This is a published notice on the Find a Tender service: <a href="https://www.find-tender.service.gov.uk/Notice/022478-2021">https://www.find-tender.service.gov.uk/Notice/022478-2021</a>

Tender

# **CEFAS21-64 Creative Services Framework**

Cefas

F02: Contract notice

Notice identifier: 2021/S 000-022478

Procurement identifier (OCID): ocds-h6vhtk-02df3d

Published 9 September 2021, 10:45pm

# **Section I: Contracting authority**

## I.1) Name and addresses

Cefas

Pakefield

Lowestoft

**NR33 0HT** 

**Email** 

procure@cefas.co.uk

**Telephone** 

+44 2072385921

Country

**United Kingdom** 

**NUTS** code

UKH1 - East Anglia

Internet address(es)

Main address

www.cefas.co.uk

### I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

https://defra.bravosolution.co.uk/esop/quest/go/opportunity/detail?opportunityId=52236

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

https://defra.bravosolution.co.uk/esop/guest/go/opportunity/detail?opportunityId=52236

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

Environment

# **Section II: Object**

## II.1) Scope of the procurement

#### II.1.1) Title

CEFAS21-64 Creative Services Framework

#### II.1.2) Main CPV code

• 79933000 - Design support services

#### II.1.3) Type of contract

Services

#### II.1.4) Short description

To help Cefas meet the increasing need to communicate with audiences, we require to engage a variety of organisations to cover the expanding 'Creative Services' requirement by generating a Creative Services framework delivered over 3 Lots. The 'Creative Services Framework' will enable pre-appointed suppliers to be engaged in a 'call-off' style fashion providing a swift and compliant route to market as and when requirements are identified.

Tenderers have the opportunity to bid for all or any combination of the Lots, but a separate Tender must be submitted per Lot. The Lots are described below:

- Lot 1 Graphic Design
- Lot 2 Audio Visual Production
- Lot 3 Editorial and Communications Strategy

Full details are contained within the Tender package.

https://defra.bravosolution.co.uk/esop/guest/go/opportunity/detail?opportunityId=52236

#### II.1.6) Information about lots

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 3

## II.2) Description

#### II.2.1) Title

Lot No

1 - Graphic design

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

• 79822500 - Graphic design services

#### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

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

Tenderers are required to demonstrate they can provide a full design service across all types of project. This may include, but is not limited to:

- creative direction and management
- developing design concepts and content suitable across all media channels eg infographics, education materials, reports and leaflets.
- developing brand propositions, inclusive of relevant research
- designing brand identity including:
  - logo
  - core messages
  - Intellectual Property Rights
  - trademarking
  - defining brand values
- developing/producing multi-channel brand guidelines

- developing/producing templates and guidelines for websites
- typesetting, proofing, and pagination
- liaison with printers/print managers
- liaison with translation companies for international products, as required

#### 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

Start date

1 December 2021

End date

31 October 2024

This contract is subject to renewal

Yes

Description of renewals

An extension of a further 2 periods of 12 months can be applied

#### 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) Description

#### II.2.1) Title

Lot No

2 - Audio Visual Production

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

• 32321300 - Audio-visual materials

#### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

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

Tenderers are required to demonstrate they can offer video and photography production services, either together or on a separate basis, covering the following elements:

- moving picture and video (broadcast, online etc) including:
- promotional films, online content, interviews, training videos
- large and small-scale production requirements (from short informational documentaries to talking heads)
- sound including:
  - in support of video projects
- large and small-scale production requirements (from high production value radio to podcasts)
- podcasts
- stock imagery sourcing
- digital media driving engagement
- rich media
- video
- mobile and standard

- other channels where appropriate and as required
- animation and motion graphics (desirable, but not essential)
- experience of working onboard seagoing vessels and underwater would be desirable (although not essential)
- Experience of working internationally, or with overseas partners, including translators and actors, would be desirable, but not essential

#### 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

Start date

1 December 2021

End date

30 November 2024

This contract is subject to renewal

Yes

Description of renewals

An extension of the further 2 periods of 12 months

#### 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) Description

#### II.2.1) Title

Lot No

3 - Editorial and Communications Strategy

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

- 79342000 Marketing services
- 92312213 Technical author services

#### II.2.3) Place of performance

**NUTS** codes

• UK - United Kingdom

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

Tenderers are required to demonstrate they can provide a wide range of editorial services across multiple media; this may include, but is not limited to:

- copy production for leaflets, booklets, annual reports, websites and other related items
- · copy checking
- technical writing for specialist audiences
- copy to translate our complex science into text that engages non-science audiences, including policy, industry

#### 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

Start date

1 December 2021

End date

#### 30 November 2024

This contract is subject to renewal

Yes

Description of renewals

An extension of a further 2 periods of 12 months can be applied

## 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

## 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: No

## IV.2) Administrative information

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

Date

11 October 2021

Local time

12:00pm

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

English

#### IV.2.6) Minimum time frame during which the tenderer must maintain the tender

Tender must be valid until: 31 December 2021

#### IV.2.7) Conditions for opening of tenders

Date

11 October 2021

Local time

12:00pm

# **Section VI. Complementary information**

# VI.1) Information about recurrence

This is a recurrent procurement: No

# VI.4) Procedures for review

VI.4.1) Review body

The High Court

The Strand

London

Country

**United Kingdom**