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Planning

## **Animation Video to Support Additional Learning Needs `Busting Myths Campaign`**

City & County of Swansea

F01: Prior information notice

Prior information only

Notice identifier: 2023/S 000-028096

Procurement identifier (OCID): ocds-h6vhtk-040326

Published 22 September 2023, 4:37pm

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

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

City & County of Swansea

Civic Centre

Swansea

SA1 3SN

#### **Email**

[procurement@swansea.gov.uk](mailto:procurement@swansea.gov.uk)

#### **Telephone**

+44 1792000000

#### **Country**

United Kingdom

**NUTS code**

UKL18 - Swansea

**Internet address(es)**

Main address

<http://www.swansea.gov.uk/dobusiness>

Buyer's address

[https://www.sell2wales.gov.wales/search/Search\\_AuthProfile.aspx?ID=AA0254](https://www.sell2wales.gov.wales/search/Search_AuthProfile.aspx?ID=AA0254)

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

The contract is awarded by a central purchasing body

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

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

Regional or local authority

**I.5) Main activity**

General public services

## **Section II: Object**

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

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

Animation Video to Support Additional Learning Needs `Busting Myths Campaign`

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

- 92331210 - Children animation services

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

Services

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

Swansea Council is seeking to establish market options for the design, co-ordination and delivery of four (2 x 60s and 2 x 90s changeable) animations to focus on `busting myths` for parents or carers in regards to ASD – Autism Spectrum Disorder.

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

Value excluding VAT: £0.01

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

This contract is divided into lots: No

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

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

- 92331210 - Children animation services
- 39162000 - Educational equipment
- 80000000 - Education and training services
- 22314000 - Designs
- 71242000 - Project and design preparation, estimation of costs
- 79315000 - Social research services
- 32583000 - Data and voice media

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

NUTS codes

- UKL18 - Swansea

Main site or place of performance

Swansea

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

Swansea Council is seeking to establish market options for the design, co-ordination and delivery of four (2 x 60s and 2 x 90s changeable) animations to focus on `busting myths` for parents or carers in regards to ASD – Autism Spectrum Disorder.

Due to the nature of the funding, the campaign must be completed and live by March 31st 2024.

Swansea Council is committed to offering clear pathways for ASD by outlining the support, clear pathways and opportunities – clearly directing parents and carers to our one stop shop webpage to outline such pathways in Swansea.

A social media campaign will coincide with the communication campaign to support driving traffic to the website and the right place. The animations will be at the forefront of the integral campaign to reassure, support and direct the child/ learner to the right place.

At this stage, Swansea Council are seeking to determine the most appropriate approach to seek a company with experience who can outline the brief, work to the required timescale and best value.

### **II.3) Estimated date of publication of contract notice**

4 December 2023

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## **Section IV. Procedure**

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

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

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## **Section VI. Complementary information**

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

Interested parties, please email [Commercial@swansea.gov.uk](mailto:Commercial@swansea.gov.uk) for further information by Friday October 6th, 2023.

(WA Ref:135063)