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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

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/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

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