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Tender

## **Two Year Fixed Period Contract GFX Services**

Seirbheis nam Meadhanan Gàidhlig (The Gaelic Media Service)

F02: Contract notice

Notice identifier: 2024/S 000-023052

Procurement identifier (OCID): ocds-h6vhtk-048433

Published 24 July 2024, 2:39pm

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

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

Seirbheis nam Meadhanan Gàidhlig (The Gaelic Media Service)

Seaforth Road, Stornoway

Isle of Lewis

HS1 2SD

#### **Email**

[tender@mgalba.com](mailto:tender@mgalba.com)

#### **Telephone**

+44 851705550

#### **Country**

United Kingdom

#### **NUTS code**

UKM64 - Na h-Eileanan Siar (Western Isles)

**Internet address(es)**

Main address

<http://www.mgalba.com>

Buyer's address

[https://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA14302](https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA14302)

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3) Communication**

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

<http://www.publiccontractsscotland.gov.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<http://www.publiccontractsscotland.gov.uk>

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

Other type

Body established under the Broadcasting Act 1990

**I.5) Main activity**

Other activity

Broadcasting

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## **Section II: Object**

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

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

Two Year Fixed Period Contract GFX Services

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

- 92221000 - Television production services

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

Services

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

Applications are invited from experienced and innovative post-production & creative edit houses in order to fulfil graphics and creative services for BBC ALBA's linear schedule and digital platforms. We seek a partner capable of delivering high-quality, accurate, engaging, and cohesive materials that align with our brand vision and marketing objectives. The contract will begin on 1st October 2024.

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

Value excluding VAT: £180,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UKM64 - Na h-Eileanan Siar (Western Isles)

Main site or place of performance

MG ALBA's main offices are based in Stornoway, Isle of Lewis but we welcome tender submissions from those willing to work remotely.

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

Applications are invited from experienced and innovative post-production & creative edit houses in order to fulfil graphics and creative services for BBC ALBA's linear schedule and digital platforms. We seek a partner capable of delivering high-quality, accurate, engaging, and cohesive materials that align with our brand vision and marketing objectives. The contract will begin on 1st October 2024.

The services sought are:

#### Interstitials Delivery Services

- Assembly and delivery of interstitials in weekly packages, offline and online (approximately 60 hours per annum, with all assets pre-existing);
- The overlaying of BBC ALBA graphics and livery, audio and music onto BBC ALBA promos and trailers of varying lengths;
- The creation of menus, other programme pointers and other presentational elements;
- Timely, accurate and efficient delivery of all interstitial packages + deliverables consistently throughout the year;
- Review and develop efficiency of systems within 6 months of contract start date, including automation where possible;
- Provide robust backup/resilience; and
- Versatile and responsive to delivery deadlines.

#### Creative Services:

- Concept, Ideation and Editing of engaging promos & trailers of varying lengths for linear & digital platforms;
- End to end creation of multi-platform promotional assets for use on linear & digital platforms, including:
  - Leading on concept & ideation in response to briefs from marketing / digital team;
  - Working with MG ALBA colleagues to develop ideas, adapt and optimize for specific platforms; and

- Deliver approximately 2x multi-platform video campaigns per month, including platform-specific versioning & graphics.
- Monthly creative meeting with MG ALBA team for ideation / forward planning; and
- Up to 5 showreels of approximately 5 mins per year.

#### Deliverables / Outcomes

The outcomes/key results sought are:

- Timely and accurate delivery of interstitial materials to Payout;
- Increase in engaging, innovative and effective video campaigns across all BBC ALBA platforms;
- Delivery of up to 2x bespoke multiplatform campaigns per month, of varying durations, in line with BBC ALBA Marketing strategy;
- Delivery of up to 5x showreels per year (approximately 5 minutes); and
- Efficient & Streamlined process with MG ALBA staff & external suppliers

Measurable KPIs will be agreed upon appointment of successful tenderer to ensure outcomes are being met.

#### **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 October 2024

End date

30 September 2026

This contract is subject to renewal

No

#### **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 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

#### **III.2) Conditions related to the contract**

##### **III.2.3) Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

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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: Yes

### **IV.2) Administrative information**

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

Date

23 August 2024

Local time

3:00pm

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

English, Scottish Gaelic

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

Date

23 August 2024

Local time

3:00pm

Place

MG ALBA, Seaforth Road, Stornoway, Isle of Lewis

Information about authorised persons and opening procedure

Kristina Macdonald, Trainee Accountant

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

Estimated timing for further notices to be published: 20 months from start of contract

### **VI.2) Information about electronic workflows**

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

[https://www.publiccontractsscotland.gov.uk/Search/Search\\_Switch.aspx?ID=773270](https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=773270).

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

[https://www.publiccontractsscotland.gov.uk/sitehelp/help\\_guides.aspx](https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx).

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:773270)

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Stornoway Sheriff Court

9 Lewis Street

Stornoway

HS1 2JF

Email



[stornoway@scotcourts.gov.uk](mailto:stornoway@scotcourts.gov.uk)

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+44 1851702231

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United Kingdom