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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](mailto:procure@cefas.co.uk)

#### **Telephone**

+44 2072385921

#### **Country**

United Kingdom

#### **NUTS code**

UKH1 - East Anglia

**Internet address(es)**

Main address

[www.cefas.co.uk](http://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/guest/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

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## 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

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## **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

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## **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