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Tender

## **Graphic Design and Digital Media Framework**

North Ayrshire Council

F02: Contract notice

Notice identifier: 2022/S 000-024576

Procurement identifier (OCID): ocds-h6vhtk-036520

Published 2 September 2022, 9:47am

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

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

North Ayrshire Council

Cunninghame House, Friars Croft

Irvine

KA12 8EE

#### **Email**

[laurakeane@north-ayrshire.gov.uk](mailto:laurakeane@north-ayrshire.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UKM93 - East Ayrshire and North Ayrshire mainland

#### **Internet address(es)**

Main address

<http://www.north-ayrshire.gov.uk>

Buyer's address

[http://www.publiccontractsscotland.gov.uk/search/Search\\_AuthProfile.aspx?ID=AA00337](http://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA00337)

### **I.3) Communication**

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

<https://www.publictendersscotland.publiccontractsscotland.gov.uk>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publictendersscotland.publiccontractsscotland.gov.uk>

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

Regional or local authority

### **I.5) Main activity**

General public services

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## **Section II: Object**

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

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

Graphic Design and Digital Media Framework

Reference number

NAC/5111

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

- 79822500 - Graphic design services

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

Services

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

North Ayrshire Council has an on-going requirement for a graphic design and digital media framework. This will be used by various services across the Council to procure graphic design or filming work.

The framework will be contain two lots:

Lot 1 – Graphic Design (branding, material – online and print, animation, and illustration) – maximum of 10 suppliers to be appointed.

Lot 2 – Film Making and Virtual Tours - maximum of 5 suppliers to be appointed.

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

Value excluding VAT: £420,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

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

### **II.2.1) Title**

Graphic Design (branding, material – online and print, animation, and illustration)

Lot No

1

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

- 79822500 - Graphic design services

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

NUTS codes

- UKM93 - East Ayrshire and North Ayrshire mainland

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

North Ayrshire Council delivers a wide range of services, events, products and general information to a wide variety of audiences. The supplier will provide graphic design services to include but not limited to:

-Graphic design services for printed and/or digital products including brochures, flyers, posters, postcards, bookmarks, newsletters, stationery, ticket design, invitations, programmes etc.

-Design for web and social media platforms including graphics, pdfs, animations and digital publishing platforms

-Brand development - research, design, application and creation of brand guidelines

-Logo design

-Advertising design – newspaper/magazine, printed media, outdoor and online etc

-Infographic and illustration

-Design for internal and external signage

-Design for exhibition systems, pop up systems, point of sale, vehicle livery etc

-Design for indoor/outdoor events including banners, flags, backdrops, screen content and general event dressing

-Resizing of pre-existing artwork

-Provision of subcontracted services as required including copywriting, photography, illustrations, animations, translation services etc.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 40

Price - Weighting: 60

### **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

Option to extend for up to 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**

Film Making and Virtual Tours

Lot No

2

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

- 30194220 - Drafting films
- 32354000 - Film products

**II.2.3) Place of performance**

NUTS codes

- UKM93 - East Ayrshire and North Ayrshire mainland

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

North Ayrshire Council delivers a wide range of services, events, products and general information to a wide variety of audiences. Film is becoming increasingly important in the documentation and communication of key information about our services, projects and events.

The supplier will have the following experience:

- Professional experience of all aspects of film and video production including pre-production, location and studio production and post-production processes
- Production of promotional, documentary, educational films, interpretation resources, rich digital content and audio
- Live streaming of major events
- Production of films and videos incorporating subtitling and BSL (British Sign Language) as appropriate
- Production of 360 degree tours for key events and buildings
- The supplier should commit to a keeping abreast of new and emerging technologies for example, timelapse/hyperlapse photography and drone applications

**II.2.5) Award criteria**

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Price - Weighting: 60

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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.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Where it is required, within a bidder's country of establishment they must confirm which authorisation or memberships of the relevant organisation(s) are required in order to perform this service.

Bidders must confirm if they hold the particular authorisation or memberships

#### **III.1.2) Economic and financial standing**

List and brief description of selection criteria

Bidders will be required to have a minimum yearly "specific" turnover of:

Lot 1 15750GBP

Lot 2 10500GBP

for the last 3 years in the business area covered by the contract.

North Ayrshire Council reserve the right to review the bidders financial information including information from credit reference agencies at tender stage and throughout the life of the contract, and seek clarifications if necessary. If clarifications are not satisfactory the bidder may be excluded from the tender process.

Bidders who cannot meet the required level of turnover will be excluded from this tender.

Where turnover information is not available for the time period requested, the bidder will be required to state the date which they were set up or started trading.

It is a requirement of this contract that bidders hold, or can commit to obtain prior to the commence of any subsequently awarded contract, the types and levels of insurance indicated below:

Employer's (Compulsory) Liability Insurance = 5M GBP in respect of any one event

<http://www.hse.gov.uk/pubns/hse40.pdf> - not applicable to sole traders.

Public Liability Insurance: Lot 1 - not required. Lot 2 - 5M GBP in respect of any one event

Professional Indemnity Insurance Lot 1 - 5M GBP in the aggregate, Lot 2 - 5M GBP in the aggregate

### **III.1.3) Technical and professional ability**

List and brief description of selection criteria

Bidders are required to provide 2 examples of services carried out in the past 3 years that demonstrates they have the relevant experience to deliver the services described in the Contract Notice. The services must be of a similar value, size and scope. Unsatisfactory experience will result in exclusion from the tender process.

The minimum project value accepted per lot is detailed below:

-Lot 1 – Minimum value 2000 GBP

-Lot 2 – Minimum value 1000 GBP

Bidders are required to confirm whether they intend to subcontract and, if so, for what proportion of the contract.

Bidders who intend to subcontract more than 25% to any individual organisation must ensure the SPD (Scotland) - Subcontractors Supplier Response is completed and uploaded at question 2C.1 of the qualification envelope.

## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.3) Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

Framework agreement with several operators

Envisaged maximum number of participants to the framework agreement: 15

#### **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

3 October 2022

Local time

12:00pm

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

English

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

Date

3 October 2022

Local time

12:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

Electronic invoicing will be accepted

Electronic payment will be used

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

For Information - Lot 1 - maximum of 10 suppliers to be appointed. Lot 2 - maximum of 5 suppliers to be appointed.

Quality Management Procedures

1. The bidder must hold a UKAS (or equivalent) accredited independent third-party certificate of compliance in accordance with BS EN ISO 9001 (or equivalent) or a documented policy regarding quality management, see attachment at SPD question 4D.1.

Bidders may be excluded from this competition if they are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.

The buyer is using PCS-Tender to conduct this ITT exercise. The Project code is 22094. For more information see:

<http://www.publiccontractsscotland.gov.uk/info/InfoCentre.aspx?ID=2343>

Community benefits are included in this requirement. For more information see:

<https://www.gov.scot/policies/public-sector-procurement/community-benefits-in-procurement/>

A summary of the expected community benefits has been provided as follows:

Community benefits will be required on a voluntary basis for:

1. Fair Work: promotion of job opportunities within North Ayrshire; employability targets for specific priority groups.

2. Upskilling (including curriculum development): work experience placements; taster

sessions; training opportunities; work within education establishments.

3. Entrepreneurial, Inclusive and Sustainable Economy: monitoring spend within North Ayrshire; with micro, small and medium enterprises; and the Third Sector.

4. Wish List: delivery of community and Third Sector requests for support from the NAC Community Benefit Wish List.

(<http://northayrshire.community/community-benefits-wishlist-application-form/>)

(SC Ref:704869)

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

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

Kilmarnock Sheriff Court

Sheriff Court House, St Marnock Street

Kilmarnock

KA1 1ED

Telephone

+44 1563550024

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/>