand

London

WC2A 2LL

Country

United Kingdom